

Shopping for Tourists

Theme of '85 annual meeting

The importance of tourism to retailers in the Huronia region, and conversely, the importance of retailing to the tourist industry will be the theme of the 1985 Annual Meeting of the Huronia Tourist Association.

The theme will be "Shopping for Tourists."

The keynote speaker at the annual meeting will be a man who is in charge of Toronto's most popular tourist attraction and Canada's most successful shopping centre - the Toronto Eaton Centre.

John Dennis, manager of the Eaton Centre will address the gala dinner session that will conclude a day of seminars and information on Wednesday, Sept. 25 at the Continental Inn, Barrie.

Toronto Eaton Centre enjoys traffic counts in excess of 1.3 million shoppers per week. During the peak Summer season, 40 to 50 percent of these shoppers are tourists leaving little doubt the Eaton Centre rates as Canada's number one tourist attraction.

Dennis was appointed manager of the Eaton Centre in July 1984, after just seven years in the shopping centre management profession.

Dennis has a marketing and sales background and a flair for organization that has resulted in several new shopping centre openings and sales increases as high as 83 percent.

Huronian Tourist Association President Robert Kennedy says, the regional tourist association is excited about Dennis' presentation and the Shopping for Tourists theme because "it reflects the importance of the intertwined roles that the tourist industry and the

retail industry play with each other."

"Our surveys show clearly that tourists want to shop when they come into our region.

There is also no doubt that our stores and shops want tourists and we see the role of the Huronia Tourist Association to put together programs and information that will satisfy both these needs," Kennedy said.

The 16th Annual Meeting of the Huronia Tourist Association will get underway at the Continental Inn at 12 noon with registration and the opening of a marketplace for tourist industry suppliers and associate members of the Huronia Tourist Association.

The Suppliers' Marketplace will take place in the large Huronia Room of the Continental where the entire Annual Meeting will be held. The marketplace will allow the 300 attendees expected at the meeting to browse and carry on discussions with the suppliers during coffee breaks and social periods.

The meeting will feature an afternoon of special seminars and presentations including a special marketing seminar accentuating the basics of developing a marketing plan, conducting basic research and planning advertising.

Peter Kirby-Higgs, Vice President, Client Services for Media Buying Services Limited of Toronto will conduct the basic marketing session that will benefit all Huronia businesses, small and large.

Huronian Tourist Association's own 1986-87 Marketing Plan will be highlighted in another seminar featuring Huronia Marketing and Research Committee Chairman Al McNair and Huronia Tourist Association Manager, Doug Little.

Exciting new marketing programs and activities for next year will be unveiled during this session.

Another exciting Huronia Program, a MasterCard special discount rate that is now a benefit of membership in the association, will be the subject of a brief seminar on how to increase sales using the card.

More sales by MasterCard with the special discount rate will mean increased profits for Huronia members.

There will also be a brief presentation by Stephen Chait of Peter Barnard Associates on the Barrie Tourism Study.

The afternoon will be rounded out with a formal Annual Meeting and election of the 1985-1986 Board of Directors

of the Huronia Tourist Association.

The afternoon session will be followed by a social hour at 5:00 p.m.

in conjunction with the Suppliers' Marketplace.

Dinner will get underway at 6 p.m.

followed by a special presentation by Kennedy highlighting the association's accomplishments. President



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