

Promoting tourism in Halton

Tourism is a major part of Halton's economic makeup, and it's a growing industry. In 2004, same-day and overnight visitors spent more than \$185 million in Halton on tourism-related expenditures, including lodging, food and beverage, transportation, entertainment, and retail. That's up from \$155 million in 2003 and \$136 million in 2002.

Halton is blessed with diverse tourism jewels, including the Royal Botanical Gardens and the Sound of Music Festival in Burlington; the Historic Village of Limehouse and the Georgetown Highland Games in Halton Hills; Mohawk Racetrack and Kelso Conservation Area in Milton; and Glen Abbey Golf Club and the Waterfront Festival in Oakville. Halton's natural geography, including the breathtaking Niagara Escarpment and Bruce Trail, also contributes to our attraction as a tourism locale.

On July 11, Halton Region launched its Premier-ranked Tourist Destinations (PRTD) Project to help private and public tourism stakeholders understand how they can leverage these strengths and maximize their tourism potential.

Halton Region is proud to be the leader and facilitator of this inter-jurisdictional initiative. The PRTD Project is being led by a steering committee comprising representatives from Halton Region, Tourism Burlington, the Oakville Economic Development Alliance and the Milton and Halton Hills Chambers of Commerce. These local tourism industry stakeholders and businesses, along with many others, are participating in the development, promotion and completion of a comprehensive assessment of Halton's tourism attributes and identifying opportunities for growth, partnerships and maximization of tourism derived revenue.

The project, co-ordinated through Halton's Business Development Centre, will culminate in a final report and shared comprehensive database to be released in spring 2007.

Joyce Savoline



External funding for the project has been provided by the Ontario Ministry of Tourism, which developed the PRTD framework. Service Canada, an agency of the Ministry of Human Resources and Social Development, is also a valuable funding partner in the project, providing contract staff and resources to help us complete the work. And, we are also grateful for the time and effort dedicated to this project by numerous private and public-sector tourism stakeholders across Halton.

Halton's goal with the project is to empower local private and public tourism operators with a better understanding of their own resources and potential to market themselves as destinations of choice. All four municipalities will be able to leverage the information from the PRTD Project into their existing strategic plans to maximize their own tourism-generated revenue.

Ultimately, this project will support the Region's Strategic Goal to "create and nurture local employment opportunities so that residents can live and work in Halton." Halton Region is pleased to facilitate and co-ordinate this project in support of the vital work performed by each of the local tourism organizations. Together, we're building collaborative approaches to tourism and working towards the continued economic prosperity of our Region which benefits us all.

—Joyce Savoline is the chair of Halton Region



GEORGETOWN MINOR HOCKEY REP TRYOUTS

Players must purchase a tryout card prior to going on the ice. Cards are available at tryout gate for \$65.00. Cheques can be made payable to G.M.H.A. – postdated cheques will not be accepted. All tryouts will be held at the Mold Masters Sportsplex. Players must be registered with the G.M.H.A. to be eligible. Note that AA and AE coaches will be in attendance for all tryouts. Reminder that postdated basic registration cheques will be cashed on August 24th.

Minor Novice AA & AE - Born 1999