



## NEWS RELEASE

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### HRT agreement signed by the City of Penticton and Penticton Hospitality Association

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May 22, 2012

**PENTICTON** — The City of Penticton is pleased to report City representatives signed an agreement Friday with the Penticton Hospitality Association to renew the two-per-cent additional hotel room tax (HRT) agreement.

"Both the City and the Penticton Hospitality Association have worked tirelessly to draft a HRT renewal agreement. We are pleased that marketing for our area will continue," said Mayor Dan Ashton. "This agreement gives the Penticton Hospitality Association complete control over HRT funds, which they requested. The accommodations industry is a key stakeholder when it comes to successful tourism, and the City is happy to work alongside this sector to promote our community."

The City and Penticton Hospitality Association have been working towards a renewal agreement since PHA representatives approached the City in early March. The final copy of the agreement was signed by Penticton Hospitality Association representatives Friday morning, and Council unanimously endorsed the document that afternoon.

"The Penticton Hospitality Association is pleased that the HRT renewal application is moving forward," said Trinka Pontes, Penticton Hospitality Association chair. "This allows our members to focus on the coming tourist season and keep the momentum going with marketing aimed at bringing visitors to Penticton in the future."

The agreement outlines that the Penticton Hospitality Association will have control over the HRT funds as permitted under provincial legislation called the Hotel Room Tax Act. Council will be permitted to review the budget for HRT funds.

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