

Northumberland Tourism harnesses power of consumer influencers to encourage visitors

Cobourg, ON—June 23, 2014—Key consumer influencers from Toronto, Peterborough, Kitchener and Belleville were invited to familiarize themselves with Northumberland’s attractions on Saturday June 21.

Members of Les Clefs d’Or, a group of concierge personnel working predominantly at hotels in Toronto, as well as group tour operators inclusive of Great Canadian Holidays, boarded a motor coach after an overnight stay and breakfast in Port Hope. A day of touring the county ensued, covering the heritage/culture, arts/entertainment, outdoor adventure, shopping/cuisine, and festivals/events sectors.

“I found this tour very helpful for what I do at Great Canadian Holidays,” said participant Elizabeth Pedro. “I can certainly see us broadening our itineraries for future groups visiting Northumberland County.”

Dan Borowec, Northumberland County Director of Economic Development and Tourism, states “Knowing that the majority of Northumberland’s tourists hail from the Greater Toronto Area, we harnessed the influential power of these groups to direct clients our way by showing them the incredible experiences Northumberland has to offer.”

County Tourism Manager Eileen Lum adds, “Consumers using the services of group tour providers and hotel concierges need to be reminded that there is more to day-tripping from Toronto than a visit to Niagara Falls. With World Pride and other major Toronto events drawing international visitors, Northumberland is an easy drive or train trip one hour east. Those participating in today’s tour can encourage their clients to visit to our unique attractions like the Big Apple restaurant, the marsh boardwalk in Presqu’île Provincial Park, or a zipline through a forest.”

Guiding the tour was Peter Brotherhood of Brotherhood Tours and Cori Arthur, Northumberland County Tourism Coordinator.

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About Northumberland County: Quick Facts

Located an hour east of Toronto, [Northumberland County](#) is a thriving community strategically positioned along Highway 401 with access to both Toronto and eastern Ontario. As the upper tier of municipal government for the region, the County weaves together seven diverse yet complementary municipalities. Northumberland County Council is comprised of the Mayors of each of these seven member municipalities, representing:

- Township of Alwick/Haldimand
- Municipality of Brighton
- Town of Cobourg
- Township of Cramahe
- Township of Hamilton
- Municipality of Port Hope
- Municipality of Trent Hills