



Planning & Development Services Department
Commissioner's Office

MEMORANDUM

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

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

DATE: October 31, 2007

RE: **Meeting & Conference Insights Guide**

I am pleased to present to you the inaugural Meeting & Conference Insights Guide developed by York Region Tourism.

This Guide is a marketing tool to educate meeting planners on what York Region Tourism can offer and to showcase the unique venues and innovative learning programs available. This Guide was produced to support the launch of an inaugural local corporate campaign to encourage and promote the retention of local meetings and conferences staying within York Region.

The Guide will be circulated to corporate meeting planners throughout Ontario the Meetings and Incentive Travel Magazine and the balance will be direct mailed to York Region corporate meeting executives.

The Meeting & Conference Insights Guide is an initiative of the 2007 tourism marketing program and costs incurred were covered through the tourism budget allocation.

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

BWT/bm
October 31 2007
Attachment: Meeting & Conference Insights Guide