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- For Immediate Release

## **THE RIDEAU HERITAGE ROUTE TOURISM ASSOCIATION LAUNCHES NEW WEBSITE**

**The Rideau Heritage Route Tourism Association (RHRTA)** is Ontario's newest Destination Marketing Organization (DMO) comprised of the Rideau Canal, its adjoining towns, villages and the Cities of Kingston and Ottawa. The new website at [www.rideauheritageroute.ca](http://www.rideauheritageroute.ca) went live on March 5, 2007 and has been designed in compliance with **W3C Priority One Accessibility** and Open Travel Alliance specifications.

RHRTA President Ian Johnston explains that: "The new website features numerous cultural experiences and provides valuable information for the visitor to plan their trip to the region". You'll find information about the many ways of touring this wonderful area from pedaling to paddling and hiking to cruising. The new site will also promote the many cultural gems all along the Rideau Heritage Route just waiting to be discovered.

The Rideau Heritage Route Tourism Association is funded by the Municipal, Provincial and Federal partners listed below but also works with tourism businesses all along the corridor by coordinating cooperative marketing initiatives and advertising campaigns. The overall goal is to position the entire Rideau Heritage Route (RHR) as a tourism destination by promoting the region's authentic, arts, heritage, cuisine and natural history experiences with specific objectives as listed below.

- To create a climate that stimulates tourism investment, development and other activities along the RHR Corridor enhancing the quality of the visitor experience.
- To provide direction and assist in the development of tourism products along the RHR.
- To promote tourism in the RHR Corridor.
- To increase tourism revenues in the RHR Corridor.

### **GOVERNMENT PARTNERS**

Lanark County	Drummond/North Elmsley
Montague Township	Merrickville/Wolford
North Grenville	United Counties of Leeds & Grenville
Rideau Lakes Township	Town of Perth
Town of Smiths Falls	Tay Valley Township
Village of Westport	City of Kingston (KEDCO & KAP)
City of Ottawa	Parks Canada (Federal Partner)
Leeds & Thousand Islands Township	Ministry of Tourism (Industry Development Office)
Frontenac CFDC	Valley Heartland CFDC
Eastern Ontario CFDC Network	

The Rideau Heritage Route is also proud to promote this important year for the Rideau Canal as we celebrate the 175<sup>th</sup> anniversary of its completion and as we await the official announcement of the UNESCO World Heritage designation which will propel the destination onto the World stage alongside Canada's other 13 World Heritage sites.

For more information about the Rideau Heritage Route contact:  
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Attachments: RHRTA LOGO, RHRTA Map, Rideau 175 logo*