

Hot Summer Temperatures Will Help To Fill Ontario Resorts

Resorts of Ontario predicts a busy summer ahead for the Ontario country inns and lakeside resorts as many Ontarians will be seeking relief from the heat, due to forecasts of a hot summer ahead.

Orillia, ON -- After an exceptionally long, cold and snowy winter and a spring that was cold and wet, the summer of 2008 has been eagerly awaited in the province of Ontario. Not to disappoint, Environment Canada is predicting a "hot summer ahead" with higher than average temperatures for July, August and September. This is good news for the province's tourist and resort operators who rely on good summer weather to fill their establishments, especially after a somewhat disappointing spring season.

According to experts, our unusually chilly and damp spring was due, in part, to La Nina blocking the warm jet stream air. La Nina's weakening will bring back blue skies and high temperatures once again. If the predictions are correct, this will be the 19th summer out of the last 25 that will witness above average temperatures. While scientists and academics study global warming and its effect on the way we live, one thing is for certain "summers are scorching and becoming unbearable for those in the greater Toronto area. While we can't control the weather, the stifling heat of summer can become more bearable when you are lounging around a resort pool or stretched out on the dock, ready to plunge into the cool blue lake at one of Ontario's many fine resorts.

"The colder than normal spring has had some effect on the summer bookings of some of our member resorts", states Grace Sammut, Managing Director of Resorts of Ontario (<http://www.resortsofontario.com>), Ontario's largest association of resort owners and operators. "Weather and temperature often have a strong influence on people's vacation plans. Many people don't start thinking about booking a resort holiday until the temperatures become warm, reminding them of the hot summer temperatures to come. Others wait until they can't stand the heat any longer and look for accommodations last minute. Naturally those that book early have their pick of the best locations and accommodations and often find the better values. At this time, there are still vacancies for the summer in some Ontario resorts and lakeside inns. However, as the weather heats up, these vacancies are sure to be filled fast. This summer, many may regret waiting too long to book their Ontario vacation to escape the city heat", predicts Sammut.

Our weather is definitely changing. Whether the change is due to global warming or whether it's simply cyclical, our summers are much warmer than in the past and will be for the foreseeable future. As well as being warmer than ever before, the warm summer weather is lasting longer than ever before, well into September and even into October in some years. This extended season will lead to increased bookings over the slower shoulder seasons, giving hospitality properties added revenue and bargain seeking vacationers an opportunity to enjoy an Ontario vacation at a great price.

Resorts of Ontario (<http://www.resortsofontario.com>) represents over 150 Ontario resort properties including lakeside resorts, housekeeping cottages, country inns, lodges, and fishing resorts. Promoting Ontario tourism, member resorts offer romantic couples escapes, family vacations, as well as conference and meeting facilities in the province of Ontario.

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