

Meeting on Town's Tourism Study

The Town is inviting the community to attend a public information centre on the draft Caledon Tourism Study. Attendance and comments at this meeting are welcome, as it's the public's opportunity to learn more about the Study and express opinions they may have.

It will be July 31, starting at 6:30 p.m. in the Mayfield/Palgrave Room at Town Hall in Caledon East.

The overall goal of the Tourism Study is to provide direction and an implementation plan with regard to tourism at the municipal level. Objectives include identifying opportunities and making recommendations to further enhance the Town's tourism products and experiences, including the review of existing demand generators and the identification of potential new tourism products and experiences. The Study also aims to address tourism development, utilizing the legacy opportunities from the 2015 Pan American Games at the Caledon Equestrian Park, onsite and as part of a broader tourism picture. It is also looking at gaps in rural way finding signage, internal destination development activities and external destination marketing activities.

For further information, contact Economic Development Officer Sandra Dolson, Economic Development Officer, at 905-584-2272, ext. 4152 or by e-mail at sandra.dolson@caledon.ca

A draft of the Study will be available on the Town's website one week prior to the meeting at www.caledon.ca/en/business/tourism-study.asp