

New marketing scheme now on

An innovative new marketing campaign for the North will begin immediately, Ontario Minister of Tourism and Recreation John Eakins announced on June 18.

"The program will cost \$2 million over two years and could result in an increase of as much as \$19 million in direct tourist spending, \$2.6 million in provincial revenue per

year, and 950 permanent jobs per year," Eakins said in a news release.

The campaign has both short-term and long-term components. In the short term, the marketing program will feature northern communities, attractions, hospitality and outdoor adventure, and will be directed at southern Ontario and U.S. border states.

A longer term strategy will be aimed at more distant U.S. cities and selected European countries. For this aspect of the program, northern operators will be trained to sell more effectively in these markets. A series of seminars, travel missions, and sales kits will be developed for the training program.

"This marketing program is being developed in

close consultation with northern communities and travel associations and will take into account recommendations made at round table conferences recently held in a number of northern communities. I am confident that the decisions we reach together will have a strong, positive and lasting impact on the tourism trade--and indeed, on the economy--in Ontario's North," Eakins said.



Orientation Day

Workers and supervisors from 11 area provincial and federal parks met at Neys Provincial Park east of Terrace Bay on June 18 for their annual Orientation Day. Neys Superintendent John McGrath, shown second

from left above talking to a small group at the park, explained that the event is held to allow each park staff to familiarize themselves with all of the area parks. Orientation Day began as an annual event two years ago.



Donation made

Reeve Ollie Chapman, on behalf of the Township of Terrace Bay, made a \$100 donation to the Children's Wish Foundation of Canada. Accepting the cheque was Francois Duchesne, who stopped in town on June 18 during his "Miles for Wishes" fund-raising Bike-A-Thon across the country for the Foundation, which uses such funds to grant wishes to terminally ill children residing in Canada.

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