

MEDIA RELEASE

For Immediate Release

Tourism Burlington Celebrates National Tourism Week!

BURLINGTON, May 30, 2008 - Tourism Burlington Celebrates National Tourism Week, June 2-8.

National Tourism week is an annual country-wide celebration that aims to increase the profile of Canada's \$70.6 billion dollar tourism industry. The tourism industry in Halton contributes \$185 million to the economy and accounts for 2200 full-time and seasonal jobs. Over 2.7 million people visited the region in 2004.

Tourism week provides a focal point for activities organized by: tourism industry associations; destination marketing organizations like Tourism Burlington; individual businesses; and other tourism partners.

Many visitors to our city are visiting friends and family in Burlington so our residents are our best ambassadors! During National Tourism Week Tourism Burlington is promoting local attractions and events and encouraging residents to visit the website at www.tourismburlington.com for:

- ❑ Information on National Tourism Week and Event Listings
- ❑ Special Offers and Coupons
- ❑ Great Burlington Hotel Deals starting June 12th
- ❑ A Contest to win a Beautiful Burlington Prize Basket worth over \$500!
- ❑ Information on "How to be a Tourist in your own Town"

Burlington Taxi is helping to promote tourism in Burlington with a number of detailed Taxi Cabs with both the Tourism Burlington and National Tourism Week logos. They have also partnered with local events and currently have taxis detailed with the Sound of Music and Special Events logos. Watch out for these bright yellow cabs.

Tourism Burlington is the destination management organization for Burlington and operates a Visitor Centre that is open 7 days a week at 414 Locust Street just minutes from our beautiful waterfront.

For more information, contact:

Simone Babineau, Marketing & Sales Coordinator

Tourism Burlington

414 Locust Street, Burlington

905.634.5594 1.877.499.9989

905.634.5595 sbabineau@tourismburlington.com