

MEDIA RELEASE

For Immediate Release

Tourism Burlington Celebrates National Tourism Week!

BURLINGTON, May 31, 2011 - Tourism Burlington Celebrates National Tourism Week, June 6-12.

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. An estimated 1.2 million people visited the region in 2008 and 70% 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. By celebrating Tourism week, we greatly magnify the impact of the local and individual efforts both large and small.

Our residents in Burlington are our greatest Ambassadors, due to their encouragement of visiting friends and family! 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
- ❑ [Coupons](#) for local attractions, restaurants, and accommodations
- ❑ Great [Burlington Hotel Deals !](#)
- ❑ Things to See & Do, Where to Dine, Where to Shop, and Special Event & Festival Listings and
- ❑ Information on ["How to be a Tourist in your own Town"](#)

This year, to celebrate Tourism Week, Tourism Burlington, together with our tourism partners, wants you to send an E-Post Card to your friends and family and invite them to visit Burlington, Ontario. By doing so, you can enter a draw to WIN! a \$300.00 Gift Basket! It is Fun and Easy! Visit the website to find out how: <http://tourismburlington.com>.

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

905.634.5596