



TOURISM TIMMINS at a glance

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MAY 2005

Message from the Coordinator

On behalf of Tourism Timmins I am pleased to present you the very first edition of "Tourism Timmins At a Glance", a newsletter that will provide local and regional tourism stakeholders with an overview of the programs, projects and initiatives undertaken by Tourism Timmins as well as reports on developments and activities taking place at the Shania twain Centre and the Timmins Gold Mine Tour.

Despite recent changes within our department, Tourism Timmins remains very committed to the continued growth of the local tourism industry. We are aggressively pursuing the development of new promotional tools that will help market Timmins to a wide array of markets. These promotional tools include a new, more user-friendly Timmins Magazine as well as the launch of a Tourism Timmins specific website planned for later this year.

We also look forward to enhancing our local and regional partnerships while also developing new partnerships both within and outside our community. Tourism Timmins will continue in its efforts to strengthen its relationships with the Timmins Accommodations Group, local golf courses, restaurants and attractions in its ongoing effort to emphasize that "Tourism is everybody's business". I look forward to meeting with many of you over the next few months and trust that together we will continue to strengthen our community's reputation as a prime four season destination for travelers from throughout the World.

Yours in Tourism, **Frank Roch, Tourism Coordinator**

Looking Ahead

Tourism Timmins is proud to announce that we will be hosting a major regional tourism conference in Timmins in the Spring of 2006. Delegates from throughout the country are expected to attend this conference. A formal announcement on the Tourism Conference including its main theme and the list of workshops that will be hosted will be made later this summer.

Tourism Timmins is also working on another major event that will take place in January of 2006. Keep your eyes peeled for news on this event, it will be exciting!



www.timminsgoldminetour.com

Current Happenings

Tourism Timmins is currently working on several projects that we believe will only help to increase the number of visitations to our community while also increasing the visibility of all our attractions.

With the help and encouragement of the Timmins Chamber of Commerce, Tourism Timmins received additional funding for three new billboards that are positioned on Highway 11 near Driftwood and the Highway 655 turn-off, on Highway 11 south of Matheson and on Highway 144 near the 101 turn-off. Look for these new billboards to be in place by early June.

Tourism Timmins along with other local stakeholders will be hosting a Meetings and Convention Forum in the near future. This event will bring together representatives from many local groups/organizations as well as representatives from the local hotel and restaurant industries. More details on this forum will be available in a future edition of this newsletter.

For any information on these or other Tourism Timmins initiatives please feel free to contact us at 705-360-8500.

CONTACT INFO

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WEB SITES

www.timmins.ca
www.shaniatwaincentre.com
www.timminsgoldminetour.com

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Update from the Attractions

The Timmins Gold Mine Tour season opened on May 18th with a Grand Opening that saw over 50 representatives from local hotels attend a special Twilight Tour of the Gold Mine Tour and the Shania Twain Centre. This was the first of several special events being planned for the attractions over the next several months.

The Gold Mine Tour is currently running under its Spring schedule with two tours a day at 10:30 and at 1:30 while the Shania Twain Centre is open from 9am to 5pm. The Summer season for the attractions will begin as of July 1st with Gold Mine tours at 9:30am, 11:30am, 1:30am and 3:00pm while the Shania Twain Centre will be open daily from 9am to 8pm from Monday through Friday and from 9am to 6pm on weekends.

Please note that the Canada Day celebrations will take place at the Gold Mine Tour on July 1st with special performances from local groups, half price Gold Mine Tours and the official cutting of the Canada Day cake. festivities start at 9am and will conclude at 1pm.

For more information on the attractions please visit shaniatwaincentre.com and timminsgoldmine-tour.com

Fan Convention Update

Hello Everyone, Plans are well underway for the Third annual World Wide Shania Twain Fan Convention and we are looking forward to an even bigger and better convention than last year's. There are a number of activities planned including a bus trip from Toronto with a special tour of Deerhurst Resort, where Shania performed early in her career, along the way. This year's convention is scheduled for August 17th to August 20th during which time the delegates will be in our community. This year we are expecting guests from seven European countries (England, France, Switzerland, Denmark, Finland, Sweden and Austria), nine U.S. states (Indiana, New York, California, Massachusetts, North Carolina, Pennsylvania, Maryland, Michigan and Washington) and three Canadian provinces (Ontario, Alberta and Quebec) with plenty of time remaining for more registrations.

Our events are taking shape and we will have a complete list ready for everyone closer to the convention date. Be sure to visit our website at www.shaniatwaincentre.com to see the list of scheduled events.

Last year, everyone enjoyed spending time with JD Blair and Cory Churko (two of Shania's band members) so we have invited band members again this year. Schedules permitting, JD and Randall Waller will attend this year's event. Both of them are looking forward to meeting everyone and maybe we can convince them to dance on Shania's stage with us! JD may even put on another drum clinic!

Well, we should get back to planning the convention. Take Care,

Tracy Hautanen, Customer Service manager, Shania Twain Centre

From the Fans

Are you ready for the best kept secret in Canada? It's a secret you can share with your family and friends. The secret is simply this: Timmins Ontario.

I have spent three wonderful vacations in Timmins and have already made reservations to return in August of 2005. *What is there to do in Timmins?* you may ask. The variety of opportunity spans the interest scale spectrum. I've pulled trout out of a lake and I've enjoyed fine dining in a seafood restaurant. I've descended deep into the hollow of a gold mine and climbed the majestic mountains on the outskirts of town. I've purchased handcrafts made by an Ojibwa Indian and rang charges on my credit card at the shopping mall. I've warmed a hot dog over an outdoor bonfire and warmed my soul by meeting the local residents that are so friendly that they've actually invited me into their homes for dinners and even a weekend BBQ.

So how did I originally find Timmins? It's called the Shania Twain Centre. Yes folks, I'm a huge fan of Shania's music. That's what originally drew me to visit Timmins. But I return now for the friends I've made and for the surroundings that make Timmins one of the best kept secrets on earth. It's a wonderful place for a family vacation.

Richard E. Sessions, Goshen, Indiana, U.S.A.

