

MEDIA RELEASE

For Immediate Release

**Tourism Burlington Hosts Cycling Themed AGM and
Celebrates Tourism Week in Canada****BURLINGTON, May 24, 2018**

Tourism Burlington hosted their Annual General Meeting on Thursday May 24, 2018, and the theme was attracting cycle tourists to Burlington businesses. A speaker panel talked about the benefits of drawing more cycle tourists and provided excellent tips on how to be cycle-friendly businesses. Speakers included Louisa Mursell from Ontario by Bike (Transportation Options), Danijel Ozimkovic Active Transportation Technologist and Don Thorpe from the Burlington Cycling Committee and Kelyn Akuna from the Mattamy Cycling Centre. Copies of these presentations are available on the Tourism [website](#).

Mayor Goldring proclaimed May 27 - June 2 as Tourism Week in Canada during his welcome remarks. Tourism is a **\$97 billion** industry in Canada and is a key driver of economic growth and prosperity. Tourism supports over **735,000 jobs** and over **180,000 tourism businesses** generating economic development across the country. Tourism Burlington is the official destination marketing organization for the city who promotes and supports **711 local tourism businesses** and **10,124 tourism jobs** and welcomes with their partners over **1.3 million visitors** annually to the city.

Over 30 tourism partners attended the AGM and after the meeting attendees enjoyed refreshments provided by [Pane Fresco](#) and had a tour and tried out the amazing facilities at [Rockin' Jump](#) indoor Trampoline Park.

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. www.tourismburlington.com

Founder and President of Epic Tour, Michael Merrall was also scheduled to speak as part of this panel however he passed away suddenly on May 16. Michael was very passionate about cycling and grew Epic Tour over the past five years into a major festival which has helped raise over \$500,000 for Halton Healthcare. Fortunately this event will continue as indicated on the Epic Tour Facebook page. **“Michael’s legacy in sport is extensive and enduring and his vision will be continued by the team at High Performance Marketing, in conjunction with his family.”** Tourism Burlington has made a donation to Right to Play Canada as an expression of sympathy (www.righttoplay.ca)

For more information, contact:

Pam Belgrade, Executive Director Tourism Burlington

414 Locust St, Burlington 905.634.5594 1.877.499.9989 pam.belgrade@burlington.ca