LANARK COUNTY Tourism

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December 2009 Newsletter

Santa's Lanark County Connections.....

Christmas is now only 8 days away! We received some great responses to our request for "Unique Christmas Gifts from Lanark County" and to help you find the perfect gifts for everyone on your list here are a few suggestions:

- Sweeten up your Christmas with some **Lanark County Maple Syrup**! Maple syrup and maple products are available at numerous retail outlets and from producers all over the County. Contact **Wheeler's Pancake House, Sugar Camp & Maple Museum** at (613) 278-2090 or **Fulton's Pancake House & Sugar Bush** at (613) 256-3867 to please all those with a sweet tooth on your list.

- **Highlands Honey**, tempt your taste buds or pamper your body with Highlands Honey products available at Sunflower Bakeshop, Foodsmiths, Pretty Goods, the Clydesville General Store and Balderson Fine Foods. Call (613) 267-4614 for further information.

- Cozy up for winter with slippers, mitts and hats made by **Lanark Sheepskin**, available from; the Nature Lover's Bookshop & Gifts in Lanark (613) 259-5654 or 1-888-270-2295, Riverguild Fine Crafts in Perth (613) 267-5237 or by mail order from (613) 259-2489.

- Cozy up for winter with socks, duvets, blankets and knit wear from **Victory Farm Alpacas**, available for order online at www.victoryfarm.ca or at the Victory Farm Store 1701 Concession 3, Lanark. Call (613) 259-0228 for further information.

- Let **Balderson Fine Foods** custom design a gourmet basket to please even the most discerning of your friends and family. The baskets are filled with mouthwatering ingredients; cheese, tea, jam, mustard and maple syrup to name just a few. Balderson Fine Foods is open 7 days a week from 9 a.m. – 5 p.m. For more information please call (613) 264-1500.

- For all the coffee lovers on your list **Equator Coffee** offers a plethora of fair trade items; coffee, tea and chai make fantastic stocking stuffers. Their coffee is exquisitely roasted and fresh and is sure to please. For more information stop by Equator Coffee at 9a Houston Drive in Almonte, call (613) 256-5960 or 1-877-378-2867, visit their website www.equator.ca or email them at info@equator.ca.

We also received a few suggestions regarding Christmas shopping treasure troves located within Lanark County. I suggest you fortify yourself for your shopping excursion at one of the County's many pubs and restaurants and then head to:

- **Blackbird (neat stuff for every nest)**, this funky little gift shop is filled to the brim with interesting (many Canadian made) items; colourful home furnishings, handmade jewellry, refinished antiques, gourmet foods, garden art, vintage reproduction toys and games, cards and a tonne more. Emily's shop is located at 79 Mill Street in Almonte and is a must stop for your Christmas shopping. For further information please click www.blackbirdshop.ca or call (613) 256-9669.

- Visit **Groundwaves**, for colourful, coordinated homewear for your living and dining pleasure, both indoors and out. Jude and Charlee have an unbelievable array of merchandise – don't miss the chance to shop there, those on your shopping list will thank you! Call (613) 267-3322 or visit Groundwaves at 17 Wilson Street East in Perth.

- **Fall River Pub & Grill and Gift Store** really is a one stop shopping experience at the western edge of Lanark County. Find all sorts of unique gift items and then indulge yourself with a meal at the Pub & Grill. Critically acclaimed by the Toronto Star, Montreal Gazette, Kingston Whig Standard and the Ottawa Citizen, they offer scrumptious meals made with local and organic ingredients. Please visit www.fallriverpubandgrill.ca or call Paul & Michele at (613) 268-2882 for reservations and information.

- **The Mexican Emporium** proud supplier of fair trade, authentic Mexican furnishings and accessories, direct from the artisans of Mexico. The Emporium offers a selected collection of handcrafted and handpainted products to choose from to create a Mexican, Spanish or Southwestern flavour for your living environment . The Mexican Emporium is located at 109 Bridge Street, Carleton Place. To contact them please visit www.mexicanemporium.com or call (613) 492-0207.

Trade Shows for 2010

Hard to believe but the Spring tradeshow season is just around the corner! Lanark County Tourism staff will be attending a number of shows between February and May to promote Lanark County. The proposed plan is to attend following shows:

- The Ottawa Boat and Sportsmen's Show
  February 25 – 28, 2010

- The Ottawa Travel & Vacation Show
  March 6 and 7, 2010

- The Toronto Sportsmen's Show
  March 17 – 21, 2010

- The Trailhead Outdoor Adventure Show (Ottawa)
  April 2010 (date yet to be announced)

- National Women's Show, Ottawa
  April 30 – May 2, 2010

If you are interested in further information or to volunteer your time at one of the shows, please contact Erin Butterworth at (613) 267-4200 ext. 1533, 1-888-4-LANARK or ebutterworth@county.lanark.on.ca.

Post Your Events on www.LanarkCountyTourism.com

Lanark County is known for its amazing Festivals and Events and we'd like to invite you to post your events on Lanark County Tourism's website: www.lanarkcountytourism.com

On the left hand side of the website's homepage in an orange square, you'll find a listing of the upcoming events. Immediately underneath the events listings, you can click on "Post an Event," fill in your details and… Voila! the event will appear within a short time, on the Lanark County Tourism website.

