



Hike Haliburton Festival

September 19, 20, 21 and 22nd 2013



Festival Highlights

The Hike Haliburton Festival is a unique event that attracts visitors to the Haliburton Highlands and provides opportunities for them and residents alike to get outdoors and active. The Festival is in its eleventh year and builds upon the success of 2012 Festival which saw over 1200 people participating in over 50 guided themed hikes and events and support from over 15 corporate sponsors and 100 volunteers. Most of the visitors came from the GTA and Central Ontario.

The Hike Haliburton Festival is a signature event presented by the County of Haliburton. The Festival provides several benefits including the following:

- Fosters an appreciation of our natural environment and culture;
- Attracts more visitors to the area to spend money on food, accommodation, and other services;
- Invites visitors and cottagers to come early and stay an extra day;
- Encourages health lifestyles;
- Involves the whole County with hikes and activities in all municipalities; and
- Provides opportunities for community groups to raise their profile and raise funds.

The 2013 Hike Haliburton Festival will include:

- Over 50 guided hikes for all ages and abilities on public and private lands that interpret the natural and cultural heritage of the Haliburton Highlands;
- Blastoff BBQ to officially open the Festival and a Wrap-Up BBQ to close the Festival;
- Concerts that features local and visiting performers;
- Adventure Film Night;
- Blister Ball (dance); and
- Celebrity hikers.

Enhancements for 2013 include:

- Initiatives to attract new markets such as New Canadians;
- Programs to showcase local artists;
- Kount Your K's contest; and
- Scavenger Hunt.

The Festival will be promoted to regional, provincial and national markets using a variety of marketing strategies including:

- Web site <http://www.experiencehaliburton.com/hike-haliburton-festival/>
- Print - ads, rack card, posters, program guide
- TV and radio PSA and features
- Social media - Twitter, Facebook

For more information contact Festival Coordinator, Barrie Martin at 705-754-3436, info@yoursoutdoors.ca or Maria Micallef, the County's Tourism Coordinator at 705-286-1777, mmicallef@county.haliburton.on.ca.