

## MEDIA RELEASE

For Immediate Release

### Tourism Burlington Celebrates National Tourism Week with 2 contests!

**BURLINGTON, May 7, 2012 - Tourism Burlington Celebrates National Tourism Week, May 14 -20.**

National Tourism week is an annual country-wide celebration that aims to increase the profile of Canada's \$74 billion dollar tourism industry. Tourism keeps 617,300 Canadians working and supports economic development in all regions; this represents 9.2% of all jobs in Canada and makes tourism the third largest job creator in the country. Tourism generates significant tax revenues, estimated at \$19.4 billion annually, that support social and other programs at the federal, provincial/territorial and municipal levels; of this amount, \$9.3 billion goes to the federal government, \$9.1 billion to the provinces and territories, and \$1.1 million to municipalities;. An estimated 1.2 million people visited the region in 2008 and 70% of those were here with the main purpose of visiting friends and family.

Tourism week provides a focal point for activities organized by tourism industry associations, destination marketing organizations like Tourism Burlington, individual businesses, and other tourism partners. By celebrating Tourism Week, we greatly magnify the impact of the local and individual efforts both large and small.

Our residents in Burlington are our greatest Ambassadors, due to their encouragement of visiting friends and family! During National Tourism Week, Tourism Burlington is promoting local attractions and events and encouraging residents to visit the website at [www.tourismburlington.com](http://www.tourismburlington.com) for:

- ❑ Information on National Tourism Week and Event Listings
- ❑ Great [Burlington Hotel Deals!](#)
- ❑ Things to See & Do, Where to Dine, Where to Shop, and Special Event & Festival Listings and
- ❑ Information on ["How to be a Tourist in your own Town"](#)

This year, to celebrate Tourism Week (May 14-20), Tourism Burlington is running two fun contests through social media. Check out the details here <http://bit.ly/ntw12contests>

The first contest is the Attractions "Hidden Gems" contest. Each day a member of the Tourism team will become a hidden gem at our local attractions. [Follow us](#) on Twitter with hashtag #HiddenGemsBurl for hints to help you be the first person to find the Tourism team on location\* and win a gift valued at \$50.00 compliments of the attraction we are visiting. \*you must find us in person to win

The second contest is the "Hidden Gems" photo contest. Every day from Monday May 14 - Sunday May 20 we will be posting the "hidden gem" photo on our [website](#), [facebook](#) and

[twitter](#). Name the location of the “hidden gem” photo of the day by commenting on the photo via [facebook](#) or [tweeting](#) the location to us with the hashtag #HiddenGemsBurl. One correct entry will be chosen at random each day and will receive a prize valued at \$50.00.

There are lots of ways to celebrate Burlington and be a Tourism Ambassador. Send an [e-card](#), enjoy our local [sites and attractions](#) with a stay-cation, and encourage your friends and family to come and visit (don't worry Tourism Burlington has the [perfect guest suite](#) for them).

Tourism Burlington is the destination management organization for Burlington and operates a Visitor Centre that is open 7 days a week at 414 Locust Street just minutes from our beautiful waterfront.

**For more information, contact:**

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