



Planning & Development Services Department
Commissioner's Office

MEMORANDUM

TO: Planning and Economic Development Committee

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

DATE: April 9, 2008

RE: **2008 York Region Discovery Guide**

I am pleased to present a draft version of the 2008 **York Region Tourism Discovery Guide**. The Guide is the same compact format as in previous years (4"x9") and 100,000 copies will be printed for distribution throughout York Region and Ontario from April 2008 to December 2008.

The **York Region Discovery Guide** is the only regional publication of its kind and is the key consumer tourism information resource designed to promote travel to and within York Region. It provides comprehensive information regarding the Region's Municipalities, Attractions, Accommodations, Arts, Theatre, Dining, Shopping, Golfing, Marinas, Nature, Event listings and more.

Total advertising revenue generated for 2008 is \$87,325; a marginal decrease of -02.2% from 2007. There is advertising participation by 156 industry partners in 2008 which represents a -16.5% decrease from 2007. The decrease in participation is due to the increased use of the internet as an advertising tool.

Please contact Brenda McGowan, Manager, Tourism Development at 1-877-464-9675 ext 1553 if you require additional information and copies.

BWT/bm

April 1, 2008

Attachment: Draft 2008 York Region Discovery Guide

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