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**FOR IMMEDIATE RELEASE**

## **It's Time to Shape the Future of Tourism in Our Region**

*Hastings County* – The tourism industry, communities and businesses are invited to help shape the future of tourism in Hastings County and share insights into how tourism can grow and continue to succeed.

“We've come a long way in terms of tourism development in Hastings County as a result of our partnerships with municipalities, tourism organizations and operators,” says Hastings County Warden Rick Phillips. “But now it's time to look back and reflect, and consider where we need to go over the next five years.”

The Hastings County Tourism Master Plan was created in 2010 and provided direction and recommendations for tourism development. It's time for a review and assessment of the needs and opportunities for the next five years.

“Our tourism landscape has changed dramatically since 2010 and we've achieved many accomplishments through our tourism development efforts,” says Tourism Development Coordinator Kasey Rogerson.

“We've established a sense of community within the industry and we know what we have market-ready to offer visitors. It's time to review our progress and provide some direction for the next few years as tourism and new technologies evolve.”

A focus group session will be held on Wednesday, March 23<sup>rd</sup> from 11:30am to 3:30pm at the Arts Centre Hastings in Madoc, ON. This session is one of four being hosted in order to gather insights from the various key stakeholders.

This event is open to tourism and business operators, tourism organizations, business support resources, municipal officials and any other stakeholder with an interest in tourism development.

Registration for the session is open until March 21<sup>st</sup> and can be completed online through <http://imagineHctourism.eventbrite.ca>.

For additional information about the update of the tourism master plan or the information session, contact Kasey Rogerson at [RogersonK@hastingscounty.com](mailto:RogersonK@hastingscounty.com).

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