

**REGIONAL TOURISM ORGANIZATION 7 (RTO7)  
ANNOUNCES LAUNCH OF NEW WEB SITE**

**[www.region7transition.ca](http://www.region7transition.ca)**

The RTO7 Transition Team is pleased to announce the introduction of a web site that will inform tourism industry stakeholders about efforts to establish a new organization that will enhance tourism in the area bounded by Bruce, Grey and Simcoe Counties (Region 7).

The Transition Team, acting as the transitional board, is working with the Ontario Ministry of Tourism and Culture to create a not-for-profit corporation that will represent the area under the Ministry's recently introduced regional tourism management strategy.

"The new web site will provide the region's tourism organizations and businesses with an important link to information about the establishment and the planned role of this new organization", says Bryan Plumstead, Grey County Tourism Manager and Transition Team Co-Chair.

"We have a big job ahead of us, and this site will help enormously," says Tibor Haasz, General Manager, Super 8 Midland and Transition Team Co-Chair. "One of the keys to success in this undertaking is ensuring that our tourism industry is informed about the opportunities that RTO7 will bring to our area". Haasz notes that to date the volunteer group has made considerable progress toward its goal of incorporating the new organization by February 2011.

"Our primary responsibility is to engage tourism owners, operators, and organizations in this process, to encourage them to become involved, and ensure we recruit a strong industry led board to lead RTO7 going forward," says Haasz.

In June the Ontario government announced that Region 7 would receive 4.2 million in funding over its first two years.

The 13-member Transition Team will use a portion of RTO7 funding to establish the permanent organization. Concurrently, funding applications for a series of "Priority Projects" that will begin working toward increasing the overall economic impact of tourism in the region, is being presented before the Ministry of Tourism. The Georgian Triangle Tourist Association is providing administrative support to the Transition Team.

In addition to communicating the Transition Team's plans, the web site will provide information about the RTO7 board nomination process, which will take place later this year.

The web site will also be used to communicate details on a series of stakeholder meetings the Transition Team is organizing. These meetings will be held in communities across the region throughout the month of October.

**FOR MORE INFORMATION ABOUT RTO7:**

**Visit us at:** [www.region7transition.ca](http://www.region7transition.ca)

**E-mail:** [info@region7transition.ca](mailto:info@region7transition.ca)

**Transition Team Co-Chairs:** Tibor Haasz (705) 526-8288  
Bryan Plumstead: (519) 376-3365

**Tourism Industry Liaisons** Bruce – Laurie Adams: (519) 596-2889  
Grey – Linda Simpson: (705) 445-7722  
Simcoe – Tibor Haasz: (705) 526-8288

**RTO7 Transition Team:**

<b>Simcoe County:</b>	<b>Bruce and Grey Counties:</b>
<ul style="list-style-type: none"><li>• Tibor Haasz (Co-Chair) Super 8, Midland</li> <li>• Peter Cowley Horseshoe Resort</li><li>• Mark Downing Fern Resort</li><li>• Kathryn Stephenson Tourism Simcoe County</li><li>• Ray Lapp Heidelberg Inn</li><li>• Kathleen Trainor Tourism Barrie</li></ul>	<ul style="list-style-type: none"><li>• Bryan Plumstead (Co-Chair) Grey County Tourism</li> <li>• Laurie Adams E'Terra</li><li>• Don Braden Blue Mountain Village Association</li><li>• Mylisa Henderson Scandinave Spa</li><li>• Rick McArthur Fisherman's Cove</li><li>• Bev Philip Blue Mountain Resort</li></ul>
<p><b><u>RTO7 transitional administrator</u></b> Linda Simpson Georgian Triangle Tourism Association</p>	