

In this issue...

What's New?

- Ontario Pan Am Games Bid has Federal Support
- New Event Funding Deadline Approaching
- Burlington Children's Festival
- Discover Sandcastles

Partner News

- Burlington Hotel Deals

What's Happening?

Industry Updates

- Tourism Intelligence Bulletin July 2008

Visitor Services

Give 'em a Pickle!

What's New?

Ontario Pan Am Games Bid has Federal Support - The Federal Government has recently indicated that it is fully supporting the Toronto and Greater Golden Horseshoe Bid for the 2015 Pan American and Parapan American Games. The Premier is presently in Beijing to speak with key National Olympic Committee Chairs, to make sure Ontario has the best opportunity to make a winning case. Burlington Council and staff, Tourism Burlington, Burlington Sport Alliance and the Burlington community are interested and excited about this unique opportunity. We will continue to provide updates as the bid moves forward.

NEW Event Funding Deadline Approaching -Tourism Burlington has developed event funding to provide financial assistance to events hosted in Burlington and/or its surrounding area. The maximum grant issued per event, per year is \$5,000. **September 30th** is the deadline for events hosted between November 1 and April 30/09. Funding for this tourism grant program is made possible through the Burlington Hotel Association (BHA), whose members voluntarily collect a Destination Marketing Fee on room rental rates. Tourism Burlington works with the BHA to implement marketing initiatives that enhance Burlington's profile as a tourist destination. See the [website](#) for further details.

Burlington Children's Festival - Sunday August 17th, 2008 10am to 5pm at the Waterfront at Downtown Burlington, Spencer Smith Park (Lakeshore Road). Come for a day of **FREE** family entertainment where you can: create your own music video with [Dance Heads](#); watch the BMX PROS in action at the expert stunt show put on by [Jagger Sports Co.](#); see the tribute to High School Musical; watch the [Duffle Bag](#) theatre group and have your chance to star in the 'Peter Pan' production; come sing & dance along at the Princess Cinderella Show; be amazed and test your ultimate soccer skills with [FreeStyle Soccer](#); see CLarOL the CLown & Craig Douglas; meet Princess Cinderella and Pirate Jack; have lots of fun in the play zones; visit the Children's Market place Food; and enjoy refreshments. For further information call (905) 335-7600 ext. 7201 or [e-mail](#).

Discover Sandcastles - Free demonstration and workshop on Saturday August 16th from 10 - 2 p.m. at The Beachway. Castle building competition on Saturday August 23rd from 10 a.m. to 1 p.m. also at The Beachway Watch Sandi Castle Stirling create a 7 foot high sand sculpture and offers tips. To register for the competition visit Tansley Woods or City Hall or online at [Burlington.ca](#) TTR#180879/80/81.

Partner News

Burlington Hotel Deals- The REST is EASY- Having a stay-cation this summer? Invite your family and friends to visit Burlington. With great hotel deals being offered at local Burlington Hotel Association properties the timing is perfect. Packages are available from June 13 -November 30, 2008 (some exclusions may apply). Buy One Night stay at a participating hotel and get the **2nd night at ½ price**. Starting at: **\$89.00** plus applicable taxes and fees. **ADDED BONUS** - Package includes your choice of one **\$20**

Gift Card from IKEA, OR Burlington Taxi OR Art Etc. Shop at Burlington Art Centre. Invite your friends and family to your new guest suite...in a Burlington hotel. Visit the [website](#) for details.

Welcome New Partners - Become a partner with Tourism Burlington by completing and faxing a partner profile. It is free to any tourism business in Burlington. Call 905 634-5594 or visit our [website](#).

Burlington Apartments	905-333-5576
------------------------------	---------------------

Industry Updates

Tourism Intelligence Bulletin - July 2008 - Domestic travel remains flat and is not predicted to grow in the short term due to gas prices and weaker economic conditions taking a toll on consumer confidence. There is also a decline predicted in US leisure travel as Americans are staying closer to home for similar reasons. Source: Canadian Tourism Commission

What's Happening?

- Sat, Aug. 16 - Fri, Aug. 29: Earth Art Exhibit, [Royal Botanical Gardens](#), 10am-5pm
- Sat, Aug. 16 - Sun, Aug. 17: "Take a Hike" in Aldershot, [Hidden Valley Park](#), 12-1:30pm
- Sat, Aug. 16: Discover Sandcastles Demonstration & Workshop, [The Beachway](#), 10am-2pm
- Sat, Aug. 16 - Sun, Aug. 17: Picnics in Paradise, [RBG - Arboretum](#), 10am-5pm
- Sun, Aug. 17: Burlington's Children's Festival, [Spencer Smith Park](#), 10am-5pm
- Sun, Aug. 17: Music in the Park *Burlington Teen Tour Band*, [Central Park Band Shell](#), 7:30-9pm
- Sun, Aug. 17: Spirit Sings, [Crawford Lake Conservation Area](#), 6-9pm
- Tues, Aug. 19: Movies in the Park featuring *Alvin & The Chipmunks*, [Ireland Park](#), 9-11pm
- Weds, Aug. 20: Red Hot Jazz N' Cool Blues, [RBG - Hendrie Park Gardens](#), 6-8:30pm
- Weds, Aug. 20: Music in the Park with *Kim & Adrian*, [Central Park Band Shell](#), 7:30-9pm
- Sat, Aug. 23: Discover Sandcastles Competition, [The Beachway](#), 10am-1pm
- Sat, Aug. 23 - Sun, Aug. 24: Picnics in Paradise, [RBG - Arboretum](#), 10am-5pm
- Sun, Aug. 24: Music in the Park with *Rhythm Works*, [Spencer Smith Park Gazebo](#), 2-3:30pm
- Weds, Aug. 27: Red Hot Jazz N' Cool Blues, [RBG - Hendrie Park Gardens](#), 6-8:30pm
- Fri, Aug. 29 - Mon, Sept 1: Canada's Largest Ribfest, [Spencer Smith Park](#), 11am-11pm

Sport Events - Put out the welcome mat for athletes & families participating in these upcoming events:

- Sat-Sun, Aug 23-24: 2008 Novice Girls Provincial Select Tournament, Sherwood Forest, [Burlington Amateur Softball Association](#)

Visit the [Burlington Events Calendar](#) for event information for visitors and residents at [www.burlington.ca](#). Free online listing for community events... **ADD YOUR EVENT NOW!**

Visitor Services - The Visitor Centre is open daily from 8 a.m. - 6 p.m. until Labour Day, 9 a.m. - 4 p.m. from Sept - May. We also have travel counselors greeting visitors at Discovery Landing from 10 - 5 p.m. most days throughout the summer and at the following festivals: Burlington Children's Festival August 17th, Canada's Largest Ribfest August 29 - Sept 1st and Waterfront Art Market Sept 13-14th.

Tourism Burlington would like to thank Tracey Gardner our Administrative Assistant and former weekend travel counselor for her support over the past 3 years. Tracey has recently accepted a new full-time position and will be leaving us as of August 15th.

Give 'Em a Pickle - [Send us](#) your pickle stories (when you or your fellow staff have given extraordinary customer service) and you could be a winner and be featured in an upcoming ENews. **We welcome any donations of prizes** to be used for this program. [Contact us](#).

ENEWS - is distributed bimonthly to over 300 tourism partners in Burlington and the surrounding area by Tourism Burlington. [Submit Information to this Enewsletter](#)- If you have news you feel will be of interest to tourism partners forward the details and we will make every effort to include in the future. [Enewsletter Unsubscribe](#) - If you prefer not to receive this Enews or would like to receive a print version [contact us](#).