

MEMORANDUM

TO: Members of Planning and Economic Development Committee

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

DATE: March 3, 2010

RE: **2010 York Region Discovery Guide**

I am pleased to present the 2010 York Region Tourism Discovery Guide. The Guide is a larger size of format to allow for expanded editorial content and presents a new contemporary design format. Also new for 2010, the Farm Fresh Map and Guide is included as an additional fold out map. York Region Tourism will distribute 100,000 copies in York Region and Ontario from March 2010 to December 2010.

The 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, Museums, Arts, Theatre, Dining, Shopping, Golfing, Outdoor, Event listings and more.

The Discovery Guide is supported by the tourism industry through the purchasing of advertising, which offsets the production and distribution costs. In the 2010 Discovery Guide, 110 tourism industry partners advertised, this is slight decrease from the 113 industry partners in 2009.

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

BWT/bm
March 3, 2010

Attachment: 2010 York Region Discovery Guide copies to be distributed on March 3