

## MEDIA RELEASE

### **RT07 Summit Reveals Adaptive Management as Critical to Addressing Declining Water Level Effects on Tourism**

**BRUCEGREYSIMCOE, September 26, 2013:** Regional Tourism Organization 7 takes a proactive position on mitigating risks to tourism operators in the region. An expert panel was assembled in Collingwood yesterday to discuss environmental issues including the declining water levels and climate change.

*“All nature based tourism assets need to be informed about how these changes will impact their businesses”* stated Dr. Daniel Scott, Canada Research Chair in Global Change and Tourism at the University of Waterloo. *“Local operators need to get ahead of the issues as banks, insurers and other financial institutions will be looking for due diligence from proprietors as a condition to lending”*. The sentiment was echoed throughout yesterday’s presentations. Al Douglas, Director at the Ontario Centre for Climate Impacts and Adaptation Resources at Laurentian University detailed the importance of adaptive management. *“The impetus has to come from operators”* stated Douglas. *“Adaptation is a process – undergo the risk management excise to determine where your opportunities are”*.

RT07 organized the event in response to growing concern about the declining water levels and potential impact on the tourism sector. *“We applaud the leadership that our municipal leaders have provided to address this important issue,”* said Jeffrey Schmidt, RT07 Executive Director, noting that Simcoe Warden Cal Patterson also spoke about the efforts of mayors to address concerns about economic impacts, and that several mayors were in attendance. *“Our hope is that the expert insights from this event will encourage tourism operators and stakeholders to participate in the dialogue.”*

All presentations and panelist biographies are available on the RT07 website at [www.rto7.ca](http://www.rto7.ca).

**About Regional Tourism Organization 7:** RT07 is an independent, not-for-profit organization whose mission is to work collaboratively with tourism partners to enrich the region’s diverse tourism experiences and to sustain and grow visitation, investment and visitor spending.

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