



ONTARIO RESTAURANT HOTEL & MOTEL ASSOCIATION

Member Update!

Tourism Coalition Working on SARS Response

April 23, 2003

Dear ORHMA Member:

As you are no doubt aware from media reports Severe Acute Respiratory Syndrome and public perception surrounding this issue have become a significant problem for the tourism and hospitality industries.

While the outbreak has, to date, been localized in Toronto. Many governments and organizations have generalized their travel warnings to suggest that travel to Ontario should be avoided. As a result, the economic impact of SARS is expected to affect all regions of the province.

The ORHMA continues to work with industry partners and consult with provincial and municipal decision makers to create both immediate and long-term response strategies necessary to protect the industry.

Attached, please find a copy of the Toronto Tourism Industry Community Coalition media release.

What Can Operators Do?

Please also find attached information from the Surety Food Safety Group on SARS and what operators should be doing to protect the health of their workers and patrons.

**For further information and regular updates, visit the ORHMA website at
www.orphma.com**

Or

Contact ORHMA Government Relations at 905 361-0268 or 800 668-8906