



York Region

MEMORANDUM

BRYAN W. TUCKEY

Commissioner

Planning and Development Services Department

TO: Chair Frank Scarpitti
Members of the Planning and Economic Development Committee

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

DATE: March 2, 2005

RE: **2005 York Region Visitors' Guide**

I am pleased to present to you the 2005 York Region Visitors' Guide hot off the presses.

The 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. Eighty thousand copies of the Visitors Guides were printed.

The Visitors' Guide is an important component of the Region's tourism program and each year new milestones are achieved.

This year's accomplishments include:

- Generating \$90,000 in advertising revenue
- Seventeen new advertising partners
- Increasing the publication size from 60 to 64 pages

A detailed report on the production of the 2005 Visitors Guide will be provided to Regional Council in April.

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



BWT/bm
February 23, 2005

Attachment: 2005 York Region Visitors Guide

P07 - Planning Committee\2005\03 - March\2005 Visitors Guide Memo.doc