



PRESS RELEASE

Funding Announcement - Huronia Area Tourism Strategy (HATS)

September 16, 2013 - The four North Simcoe municipalities (Town of Midland, Town of Penetanguishene, Township of Tay and Township of Tiny) are pleased to announce the receipt of funding in the amount of \$40,000 from the Ministry of Tourism, Culture and Sport through its Tourism Development Fund. The funding will be used to develop a Huronia Area Tourism Strategy.

The Huronia Area Tourism Strategy will focus on a coordinated approach to a tourism destination management plan (not a marketing plan) and will:

- Identify opportunities for strategic development between regional and local partner organizations involved in tourism. The goal of a coordinated approach is to alleviate duplication and create efficiencies to benefit the stakeholders in the area;
- Identify opportunities to encourage, refresh and enhance current tourism products and services and to develop key and unique visitor experiences;
- Present the final report on destination management to include business development, investment readiness, local research, visitor services and market development.

A Steering Committee has been formed to work with local tourism stakeholders. The Tourism Company, a tourism consulting firm, has been selected to assist the Steering Committee in developing the Huronia Area Tourism Strategy.

"We are excited to be working on this timely project and look forward to meeting and listening to a wide range of Huronia Area tourism stakeholders over the next few months as the Strategy takes shape."

- D'Arcy McKittrick, the Tourism Company

We would like to thank our resource partners at Tourism Simcoe County, RTO7 (Regional Tourism Ontario Region 7) and the Ministry of Tourism, Culture and Sport.

The stakeholder engagement process will be conducted throughout the next few months with the completion of a final report expected by February 2014.

- 30 -

For more information contact:

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