

## MEDIA RELEASE

For Immediate Release

### Tourism Burlington Celebrates National Tourism Week!

**BURLINGTON, May 29, 2009 - Tourism Burlington Celebrates National Tourism Week, June 1-7.**

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 \$258 million to the economy and accounts for 4,000 full-time and seasonal jobs. Over 2.9 million people visited the region in 2008 and 64% of those were here with the main purpose of visiting friends and family.

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](http://www.tourismburlington.com) for:

- ❑ Information on National Tourism Week and Event Listings
- ❑ Coupons for local attractions, restaurants, and accommodations
- ❑ Great Burlington Hotel Deals
- ❑ A Contest to win a Beautiful Burlington Prize Basket worth over \$300!
- ❑ Information on "How to be a Tourist in your own Town" (Refer to Burlington Post insert received May 28<sup>th</sup>).

Conservation Halton will be offering free guided hikes on June 6<sup>th</sup> at Mount Nemo, Rattlesnake Point and Hilton Falls. Pre-registration is required, please visit the Tourism Burlington website for more details or Conservation Halton website at [conservationhalton.on.ca](http://conservationhalton.on.ca).

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:**

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