Marquee Tourism Events Program Announcement

OTTAWA, November 30, 2009 – The Honourable Tony Clement, Minister of Industry, today announced the 2010–11 launch and official call for proposals for the Marquee Tourism Events Program, a Government of Canada initiative under Canada's Economic Action Plan.

"This initiative has already had an impact on Canada's tourism industry," said Minister Clement. "Since the program was launched on April 6, 2009, it has contributed to the long-term growth of the tourism industry by bringing visitors to Canada and promoting Canada throughout the world as a premiere tourist destination. Our government continues to invest in the recovery of Canada's economy, providing the support needed to strengthen our position within the global destination marketplace."

The Marquee Tourism Events Program is providing $100 million in funding over two years for marquee tourism events in support of the visitor economy. It has helped events across the country to sustain or increase their international reach and increase audience appeal through enhanced international marketing efforts, additional programming and new product offerings. Established marquee tourism events interested in applying for funding under the program are encouraged to submit their proposals on or before January 8, 2010.

"Festivals and events in Canada need incremental investment to expand their product offerings, improve their execution and therefore create demand for Canada by foreign visitors," said Randy Williams, President and CEO, Tourism Industry Association of Canada (TIAC). "TIAC identified in its 2008 Report on Canada's Tourism Competitiveness the need for greater tourism product development, improved animation, or delivery of existing tourism experiences, and the need to create urgency in visitors minds to travel to Canada. The Marquee Tourism Events Program is an excellent response by the federal government to help meet this competitive need."

"This type of government support has made a positive and significant difference to the hotel business across Canada," said Tony Pollard, President, Hotel Association of Canada. "We thank the Government of Canada for making such a worthy investment in tourism."

Tourism is an important economic driver in every region in Canada. It generated nearly $75 billion in revenues in 2008, provides over 660 000 direct tourism jobs and represents 2 percent of Canada's gross domestic product.

For more information on how to apply, please visit the Marquee Tourism Events Program website.

Visit the Canada's Economic Action Plan website to find information on all of its programs.

Canadian Tourism News

Canada Receives Approved Destination Status from China

OTTAWA, ON, December 3, 2009 — In an announcement of great significance to Canada's tourism sector, Prime Minister Stephen Harper announced today that China has granted Approved Destination Status to Canada.

This agreement will allow Chinese citizens to more easily obtain tourist visas to travel to Canada for leisure purposes, and will allow Canada to actively market its tourism products in China. The ADS agreement will also authorize Chinese travel agencies to market and promote leisure group tours for travel in Canada.

"This is a vital and historic announcement for Canada's tourism industry," said Randy Williams, President and CEO of the Tourism Industry Association of Canada. "The Approved Destination Status agreement with China will allow Canada's tourism industry to tap into the world's most significant emerging outbound tourism market, and will provide us with greater opportunities to grow our businesses while sharing all that Canada has to offer with our friends in China."

TIAC had highlighted the urgent need for an ADS agreement with China in The Report on Canada's Tourism Competitiveness in June of 2008, and had raised the need for such an agreement for several years previous. TIAC also raised this issue directly at a meeting the Prime Minister in June of 2009, urging him to visit China and come to an agreement on this file as soon as possible.

By 2020, China is expected to be the world's largest outbound market, producing some 100 million outbound tourists. With an emerging middle class that is increasingly looking to spend its disposable income on travel and tourism, there is a tremendous opportunity for Canada to attract a significant flow of visitors across the Pacific.

The Conference Board of Canada estimates that an Approved Destination Status agreement will increase the annual rate of travel to Canada from China by as much as 50 per cent by 2015.

"TIAC sincerely appreciates the good work done by the government and the relevant departments to finalize this important agreement for our sector's competitiveness," said Williams. "In particular, we would like to acknowledge the Prime Minister, the Minister of State for Tourism, Diane Ablonczy, and the Minister of International Trade Stockwell Day, for their determination in moving this file forward at a critical juncture in the development of Canada's tourism industry."

TIAC looks forward to working with the government and all stakeholders in the development of China ADS policies and processes so that our sector can capitalize on this monumental opportunity.

About the Tourism Industry Association of Canada

The Tourism Industry Association of Canada is the voice of Canadian tourism. Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for this $74.7 billion industry, representing the interests of the tourism business community nation-wide.

For more information, please contact:
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Ontario We know. Just ask. Ministry of Tourism www.research.tourism.gov.on.ca

Good morning,

The September edition of the **Tourism Performance Bulletin** has just been released.

This monthly publication reports the latest tourism statistics including:
- Border Crossings
- Accommodation Statistics
- Travel Price Index
- Economic Indicators
- Consumer Response Indicators

The bulletin is available at:
http://www.tourism.gov.on.ca/english/research/performance/index.html

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We wish you and yours a very happy and healthy Holiday Season and a fantastic New Year!

Marie, Erin and Casey