

Tourism Awards

November 5, 2015, 6:00 P.M. @ Quattro

[AS PREPARED FOR DELIVERY]

Good evening everyone, it is my pleasure to join you here tonight for the annual Tourism Sault Ste. Marie Awards Dinner.

I'm pleased to be able to bring you greetings tonight on behalf of the Office of Mayor and our Sault Ste. Marie City Council. I would like to acknowledge Councillor Susan Myers who is also present with us tonight.

Tourism has been an important part of our economy in Sault Ste. Marie for a long time. Every visitor we attract to this area brings a positive economic impact with them. So it is fitting to have an evening such as this to recognize the businesses and individuals who are making outstanding contributions to promoting and supporting tourism in our community.

Our hospitality and tourism sector enjoyed some notable successes in 2015. Despite some uncertainty during the beginning of its season, the Agawa Canyon Tour Train posted solid growth in 2015, with online reservations and group tours up significantly.

Tourism Sault Ste. Marie has also enjoyed success during the past year in attracting major competitions and events. In February, the city hosted the Ontario Regional Synchronized Skating Championships. Sault College also recently played host to the Ontario Colleges Athletic Association Cross-Country Championships just this past weekend and later this month, the Northern Ontario Tourism Summit will take place in Sault Ste. Marie.

Looking ahead to next year, our City—so far— will be hosting the World Under-17 Hockey Challenge, the Canadian Nursing Students Association National Conference, and OFSAA Boys Basketball.

And though we were ultimately not selected by Curling Canada, Sault Ste. Marie's bid for the 2017 Brier earlier this year was a really inspiring example of the community pulling together in pursuit of an exciting goal.

So it has been a good year for tourism in Sault Ste. Marie and there is reason for optimism as we look ahead to the future. The credit for this rightly belongs to so many of you who are in this room right now.

To the awards winners being honoured tonight, congratulations on your accomplishments and for earning your well-deserved recognition. Thank you again for inviting me and allowing me the chance to speak, and to everyone in attendance, please enjoy the rest of the evening.

Thank you.