



MEDIA RELEASE

**Free Parking For Tourists Visiting
Downtown Timmins**

**Date: June 5 2008
For immediate release**

The City of Timmins is partnering again this year with the Timmins Chamber of Commerce and Downtown Timmins on the promotion of a “Tourist Guest Pass” incentive program. The program provides visitors to the City of Timmins with complimentary parking while visiting the downtown core.

The Timmins Chamber of Commerce first introduced the idea of a parking program last year, and free parking privilege was made available to tourists visiting the City of Timmins. The popularity of the program prompted the partners to re-launch the effort for 2008 and extend it from a seasonal incentive to one that is available year - round.

City Clerk Jack Watson is happy to see a bigger version of the program in 2008. “Tourism is very important to the city’s economy and together, Tourism Timmins and the city’s tourist industry stakeholders have made impressive inroads growing the tourism industry to a year round industry that supports the retail, accommodations and restaurant sectors said Mr. Watson. Why not provide tourists visiting the city during what is commonly known as shoulder season, with the same incentive offered summer visitors he asked? Incentives such as the free Tourist Guest Pass usually resonate well with the traveling public and should prove beneficial for those businesses operating in downtown Timmins.”

Marilyn Wood, President of the Timmins Chamber of Commerce, agreed and added that “this value added initiative will go a long way towards creating good first impressions of Timmins while letting the traveling public in our community know that we want them to enjoy their stay and not only visit our many attractions but to take advantage of what our downtown retailers have to offer. By utilizing their Tourist Guest Pass and parking free for a day, many tourists will want to visit the downtown core while experiencing boutiques and specialty stores that boast character and personality. This in itself will provide tourists with a shopping experience that is unique, interesting, fun and stress - free, making Downtown Timmins a priority on the list of places to see and things to do while visiting the City of Timmins.”

Downtown Timmins President, Andrew Marks echoed the sentiments offered by both Mr. Watson and Ms. Wood. “We are eager to roll out the welcome mat for tourists. Incentives that generate traffic are welcomed by the many businesses in our downtown. It reinforces the fact that Downtown Timmins is open for business, year - round. A welcoming attitude combined with a new parking incentive aimed at visitors to the city, is a win - win for all concerned and clearly promotes the fact that Downtown Timmins is a must – see destination for all visitors to the City of Timmins. The streets in the downtown area are some of the oldest in the community, with stores dating back to the earliest days of the mining

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camp. The historical content of Downtown Timmins, combined with the Shania Twain Parkette, the Downtown Walk of Fame and the new Timmins Public Library are all attractions that should prove to be of interest for tourists in search of things unique and different.”

Passes are only valid on a day-to-day basis and can be picked up at either the Shania Twain Center or at the Chamber’s Tourism Information Center in Schumacher. All partners involved see the potential for increased tourism traffic in the downtown core and just as importantly, feel that tourists who benefit from the program will likely generate a positive word – of - mouth promotion for the City of Timmins.

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