



For Immediate Release

February 28, 2014

Media Contact: Jennifer Whitley
Ontario's Lake Country
705-325-9321
jennifer@ontarioslakecountry.com

Ontario's Lake Country forum aims to help businesses leverage local events

ORILLIA - Local businesses looking to benefit from annual festivals and events occurring in and around Orillia are being invited to a roundtable forum set for Thursday, March 27, hosted by Ontario's Lake Country (OLC).

Local tourism partners, including the City of Orillia, Oro-Medonte Township, Downtown Orillia and several area Chambers of Commerce are working with Ontario's Lake Country on an events forum, which will be held from 8:30 a.m. to noon at the Best Western Mariposa Inn on Memorial Avenue.

Event organizers and businesses interested in capitalizing on area happenings are encouraged to attend. Registration is limited.

Jennifer Whitley, marketing manager with Ontario's Lake Country, says the objectives of the event include bringing organizers of local festivals and events together with area business operators to increase awareness of local happenings. More importantly, she adds, it is an opportunity for local businesses to forge partnerships and to learn how they can benefit from visitors attracted to the area by these events.

It's estimated that festivals and sporting events attract upwards of 150,000 attendees, many of whom are visitors to the region. Surveys show that an average visitor can spend up to \$500 during a short stay.

"There is an impressive list of events happening in the area on a regular basis," said Whitley. "When you start adding up the number of visitors, the economic spinoff can be quite significant. We want to make sure businesses are thinking about how they can leverage the events to help their bottom line."

A similar event was held last year for events' organizers in Oro-Medonte which proved quite successful.



“Part of Ontario’s Lake Country’s mandate is to nurture business relationships with visitors, so we are taking the successful model created in Oro-Medonte and looking to deliver it at the regional level,” Whitley explained.

The forum will include a networking component, guest speakers describing how businesses in their communities leverage events, and round table discussions.

Visit OntariosLakeCountry.com to register, or for more information, call (705) 325-9321 or email info@ontarioslakecountry.com

-30-