



Greetings from the County of Brant's Tourism Office, and welcome to the first edition of the official newsletter of Brant Tourism. Produced biannually, this newsletter charts the progress of Brant as a tourist destination and highlights some of the exciting events and initiatives in Brant. In this edition, we celebrate the vision of Brant Tourism and outline some of our areas activities and achievements. We invite you to share in the development of our area as a tourist destination and to share in the growth of Brant's tourism sector. All the best for a prosperous year!

Brant Tourism is dedicated to the development and promotion of The County of Brant as a Tourist Destination.

2006 Updates

- A Full-Time **permanent support position** has been created for the joint Economic Development and Tourism Departments at the County of Brant Paris office. This position has been filled by Melissa Minshall.
- The **2006 Visitor Guide** has been printed and is now available at all County of Brant offices, Tourism Brantford, and the Six Nations New Credit Marketing Collective. The clean linear design and fresh editorial have combined to produce a superb publication for 2006.
- The County of Brant partnered with Grand Experiences to share an exhibit at the Advil **Outdoor Adventure Show** in February of 2006 where we showcased the County of Brant as a tourist destination.
- On January 24, 2006 Council appointed Mr. Jamie Kent as the **Tourism Liaison** for the County of Brant for 2006. As Liaison Jamie links the County to the City of Brantford Tourism Advisory Board. The position is a citizen volunteer appointed by Council.
- A **B&B Inventory** is being compiled with B&B's in the County to create a database of amenities in the area.
- New Cultural brochures have arrived: "**Explore**" partnered with museums in the County of Brant and in the City of Brantford.
- The Winter Edition of "**What's On**": County and City Festivals & Events brochure has been printed and is available at all County offices, Spring and Summer edition is arriving soon!
- The Brant Heritage Committee is pleased to have completed the County of **Brant Heritage Driving Tour** Guides. The booklets contain many maps, historical information, and photos of historical sites, residences, and Churches in the area.
- The County of Brant has purchased a ½ page full colour advertisement in **Daytripping** July/August 2006 Issue. The ad is designed to highlight the many attractions in the County of Brant.
- Planning is in full swing for the 2006 **Shining Stars Tourism Awards**. Nomination forms will be available at all office April 27, 2006. Don't forget to nominate your choice for outstanding tourism-related services in our area. The event will be held October 4, 2006 at the Paris Agricultural Society—Paris Fairgrounds.
- Partnership Pays Off! Ontario's South Coast & Beyond (OS CAB) Marketing materials won **top honours** at the Economic Developers Council of Ontario Marketing Awards.

Care to Contribute?

Suggestions, comments and content are always welcome, Email your submission to tourism@brant.ca

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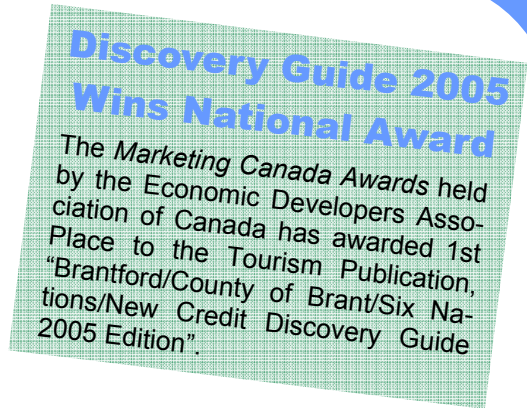
Did You Know?

- **Brant Tourism Networking Group** meets once per month to discuss local events and achievements pertaining to Tourism in Brantford and the County of Brant area. The next meeting will be held at The Cauldron Gallery in Brantford on Wednesday, April 12, 2006 at 8:30am—all are welcome. The group is chaired by Penny Harris, for more information please call 442-4431.
- Ontario's South Coast & Beyond Marketing Alliance (Brant, Brantford, Norfolk, Oxford, Haldimand and Six Nations/New

Credit) will be hosting "March into Marketing" **seminar** for training and networking. The seminar will cover topics such as Tradeshows, a Brochure Swap, and the How to Build a Consumer/Group Tourism Package. For dates and details contact Melissa at 442-6324.

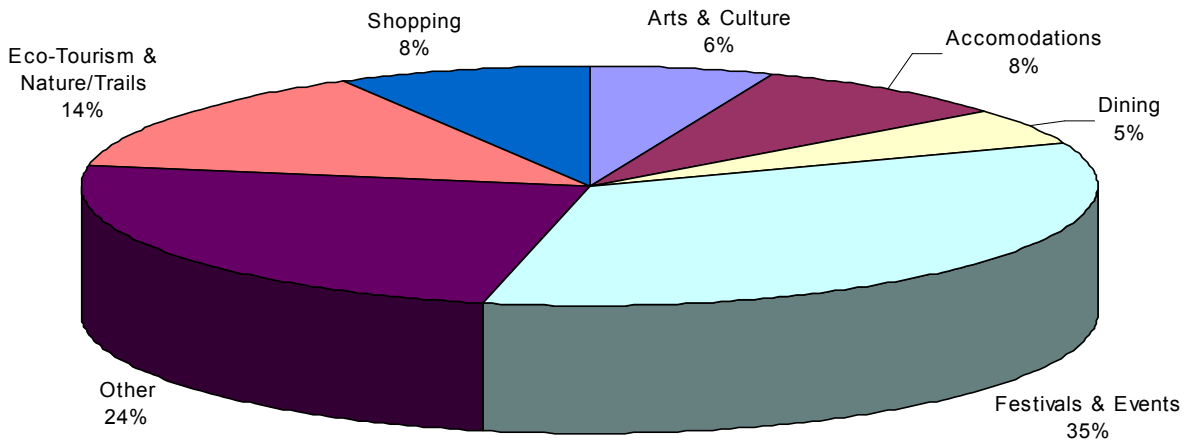
- A list of County of Brant **Local Events** is available at www.brant.ca/forvisitors

Your event can be posted free of charge by visiting the site or emailing the event details to tourism@brant.ca



- The Economic Development & Tourism Division recently facilitated a **feature film** shoot in the Paris area. The movie titled "Away From Her" is scheduled to be released in the fall of 2006 at the Toronto Film Festival.

Tourism Inquiries April to December 2005



All Tourism Inquiries received by Tourism Brant Office

"Springtime In Paris" Revived in 2006

The Paris BIA has taken on the annual Springtime in Paris Festival for the 2006 season. Plans are underway to involve downtown businesses and local outdoor attractions to create a buzz in Paris. The festival will be called "Paris in the Springtime" for 2006.

Coincidentally, this spring marks some large milestones for some downtown businesses. Inksater's, Tough's Hardware, and John M. Hall Linens are all celebrating various anniversaries, and this year's theme will tie into the history of Paris as well as celebrating spring.

The festival is in the planning stages, and will be held on the first weekend in June, 3-4 2006.

For more information on the Paris in the Springtime Festival, or to volunteer for the event please call 1-888-258-0441.

