



Town of Mono

347209 Mono Centre Road
Mono, Ontario L9W 6S3

September 28, 2016

FOR IMMEDIATE RELEASE

Celebrating World Tourism Day in Headwaters

MONO, ON (September 27, 2016) – World Tourism Day (WTD) is commemorated each year on 27 September. Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value.

Headwaters Tourism is the recognized destination marketing organization for the Headwaters region of Ontario, providing tourism services on behalf of the regional tourism industry and on behalf of our municipal tourism partners: Dufferin County, Caledon, Shelburne & Erin. With a vision to position Headwaters as Ontario's premier rural tourism destination, the organization works to integrate tourism into the economic development strategies of the region's municipalities, helping to build a robust and thriving tourism industry by working directly with tourism stakeholders across Headwaters.

The Town of Mono is proud to invest in the work being done by Headwaters Tourism. Each year our investment supports the impact tourism has on the region, bringing in over 886,000 visitors to the area and resulting in over \$73 million in annual visitor spending.

On World Tourism Day, 2016 the Town of Mono is particularly pleased to recognize the work being done on our behalf by Headwaters Tourism, who have recently been recognized at the national level, being named a finalist in two *Canadian National Tourism Award* categories:

The Fairmont Hotels and Resorts Marketing Campaign of the Year Award

- "Crayons" Newfoundland and Labrador Tourism - St. John's, NL
- "Where Am I?" Ontario Tourism Marketing Partnership Corporation - Toronto, ON
- "Where Ontario Gets Real" Headwaters Tourism - Mono, ON

The VISA Canada Innovator of the Year Award

- Assiniboine Park Conservancy - Winnipeg, MB
- Headwaters Parade of Horses - Mono, ON
- Société de développement de la Gorge de Coaticook - Coaticook, QC

Understanding that tourism is the world's fourth fastest growing industry, and recognizing that the tourism industry contributes \$23.6 billion annually to the provincial economy, the Town of Mono is proud to invest in Headwaters Tourism as one element of our own economic

development strategy and support the work they are doing to ensure the economic vitality and sustainability of our region.

On this World Tourism Day we are pleased to recognize the importance of tourism in the Town of Mono and to continue to work collaboratively with Headwaters Tourism to raise the profile of this region as one of Ontario's premier rural tourism destinations.

Contact:

Michele Harris, Executive Director, Headwaters Tourism

Office: 519.942.0314 | 800.332.9744 - extension 201

Cell: 519.215.2771

<mailto:michele@headwaters.ca>

headwaters.ca | headwatersb2b.ca

Fred Simpson

Fred.Simpson@townofmono.com

(519) 941-3599, 234