



Central Counties Tourism E-learning University

Grow Your Knowledge, Grow Your Business

Selecting the right marketing tools and using simple tips to market your product story and get your customers interested is key to attracting more people to your business, event or attraction.

How do you know you are using the best marketing practices suited to your clients?

Is it time to try new tactics or refresh the marketing you're already doing?

Are you curious about simple but effective Social Media tools such as Instagram and Snapchat?

Learn more about what can work for you and get ready to become your own marketing expert!

150+ Tourism marketing Webinars!

Central Counties members have access to 150+ recorded tourism marketing workshops as well as access to live tourism marketing webinars – complimentary as a registered and approved tourism member of Central Counties Tourism.

Browse and select from the library of recorded online tourism-focused, industry expert delivered topics for tourism businesses such as:

Make the Most of TripAdvisor for Your Business

50 Email Marketing Tips in 50 Minutes

Latest Tips and Tricks for Using Social Media

How to Tell and Distribute Your Destination's Story

Access to Webinars

1. Ensure you are registered as a member of Central Counties at www.centralcounties.ca
2. Opt in to receive the monthly B2B e-news to get access to ALL our events and workshops.
3. Get your e-learning university password at www.centralcounties.ca/resources
4. GET READ TO LEARN! Grab a coffee and set aside one hour a week or per month to learn online from the convenience of your own location, on your own schedule.

For more information, please contact your regional field manager:

York Region: squiteria@centralcounties.ca

Durham Region: ecook@centralcounties.ca

Headwaters Region: equinton@centralcounties.ca