



## E.D.'S CORNER: A Word From Chuck Thibeault

I believe the revolution has started. More than 130 of you, our tourism businesses and supporters, registered to take part in our Annual General Meeting and update. That is a critical mass in my opinion. 130 passionate individuals doing their part to build vibrant communities. 130 connected individuals with the networks and fortitude to affect change. 260 boots on the ground, ready to benefit from, and roll up their sleeves for the development of visitor-friendly communities.

I left yesterday's meeting feeling better and more confident than I have felt in over a year. I know that it was on Zoom, but I had mine set on gallery view the entire time and saw confidence and determination in the eyes of so many of you - many of whom are still shuttered until Stage 3. We are going to make it...[Read more.](#)

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# MEMBER NEED TO KNOW...

## CCT Virtual AGM & Speaker Session Presentations Available

Thank you to the more than 130 members who registered to attend our AGM and Speaker Sessions. Our event survey shows that the interactive EMERGE session with guest Todd Lucier was a huge success. View the recorded presentations [here](#).

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## IN THE SPOTLIGHT

### PARTNERSHIP SUCCESS - KING TOWNSHIP KICKS OFF PATIO SEASON

As a result of the expansion of its pop-up patio program piloted in 2020, King Township has expanded the initiative to include four pop-ups on Main Street. The bicycle-friendly area offers parking racks to service the large cycling community that as well as a new mobile self-cleaning public restroom. Central Counties is happy to be a part of this successful project launched through our [Partnership Opportunities Program](#). Congratulations to King Township and the businesses involved for launching this great project. Read more [here](#).



Source: IG @gracklecoffeeco

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### PROMOTE YOUR BUSINESS WITH DESTINATION ONTARIO

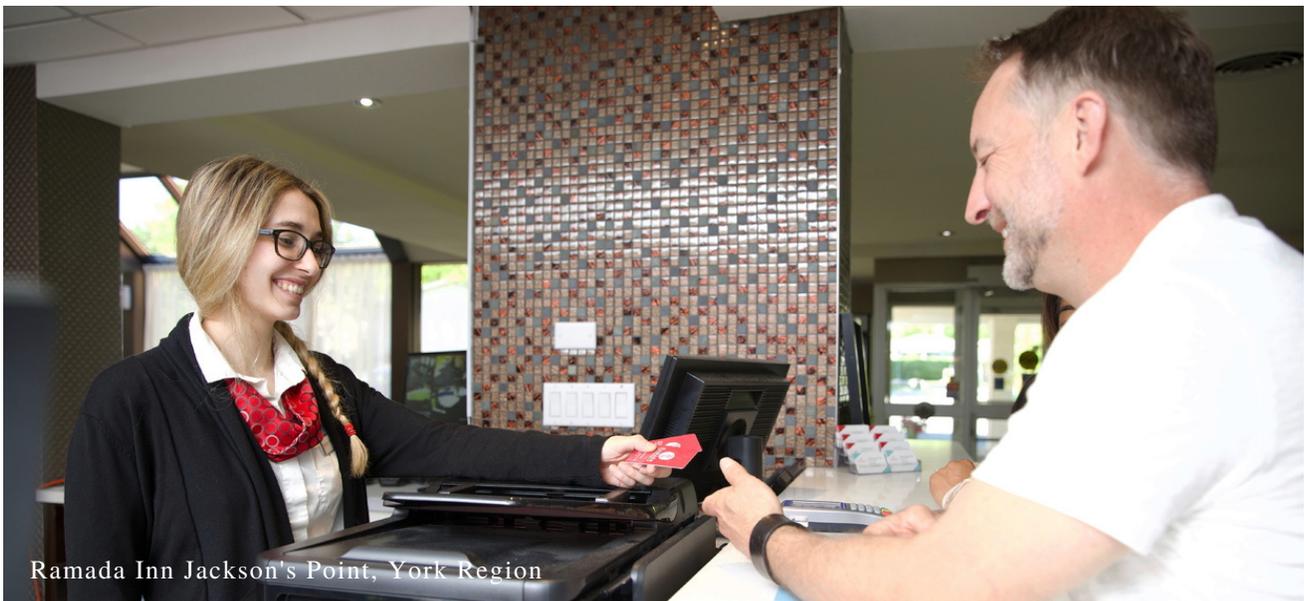
Destination Ontario is the official marketing agency for tourism in Ontario. Wondering how to get connected with them and get involved in order to promote your business to over 900k potential visitors? Find out more [here](#). The content intake form for businesses is [here](#).

