



MUSKOKA TO HOST 2010 ONTARIO TOURISM SUMMIT

Annual Tourism Summit examines marketing and industry priorities

NEWS

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Muskoka will host this year's Ontario Tourism Summit, an annual event where tourism leaders share the latest trends, ideas and best practices in their industry.

Scheduled for November 7-9, 2010, at Deerhurst Resort, the annual summit is also an opportunity for members of the industry to honour excellence and innovation in the tourism industry with the Ontario Tourism Awards.

The event is organized by the Ontario Tourism Marketing Partnership Corporation, an agency of the Ontario government, and the Tourism Industry Association of Ontario. About 400 delegates attended the 2009 Summit in Windsor.

QUOTES

"The site of this year's G8 Summit is a fitting choice to host our annual industry forum. We look forward to bringing Ontario's tourism leaders together to discuss the marketing and industry priorities of the day including how we can be more competitive," said Robin Garrett, President & CEO, Ontario Tourism Marketing Partnership Corporation (OTMPC).

"We look forward to gathering in Muskoka, one of Ontario's iconic destinations, for this year's tourism summit. This forum will provide the industry with an excellent opportunity to be updated on the new Ontario regional tourism structure," said Bill Allen, President, Tourism Industry Association of Ontario.

"Muskoka has so much to offer year round and the opportunity to share our region with tourism leaders from across the province is exciting for all of us. Having the summit at Deerhurst on the heels of the 'G8 Summit' of world leaders this June, will make for a perfect setting for this year's meeting," said Joseph Klein, General Manager, Deerhurst Resort and Co-Chair, Muskoka Tourism.

QUICK FACTS

- Tourism spending in Ontario in 2007 was \$22.1 billion.
- That same year, the Ontario tourism industry's gross domestic product (GDP) was an estimated \$20 billion, more than that of the forestry, mining and agricultural industries combined.

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