



Tourism Investment

Peterborough & the Kawarthas

The Peterborough Advantage

Peterborough & the Kawarthas has all the amenities and services provided by a city - including galleries, theatre, restaurants, museums.... and a college and university - combined with the advantages found in the surrounding picturesque countryside filled with quaint towns, villages and unique shops. The Peterborough region offers a long established tourism base, well-positioned for new tourism development.

Well Positioned

- ▶ Close proximity to major Canadian and US markets
- ▶ Highway access, 28 minutes to Highway 401, 1 hour to Toronto, 2 1/2 hours to Ottawa
- ▶ Major highway and air access
- ▶ Situated along the Trent Severn Waterway, one of the finest interconnected systems of navigation in the world

Skilled Workers

- ▶ The region is noted for the “quality conscious attitude” of its workers by leading industries
- ▶ First-rate post-secondary institutions include Trent University and Fleming College. Relevant programs include: Business Administration, Tourism and Travel, Chef Training, Cook Apprentice, Outdoor Adventure, Museum Management and Curatorship, Culinary Management, Event Management and Arts

In Good Company

Home to a variety of branded hotels and unique cottage resorts, inns and bed and breakfasts.

- ▶ Best Western
- ▶ Comfort Inn and Suites
- ▶ Elmhirst's Resort
- ▶ Holiday Inn
- ▶ Motel 6
- ▶ Quality Inn
- ▶ Viamede Conference Resort & Spa
- ▶ Westwind Inn



New Developments

- ▶ Super 8
- ▶ New hotel and conference centre, opening 2010
- ▶ Ontario Speed Skating Oval
- ▶ Costco

Points of Interest

- ▶ Trent Severn Waterway, Historic Hydraulic Lift lock
- ▶ 134 Lakes in the region
- ▶ Canadian Canoe Museum – the canoe recently named one of Canada's Seven Wonders
- ▶ Festival of Lights – free concert series
- ▶ OLG Slots at Kawartha Downs
- ▶ Petroglyphs Provincial Park
- ▶ Hiawatha & Curve Lake First Nations

Support Network

- ▶ Peterborough & the Kawarthas Tourism is the Destination Marketing Organization for the region, operated by the Greater Peterborough Area Economic Development Corporation
- ▶ Full-time professional staff provide a full menu of services to assist new investors with tourism development, marketing and promotion
- ▶ A new Peterborough & the Kawarthas Visitor Information Centre opened in 2007, serving tourism businesses throughout City and County of Peterborough
- ▶ Annual economic impact is over \$300 million, making tourism one of the top economic drivers in the region



Map by Studio-N



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