# THE NUMBERS LOOK PROMISING FOR CENTRAL COUNTIES TOURISM (RTO6) WITH CONSISTENT TRAVEL

Four things to know...

- As restrictions ease, there is good opportunity to extend overnight visitation in the region
- Weekly Overnight Visits in Ontario are trending up
- RTO6's overnight visitation is more consistent than the rest of Ontario
- RTO6 has the potential to rebound sooner than the Ontario average

As the summer season is around the corner, and over 60% of Ontarians have received at least their first vaccine, overnight visitation in RTO6 has been steadily growing since May. RTO6 has been measuring weekly overnight visitation and will share the data with you to display the flow of overnight visitors into the region. We are hoping that this recent positive trend for our region will continue and that we can get back to normal ASAP. Please note: due to limitations of the data, only overnight visitation is measured...[Read more](#).



The Power of Data. It's in the [Visitor Research Program](#).  
Purchase the program for your business [here](#).



# FUNDING & SUPPORT

**Reminder: Deadline July 15th - CCT Partnership Opportunities Program**

Our Partnership Opportunities Program is now in its third intake period. July 15, 2021 is the deadline for projects beginning August 1 to September 30, 2021. Not ready to take advantage of the program yet? There’s still time in the intake periods through to December 15, 2021. Read the program page for intake dates and application steps [here](#).

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**Deadline Extension: Ontario Tourism and Travel Small Business Support Grant**

The deadline to apply for the Ontario Tourism and Travel Small Business Support granty has been extending to July 9, 2021. The grant provides one-time payments of \$10,000 to \$20,000 to eligible small businesses in the tourism and travel sector. Apply [here](#).

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Clockwise left to right: Darlington Provincial Park, Durham Region; Treetop Trekking, York Region; Orangeville, Headwaters Region



# LEARNING & EVENTS

## Coming Soon! New CCT Member Portal - Sign Up Early!

A new member portal is on the way, launching in early Fall. Be among the first to access the new platform by registering for early access on the homepage [HERE](#). Logging into the new member portal on [centralcounties.ca](http://centralcounties.ca) takes you to your own user dashboard with customized news, member offers to build your business, summaries of your listings on [yorkdurhamheadwaters.ca](http://yorkdurhamheadwaters.ca) and access to the new CCT branded Learning Lab. See our new member custom portal teaser [here](#). Don't forget to sign up for [early access](#) now.

Central  
Counties  
Tourism

LEARNING  
LAB



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## New Launch - Tourism Ambassador Program (TAP)

The first course offered through CCT's Learning Lab - the new Tourism Ambassador Program is packed with videos, interactive animation and badges to make it a fun and innovative learning experience. TAP is currently being piloted with tourism groups in our region and will be available soon. See a sneak peak [here](#) (at 3:08 minutes into the video).

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TPC at Osprey Valley, Headwaters Region

# TOURISM

## INDUSTRY NEWS

### Roadmap to Reopen - 2nd Stage as of June 30th

Ontario is now in stage 2 of the 3-step Roadmap to Reopen program. Information on Steps 2 and 3 is [here](#).

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### Reopening Safely in Stage 2 - Dinesafe.ca

The ORHMA has provided a comprehensive resource that provides guidance and reopening information on patios, pools, contact tracing and more. DineSafe.ca and other valuable information is on their website [here](#).

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### Tourism Economic Recovery Ministerial Task Force Report Released

The Tourism Economic Recovery Ministerial Task Force has released its final report that contains ten recommendations to government on how best to support the tourism industry recover from the COVID-19 pandemic. You can read the full report [here](#).



Connect with us on social!

