



City of
Peterborough

To: Members of the Arts Culture and Heritage Advisory Committee

From: Ken Doherty, Director of Community Services

Meeting Date: May 14, 2015

Subject: Report APRAC15-021
Presentation on Travel Media Association of Canada 2015 Conference

Purpose

A report to introduce a presentation on the program for the Travel Media Association of Canada (TMAC) 2015 Conference in Peterborough.

Recommendation

That the Arts, Culture, and Heritage Advisory Committee (ACHAC) approve the recommendations outlined in Report ACHAC15-021 dated May 14, 2015 of the Director of Community Services as follows:

That a presentation on the program for the TMAC 2015 conference in Peterborough, by Fiona Dawson from Peterborough & the Kawarthas Tourism, be received for information.

Budget and Financial Implications

There is no budget or financial implications with the adoption of this report.

Background

It is a real coup for Peterborough & the Kawarthas Tourism to lure the Travel Media Association of Canada to Kawarthas Northumberland/ Regional Tourism Organization 8 for its 2015 annual conference. This provides an unprecedented opportunity to showcase regional cultural, recreational, and culinary attractions to travel writers, photographers, bloggers, and film-makers from across the country.

Fiona Dawson, Tourism Director for Peterborough & the Kawarthas will provide a presentation entitled "Our Roots are Showing" to unveil, not only the conference program (June 10th to 14th), but especially the unique regional experiences created for pre and post conference tours, (June 7th to 10th and June 14th to 19th, respectively).

Submitted by,

Ken Doherty
Director of Community Services

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