

### **Tourism students primed to share first-hand experiences with visitors**

**Cobourg, ON—July 7, 2014—**Northumberland Tourism is hoping to encourage summer visitors to extend their stay by arming local tourism students with first-hand experiences to share. On Friday June 20th, summer staff working at tourism municipal offices throughout Northumberland participated in an annual “Familiarization Tour” of the County.

Eleven students from Brighton, Cramahe, Cobourg and Port Hope who are working with the public this summer joined the one-day excursion hosted by Northumberland Tourism. The intent was to provide summer students with first-hand experience of Northumberland’s attractions so they can provide the traveling public with useful information.

The tour covered attractions that appeal to a variety of sectors such as culture and heritage, arts and entertainment, cuisine and accommodations, and outdoor adventure.

One participant noted “It’s surprising to see what exists just around the corner. Northumberland has a lot of great surprises.” Another stated “This was an amazing experience. We would love to come back next year! We learned a lot of valuable information to distribute to tourists.”

Northumberland Tourism summer staff Brooke Peloquin and Hannah Preston organized and coordinated the tour so that it covered all regions of the County. The first stop was the Capitol Theatre and the Firefighter’s museum in Port Hope. The tour then went on to visit Golden Beach resort in Roseneath, Millennium Trail in Warkworth, Memory Junction Railway Museum in Brighton, Hoselton Studios and The Big Apple in Colborne and ending the day off at Cobourg’s waterfront.

Thousands of tourists are anticipated to visit Northumberland County this summer, with annual visitor spending typically averaging approximately \$142 Million. With this tour completed, summer students are now ready to assist these visitors, and properly promote Northumberland County to its fullest potential, ultimately driving increased tourism spending and extended visits to the area.

**For more information:**

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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