

MEMORANDUM

TO: Mayor Young , Committee Chair and
Members of the Planning and Economic Development Committee

FROM: Bryan W. Tuckey, Commissioner of Planning and Development Services

DATE: April 3, 2006

RE: **2006 York Region Tourism Publications:
York Region Visitors' Guide & York Region KeyNote Conference and Meeting
Planner**

I am pleased to present to you the 2006 York Region Visitors' Guide and the York Region KeyNote Conference and Meeting Planner hot off the presses.

The publications are important components of the Region's tourism program and the production of both publications is offset through advertising support from the tourism industry.

The **York Region Visitors Guide** is the only regional publication of its kind and is the key consumer piece designed to promote travel to and within the York Region. It provides comprehensive information regarding the Region's Municipalities, Attractions, Accommodations, Arts, Theatre, Dining, Shopping, Golfing, Marinas, Nature, Event listings and more. The change in size and design from previous Guides allowed for an increase in print run to 150,000 copies without increasing the advertising cost.

This is the second edition of the **York Region KeyNote Conference and Meeting Planner**. This valuable resource is the only regional publication of its kind, designed to build awareness and increase the number of meetings and conferences held in York Region.

A detailed report on the production of the 2006 Visitors Guide and the York Region KeyNote Conference and Meeting Planner will be provided to Regional Council in May

Please contact Brenda McGowan, Tourism Promotion Co-ordinator at 1-877-464-9675 ext 1553 if you require additional information.

BWT/bm
April 3, 2006

Attachments: 2006York Region Visitors Guide and York Region KeyNote Conference and Meeting Planner
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