



MEDIA RELEASE
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RECOMMENDATIONS FOLLOWING PREMIER-RANKED TOURIST DESTINATIONS PROJECT RELEASED

[PETERBOROUGH] The Greater Peterborough Area Economic Development Corporation's (GPA EDC) Peterborough & the Kawarthas Tourism presented the Premier-ranked Tourist Destinations Project findings and recommendations today. The year-long study was funded by the Ontario Ministry of Tourism and the Ministry of Training, Colleges & Universities.

Richard Innes, Project Consultant, presented the study's findings and recommendations to a group of more than 60 people at Showplace Performance Centre, most of whom were tourism stakeholders and community leaders.

The study evaluates and inventories the tourism sector in Peterborough City and County and provides key information to guide the economic development of the tourism industry. Among the details presented was the identification of the region's seven core attractors: heritage and cultural experience cluster, water-based experience cluster, outdoor recreation experience cluster, Peterborough Lift Lock, Havelock Country Jamboree, OLG Slots at Kawartha Downs, and Peterborough Summer Festival of Lights.

Following the presentation of the findings, Fiona Dawson, Tourism Development Officer, GPA EDC, presented the framework for a regional customer service training program and visitor survey program, both initiatives were identified as being needed by the PrTD study.

Ann-Marie Kelleher, Director Rural & Tourism Development, GPA EDC remarked, "The Premier-ranked Tourist Destinations study has given us solid framework for building our tourism sector within Peterborough & the Kawarthas. We are looking forward to working on initiatives that will strengthen our position in the tourism market."

The event also included the unveiling of the new Peterborough & the Kawarthas Tourism website: www.thekawarthas.net. The new website, created by Whatever Solutions & Media, is designed with the visitor in mind and features a video highlighting many of the things to see and do in Peterborough City and County. The site also features easy navigation and a Content Management System (CMS) that will ensure accuracy of information and utilizes Google Analytics for detailed tracking.

The Premier-ranked Tourist Destinations Project has been a yearlong study in the Peterborough region. The project evaluated local accommodation, attractions, business improvement areas, festivals & events, as well as the food and beverage industry. Included on the survey were questions on accessibility, visitation patterns and future development opportunities for businesses and attractions.

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