

Ontario Resorts Gearing Up for a Busy Winter Season

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Press release from: [Resorts of Ontario](#)



Orillia, Ontario -- While the rest of Canada will most likely see precipitation averages that are close to normal, it has been forecasted that Ontario, once again, could receive above-normal amounts of snow this winter, especially in areas around the Great Lakes. An unusually snowy February for Quebec and the Maritimes is also predicted. The Farmers Almanac, which released their forecast last August, is calling for colder than normal temperatures across much of the country, with all areas receiving above average snowfall, particularly in the Great Lakes and Northeast regions. For Southern Ontario specifically, they advise a cold and snowy winter when compared to normal years. The Almanac claims an 80 to 85 percent accuracy rate.

Forecasts of good winter weather with plenty of snowfall are always welcome news for Ontario's four-season resorts. A winter of inconsistent temperatures and small snow accumulations can have a devastating effect on winter tourism. Just two years back, in the winter of 2006/2007, mild temperatures and insufficient snowfall played havoc with Ontario's winter tourism industry. In areas where attracting visitors is weather dependant, many businesses, such as Blue Mountain in Collingwood, actually had to shut down and lay-off employees due to the lack of snow. In sharp contrast, during the winter of 2007/2008, Ontario resort areas received higher than normal snowfalls with colder temperatures which kept accumulated snow on the ground, resulting in a much longer than average winter season and more business for area resorts and tourist operators.

Much of Ontario's winter tourism industry is weather dependant. When tourists plan their Ontario resort winter vacation, they have an expectation of pristine vistas of fresh fallen snow, smooth frozen lakes, and crisp clear days. They expect to be able to ice fish, snowshoe, ski, or snowmobile. Unfortunately, these activities are all dependant on adequate snow levels and cold temperatures. Without snow, resort bookings drop. That is why this year's forecast for a cold, snowy winter season is great news for Ontario winter resorts.

Grace Sammut, Managing Director of Resorts of Ontario (www.resortsofontario.com), Ontario's largest association of resort owners and operators, is excited about this year's forecast and is confident this winter season will be "better than ever" for Ontario resorts, even surpassing the winter of 2008, one of the snowiest in a number of years. "All signs point to a busy winter season ahead for our member resorts. Our theme this year is 'Romancing the Snow'. A winter getaway at an Ontario inn or resort is very special, especially for romantic couples seeking some quiet time together in beautiful surroundings. The Resorts of Ontario offer visitors a wide variety of comfortable accommodation options and great winter getaway packages, including spa weekends and fine wine and dining options. For those who love winter sports, there are many exciting winter activities that are available," states Sammut. "Naturally, an Ontario resort winter holiday is ideal for anyone who enjoys the beautiful winter wonderland vistas offered at our Ontario resorts, but even without much snow, an Ontario resort winter vacation can't be beat," adds Sammut.

In these times of declining stock markets, vacationing in Ontario can be a cost savings to Southern Ontario residents looking

for a holiday and also a break from the economic stresses broadcast daily. Everyone needs a break on occasion to unwind and enjoy nature. This winter, many will choose to vacation at an Ontario resort.

About Resorts of Ontario:

Resorts of Ontario (www.resortsofontario.com) is an Ontario tourism association representing over 100 Ontario resort properties including lakeside resorts, housekeeping cottages, country inns, lodges, and fishing resorts. Promoting Ontario tourism, member resorts offer romantic couples escapes, winter holiday packages, family vacations, as well as conference & meeting facilities in the province of Ontario.

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