

FOR IMMEDIATE RELEASE
Friday, May 16, 2008

KINGSTONOMICS! THE POWER OF PARTNERSHIPS

Kingston, ON: Tourism Kingston and the Kingston Accommodation Partners (KAP) Inc. proudly present the inaugural *Kingstonomics - The Power of Partnership* on Wednesday, May 21 in Memorial Hall at City Hall from 8:30am – 3:15pm. Registration is \$25.00 per person including lunch.

The speakers for the day will include Ms. Robyn Garrett - President and CEO of Ontario Tourism Marketing Partnership Corporation; Mr. Alexander Fritche- Senior Economist with the Conference Board of Canada; Mr. Bruce Neve – Managing Director of Mediaedge:cia; Mr. Richard Innes – Principle, Braintrust Marketing & Communications and Mr. Collin Douma –Strategist with the Social Media Group. The day will also feature a local panel discussion with local business owners and operators.

The day will be filled with exciting presentations on the outlook of today's economy and how tourism plays an important role in the predictions. The speakers will also provide overviews for New Marketing Trends and exciting ways to engage your customers in social marketing.

"This is an exciting way for Kingston Accommodations Partners Inc. and Tourism Kingston to demonstrate our active power of partnership," says William Swan, President of Kingston Accommodation Partners Inc. "Together, we are able to meet in a professional form to share ideas and to hear experts provide guidance to keep Kingston competitive. Tourism really is everybody's business."

"Developing a one-day symposium with KAP Inc, is an important component to our great partnership. Many from the business community as well as residents will benefit from the content shared and gain a greater understanding of how we're positioned to be a Premier Ranked Destination of choice," notes Rob Carnegie, Director of Tourism Marketing and Development.

Seats are still available for Wednesday's session. For more information visit <http://tourism.kingstoncanada.com> and to register email kingstonomics@eventsmgt.com or phone 613- 531-9210.

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For more information please contact:

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