

### **Governance and Industry Relations**

Strategic Direction: All stakeholders have a full and comprehensive understanding of the tourism landscape, their unique contribution to it and how to best leverage resources where synergies and alignment exists

#### 2017 – 2018 Objectives

- Stakeholders understand the impact CCT is having in the region so that they want to work with CCT
- Municipalities, operators and other stakeholders understand the economic impact of tourism so that they take advantage of the programs/services offered to become tourist-ready
- Stakeholders understand the importance of destination development so that they work together and with CCT to create compelling stories
- Leverage, through partnership and core funding, stakeholder resources on projects that further collective tourism goals so that they see the value and benefits of collaborating with CCT and other tourism stakeholders
- Provide Tourism Stakeholders relevant, timely tourism data so that they are better equipped to make decisions

**Product/Experience Development**

Strategic Direction: Enhance competitiveness of tourism offerings that appeal to our ideal guest within our categories to grow tourism visitation and economic contribution

2017 – 2018 Objectives

- Create compelling itineraries to support the summer and winter campaigns so that immediate visitation increases and CCT leverages stakeholder funds to implement
- Develop two new market-ready experiences (researched in 2016-2017) that align with CCT and OTMPC priorities so that their launch in 2018-2019 will be supported and leveraged, increasing the reach to targeted audiences
- Research tourism market trends against CCT's strengths so that CCT can develop two new "on-trend" market ready experiences in 2018-2019

**Industry Equipping and Workforce Development**

Strategic Direction:       Ensure we have informed, effective and service-oriented tourism providers

2017 – 2018 Objectives

- Provide learning opportunities on tourism-readiness topics identified in 2016-2017 by stakeholders as gaps so that more operators/stakeholders can help themselves become tourism-ready
- Determine stakeholder satisfaction with offered courses so that CCT can ensure only quality courses with implementable content are offered
- Support industry equipping opportunities offered by other tourism-related communities (ex. Arts and Culture organizations, Cycling, etc.) so that CCT can leverage investments and ensure that its opportunities are communicated to stakeholders
- Revamp the annual tourism symposiums so that more tourism stakeholders attend and leave better equipped to incorporate tourism into their yearly plans
- Determine what new learning opportunities stakeholders are most interested in so that CCT can source and offer in 2017-2018 or 2018-2019

## Marketing, Communications

Strategic Direction: To develop a marketing and communications plan that has clear, measurable objectives, tactics and goals that are aligned in voice and message.

### 2017 – 2018 Objectives

- Implement phase two of YorkDurhamHeadwaters as consumer “call to action” so that CCT continues to rebuild the RTO brand without diluting the impact of the sub-regions
- Build four season campaigns emphasizing strong pillar products so that CCT continues to build momentum in the market
- Provide stakeholders with resources to tell their stories through media and public relations so that the reach is greater than they could do on their own
- Grow Golf in Ontario program to include more engaged stakeholder to create so that US golfer visit
- Align with OTMPC so that CCT leverages their funding and reach
- Align products/experiences with other RTO’s and associations so that there are bigger destinations to promote with better economies of scale

**Sales**

Strategic Direction: To become the destination of choice for small to medium provincial, national and international sporting events, meetings and conventions.

**2017-2018 Objectives**

- Grow the two MC&IT and Sport Tourism support programs developed in 2016-2017 so that there are compelling reasons to choose CCT over other destinations
- Support bids for sport tourism events and conference so that CCT can leverage municipal/regional investment to secure the events and increase the economic impact of the region
- Engaged and educated municipalities on the economic impact of sports tourism so that more venues are available for hosting
- Informed and engaged meeting planners and tournament organizers so that CCT increases the amount of times it is invited to bid on events

**Investment Attraction**

Strategic Direction: Be the regional resource and champion of tourism investment. Be the catalyst and facilitator of regional investment discussions.

**2017-2018 Objectives**

- Match gaps with opportunities so that investment in tourism increases by 2% per year for two years