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News Release

FOR IMMEDIATE RELEASE

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Register for the 1000 Islands International Tourism Summit: 5th bi-annual summit to be held in Brockville, Ontario

Brockville, Ontario — The 5th 1000 Islands International Tourism Summit, sponsored by the 1000 Islands International Tourism Council, has been set for Thursday, May 10, 2007, from 8:00am to 4:00pm, at the Quality Hotel Conference Centre & Spa, Royal Brock, 100 Stewart Boulevard, Brockville, Ontario. Government officials and business operators in the regional tourism industry are invited to attend.

Guest speakers and discussions will look at data collection and other activities related to the impacts and influences on business development and economic growth in the regional tourism industry, including the Western Hemisphere Travel Initiative (aka: the passport issue), TAMS (Travel Activities and Motivators), the Premier Ranked Destinations project, the Northern New York Tourism Economic Impact study, and the Seaway Trail Tourism Development Zone Plan. Presenters slated for the Summit represent a variety of projects and businesses from New York and Ontario, including the United States Embassy in Canada, the Ontario Ministry of Tourism, the Northern New York Travel & Tourism Research Center, the Seaway Trail National Scenic Byway, and the Premier Ranked Destinations consulting agency.

According to Gary DeYoung, director of tourism for the 1000 Islands Region, “We hold this summit every other year so that members of the tourism industry can come together to assess and address the current issues that impact the regional tourism industry. We hope the information provided this year will assist individuals in making informed decisions about their tourism business practices.”

The 1000 Islands International Tourism Council will also provide an update on regional marketing plans for 2007. Sessions, lunch, coffee breaks, and presentation materials are included in the registration cost of \$35.00 USD or \$40.00 CAD per person. Credit cards payments are accepted.

To see additional presentation descriptions for the 5th 1000 Islands International Tourism Summit, and to register online, log onto www.ticouncil.com and click "2007 Tourism Summit" on the sidebar. Registration forms can also be obtained by calling (315) 482-2520 (local) or (800) 847-5263 (from Canada or out-of-area).

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