

In this issue... **HAPPY THANKSGIVING!**

What's New?

- 2015 Pan Am Games Bid Launch
- Three Apeldoorn delegations visit Burlington
- Enjoy Autumn's Splendour!

Partner News

- Burlington Hotel Deals

What's Happening?

Industry Updates

- OTMPC New Online Marketing Directory
- CTC's Latest Air Scan Now Online

Visitor Services

- Souvenir Sale-a-bration!

Give 'em a Pickle!

What's New?

2015 Pan Am Games Bid Launch - The Greater Golden Horseshoe bid for the 2015 games was officially launched on Oct. 2 at the CNE grounds. Attending the launch was Burlington Mayor Cam Jackson and city and tourism staff. Burlington has made a proposal to the bid committee to host sports at a number of venues. If Burlington venues are selected it may include upgrade of existing facilities as well as constructing new. The funding to stage the games will be coming from all three levels of government. It is predicted that these games could inject \$2 billion into the Ontario economy by attracting 250,000 visitors and creating 17,000 jobs.

Three Apeldoorn delegations visit Burlington - Over the next two and a half weeks, three delegations from Apeldoorn, the Netherlands, will be visiting the City of Burlington. Nineteen citizens will visit from Oct. 7 to 16 and their trip will focus on the arts and nature and will include: a visit to the Royal Botanical Gardens; a rehearsal for the Ambassador Choir; a day-trip to Toronto; a tour and demonstration at the Burlington Art Centre; a tour of the longhouse and trails at Crawford Lake; a day-long tour of Niagara Falls and Niagara-on-the-Lake; and a walking tour of downtown Burlington. Officials from Apeldoorn including Mayor Fred DeGraaf and his wife will visit from Oct. 13 to 17. Mayor DeGraaf will meet with Mayor Jackson, Members of Council, staff and citizen committee members to discuss the future of the twinning relationship between the two cities as it relates to student exchanges; citizen delegations; cycling; sports; culture; and business opportunities. A delegation of three soccer trainers from Apeldoorn will be visiting from Oct. 15 to 22. This visit represents the next step in a citizen-to-citizen connection between Burlington and Apeldoorn in the field of sports. They will share their expertise and experiences with Burlington Youth Soccer Club coaches and players. For more information, please contact [Evelyn Eichenbaum](#) at 905-335-7600, ext. 7492.

Enjoy Autumn's Splendour – This weekend enjoy the great fall weather by getting out and visiting some of our local attractions. If you haven't been to Sculpt Art yet this is the last weekend to see this wonderful display of sculptures in the beautiful garden setting of [RBC](#). While you are there you can also take in Earth Art, a display of environment art throughout the cultivated gardens and natural areas. Fall colours are alive at the local [Conservation areas](#) with many special events planned. It is also a perfect weekend to visit area farms many have pumpkin patches, fresh produce and great family activities plus you can pick up some delicious homemade pie! Visit [Springridge](#), [Andrews Scenic Acres](#), [Hutchinson's](#), [Yee Haw Adventure Farm](#) just to name a few. Get out there and enjoy!

Partner News

Burlington Hotel Deals- The REST is EASY- Invite your family and friends to visit Burlington. With great hotel deals being offered at local Burlington Hotel Association properties the timing is perfect. 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**. Invite your friends and family to your new guest suite...in a Burlington hotel. Visit the [website](#) for details.

Welcome New Partners

- Apple Jack's 905 331-2414

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](#).

Industry News

OTMPC's New Online Marketing Directory- Want to keep current on OTMPC's marketing activities? Check out the new [online directory](#) listing OTMPC's 2008/09 marketing programs targeted at the domestic, U.S., and overseas markets. This handy resource allows industry partners to view images, content and commercials from the brand, Distinctive Getaways and Family Fun segments, Quebec and outdoor campaigns. [Visit](#) and click on '2008/09 Marketing Campaigns'.

CTC's Latest Air Scan Now Online - Rising fuel costs, route cutbacks, personnel layoffs and decreasing capacity are just some of the challenging issues facing the airline industry. To follow the latest developments, the [research department](#) of the [Canadian Tourism Commission \(CTC\)](#) is compiling a weekly international airline industry scan. They are perusing the headlines for you and giving a quick overview of the top stories.

What's Happening?

- Sat, Oct. 11 - Mon, Oct. 13: Earth Art, [Royal Botanical Gardens](#), 10am-5pm
- Sat, Oct. 11 - Fri, Oct. 24: Meet the Bison, [Mountsberg Conservation Area](#), 10am-4pm
- Sat, Oct. 11 - Fri, Oct. 24: Season of Falling Leaves, [Crawford Lake Conservation Area](#), 10am-4pm
- Sat, Oct. 11 - Fri, Oct. 24: Burlington Potters Guild Juried Members' Exhibition, [Burlington Art Centre](#), Various Hours of Operation
- Sat, Oct. 11 - Mon, Oct. 13: Fall Colours, [Kelso Conservation Area](#), 11am-4pm
- Sat, Oct. 11 - Mon, Oct. 13: Autumn on the Escarpment, [Crawford Lake Conservation Area](#), 10am-4pm
- Sat, Oct. 11 - Mon, Oct. 13: Harvest Fall Festivals, [Springridge Farm](#), 10am-4:30pm
- Fri, Oct. 17 - Fri, Oct. 24: Rotary Haunted House, [Waterdown Memorial Hall](#), 6pm-9pm
- Sat, Oct. 18: Burlington's Amazing Race, [Central Park](#), 10am-4pm
- Sat, Oct. 18: Burlington Mall's 40th Birthday Bash, [Burlington Mall Food Court](#), 10am-6pm
- Sat, Oct. 18: Arts & Culture in Lowville, [Lowville United Church](#), 10am-4pm
- Sat, Oct. 18: Halloween Spooktacular, [Streetcar Museum](#), 6:30pm-10pm
- Sat, Oct. 18 - Sun, Oct. 19: Harvest Fall Festivals, [Springridge Farm](#), 10am-4:30pm

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

- Fri, Oct. 11 - Mon Oct. 13: 17th Annual Ron Wilkins Memorial Thanksgiving Classic, [Burlington Eagles](#)
- Sat, Oct. 25 - Sun, Oct. 26: Ontario Seniors Tenpin Bowling Championships, [Burlington Bowl](#)
- Sun, Oct. 26: Spooks'n Spokes Mountain Bike Race, [Hilton Falls Conservation Area](#)

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 9 a.m. - 4 p.m. until mid-June. On Thanksgiving weekend, the centre will be closed Monday, October 13th. Visit our [website](#) for visitor information.

Souvenir Sale-a-bration! - From Friday Oct. 31 - Sunday November 2nd selected Tourism Burlington and City souvenirs are on sale for up to 50% off at the Visitor Information Centre, 414 Locust St. Start your holiday shopping early with these great deals. Remember we have 20 minute free parking for visitors coming to the centre.

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.

[Newsletter Unsubscribe](#) - If you prefer not to receive this Enews or would like to receive a print version [contact](#) us.