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News Release
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FOR IMMEDIATE RELEASE

**THE GREATER TORONTO HOTEL ASSOCIATION CELEBRATES
IT'S 90TH ANNIVERSARY**

TORONTO – Founded in 1925, this year marks the Greater Toronto Hotel Association's 90th Anniversary serving the hotel industry of the Greater Toronto Area. On June 10th, the GTHA welcomed hotel members, industry partners and friends to celebrate it's 90th anniversary on the beautiful waterfront at the Radisson Admiral Hotel- Toronto Harbourfront.

A major stakeholder in the tourism industry, the GTHA is the voice of the Greater Toronto Area's hotel industry, representing 170 hotels, with approximately 36,000 guest rooms and 32,000 employees.

The Greater Toronto Area welcomed over 14 million overnight visitors in 2014 with a total of 9.45 million rooms nights sold representing an overall occupancy of 71.4% for the year. The Toronto region tourism sector is a major contributor to Ontario's economy with total visitor spending of \$6.9 billion in 2014.

The GTA hotel community not only plays an important role in the economic viability of our region and our country, but we also play a very important role in supporting the social fabric of our cities. In 2014, our member hotels contributed \$2 Million to help support a variety of endeavors that assist in improving the quality of life to citizens of the Greater Toronto Area.

In honour of our 90th Anniversary, the GTHA requested proposals from the community at large to receive a **one-time \$90,000 donation** to a suitable project that creates a demonstrable benefit to the hotel community of the Greater Toronto Region. We are happy to announce Humber College as the winning recipient of this funding allotment; and the establishment of the Greater Toronto Hotel Association/ Humber Management Leadership Program. This new program is aimed at filling the gap in middle- management in the hotel community by offering high-level hospitality management training to the current middle management employees and internationally-trained professionals in the GTA.

On behalf of the members of the GTHA, we thank all those involved in the success of the association and its membership over the past 90 years. We look forward to continuing to work with our members, government and industry partners towards a prosperous accommodation industry for the GTHA, Ontario and Canada.

For more information please visit www.gtha.com

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