



ONTARIO RESTAURANT HOTEL & MOTEL ASSOCIATION

Member Update!

ORHMA and coalition partners secure over \$20 million in new marketing money.

April 27, 2003

Dear ORHMA Member:

After lengthy discussions and continuous meetings during the last five weeks, between the ORHMA and its Toronto Tourism Industry Community Coalition partners and politicians, the Association is pleased to inform members that government will make an immediate investment of \$25 million dollars to assist in repairing the international reputations of Toronto and Ontario.

This funding will be shared among all three levels of Government, with \$10 million in funding from the Federal Government, \$10 million from the Provincial Government and \$5 million from the City of Toronto. The form of the Municipal contribution has yet to be finalized. This investment will finance an immediate-term marketing campaign aimed at rebuilding traveler confidence in both the City and the Province as safe and desirable travel destinations. This campaign is to begin 20 days after the last new case of SARS is reported.

The ORHMA, in cooperation with its industry partners, will continue press government to take additional measures to reduce the cost of doing business and relieve the financial burden that operators are now experiencing. The Association will also continue to develop long-term strategies to strengthen both Ontario and Toronto as world-class travel destinations.

For further information and regular updates, visit the ORHMA website at

www.orhma.com

or

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