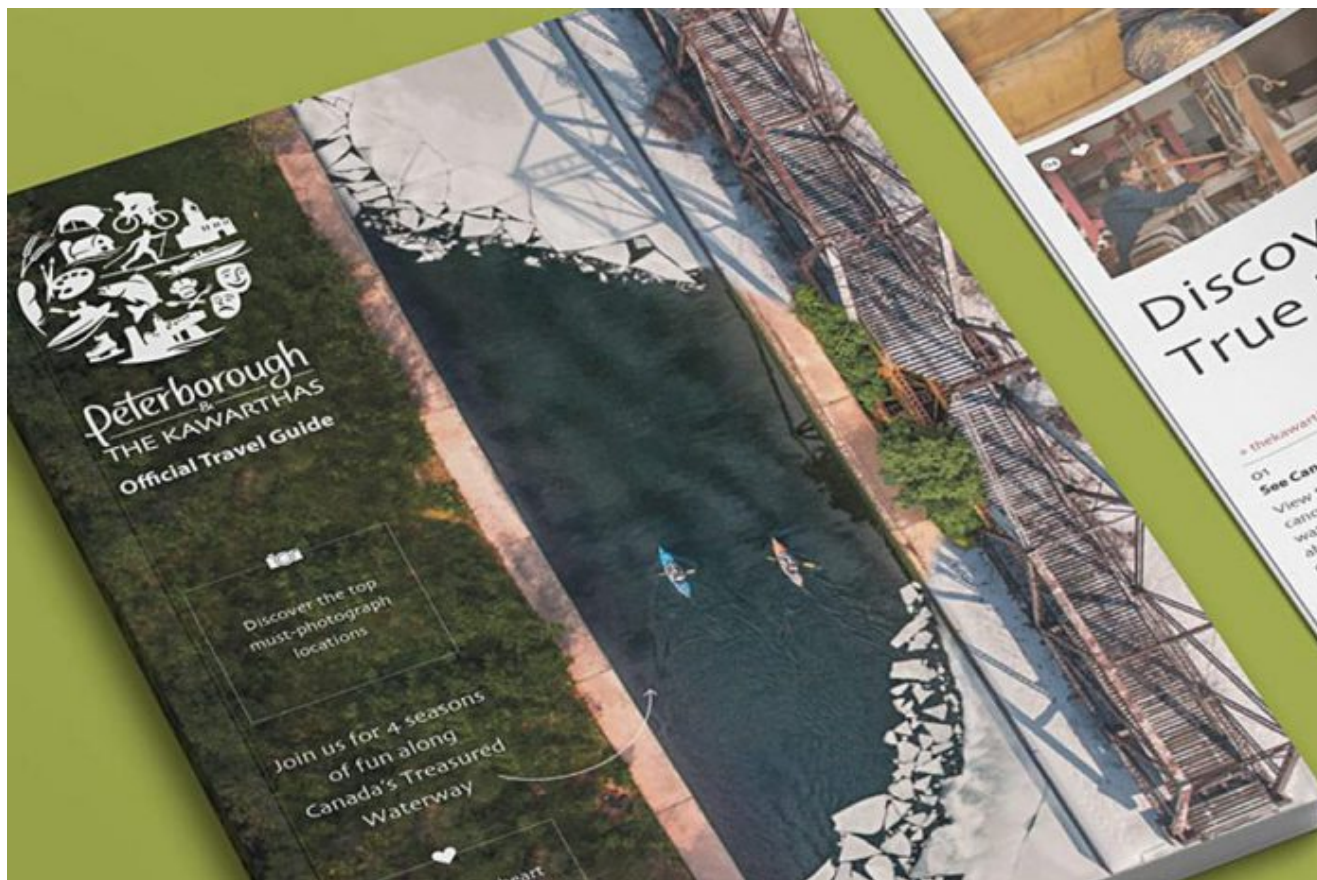


Federal government announces \$30 million in COVID-19 relief funding for tourism marketing in Ontario

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Southern Ontario's 66 destination marketing organizations, including Peterborough & The Kawarthas Tourism, are eligible for \$30 million in federal COVID-19 relief funding that will be delivered through the Tourism Industry Association of Ontario. The funding will be used to help encourage visitors to return to local communities as Ontario's economy reopens, supporting tourism-dependent businesses and helping local economic recovery.
(Photo: Peterborough & The Kawarthas Tourism)

On Sunday (May 31), federal minister of economic development Mélanie Joly announced \$30 million in federal funding to support tourism and recovery efforts across southern Ontario.

In Ontario, tourism accounts for \$39.4 billion of GDP and directly and indirectly supports more than 820,000 jobs.

The funding, which is part of the federal government's national \$962-million Regional Relief and Recovery Fund, will flow through FedDev Ontario to the Tourism Industry