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FOR IMMEDIATE RELEASE

TOURISM BURLINGTON CELEBRATES NATIONAL TOURISM WEEK
Tourism Burlington launches their first Digital Guide to Discovering Burlington

BURLINGTON, Ontario – May 23 to 30 marks Tourism Week in Canada. Although travel is currently limited with the stay-at-home-order in place, Tourism Burlington is pleased to celebrate this important week. It is important to remember how significant the tourism industry and tourism-related businesses are to the economy and how resilient the industry has been in this unprecedented time.

Prior to the COVID-19 pandemic, Tourism in Canada was a \$105 billion industry sector employing approximately 1.8 million workers. There is no doubt that it is one of the hardest hit industries, being the first to be hit and one of the last to recover.

Once businesses open up and restrictions are lifted, Canadians are encouraged to travel in Canada and support local this summer. Tourism Burlington is pleased to launch their Discover Your Own Backyard campaign on their social channels this week. This campaign will continue as our tourism partners are able to open back up and will encourage residents and visitors alike to discover all that Burlington has to offer.

To celebrate Tourism Week in Burlington, Tourism Burlington is pleased to launch their first ever digital guide, targeted to both local residents and visitors. The 40-page guide is full of great info to make your staycation or visit in Burlington a good one. Learn about 5 Ways to Discover Burlington, Golfing and Cycling in Burlington, Healthy Living, Local Flavours, Sweet Treats and more. This interactive guide has videos from tourism partners, so you can get a visual perspective until you are once again able to visit in person.

Kelly Harris, Marketing Specialist at Tourism Burlington says “We are very excited to produce our first digital guide. It complements the current print guide nicely and is available to anyone, anywhere, at any time. We will be able to update photos and content seasonally which is a great feature that print doesn’t allow for.”

The digital guide can be found on the Tourism Burlington website: tourismburlington.com

Tourism Burlington is the destination marketing organization for Burlington which operates a visitor information centre, manages tourism engagement within the community and for visitors alike. We market Burlington for its phenomenal attributes including the beautiful waterfront to the South, our scenic escarpment to the North, and vibrant downtown shopping areas.

For additional information or images:

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