



# CENTRAL COUNTIES TOURISM NEWSLETTER

October 2021



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

Last week I had the opportunity to visit with Aimee, the owner of Alabaster Acres in Caledon. I was tagging along with Jessica Elliott, who joined the Central Counties team this month as the new Headwaters Field Manager. Aimee embodies entrepreneurship and the dogged determination that it takes to succeed. She has transformed her business to remain relevant and sustainable while never wavering from her commitment to stewardship and education. I left feeling both incredibly energized and motivated, and exhausted just thinking about the sheer amount of work and effort Aimee invests day-in and day-out to continue to build and grow the business.

Aimee literally built the glamping business from the ground up...[Read more.](#)

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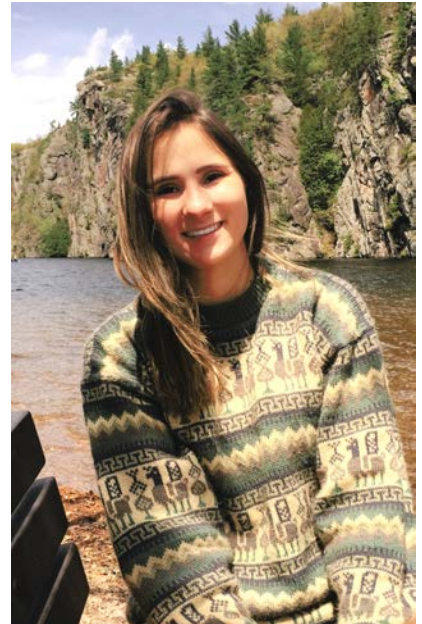
# MEMBER NEED TO KNOW...

## CCT welcomes Jessica Elliott to the Field team

Central Counties Tourism is excited to announce the addition of Jessica Elliott to our team of incredible field managers. Jessica joins as the new Headwaters field manager and has already been exploring the region and meeting with stakeholders.

If you are a Headwaters stakeholder we encourage you to reach out to Jessica at [jelliott@centralcounties.ca](mailto:jelliott@centralcounties.ca)

In the meantime, you can learn more about Jessica through her Central Counties profile found [here](#).



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## Understanding your customer

Understanding your customer is important. Central Counties Tourism can help you gain a deeper understanding through geofencing data. Geofencing uses mobile phone technology to create an invisible barrier around an area to capture the number of unique visitors, the number of trips made by those visitors, the distance they travelled from, and provides an analysis of those cell phone holders over a specific period of time. Let us help you discover valuable information designed to increase your business success. Find out more [here](#) on our Research web page.



### The Power of Data

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

## MARKETING NEWS: HEADWATERS MAKES HEADLINES

Headwaters makes headlines in [Canadian Travel News](#).

This summer we invited a number of media to explore, experience and write about Central Counties.

From hosting daytrips with influencers to overnights for journalists, we work with stakeholders to tell the region's best stories and garner coverage designed to entice visitors.

Keep us informed. Send us your press releases, upload your events and don't miss out on great opportunities! You can read the Canadian Travel news article [here](#).



Fabulous Farms and Fresh Food in Ontario's Headwaters Region



## CCT Image Bank for Members

Looking for photos of your region? Look no further than the CCT Image Bank. Our Image Bank is filled with thousands of incredible images of regional stakeholder businesses, towns, conservation areas, activities, food photography, YDH stock photos and more. Plus they are free for all registered stakeholders to use!

Why use generic stock images, when you can access the real deal!

Register for your free account today and start browsing.

[CCT IMAGE BANK REGISTRATION](#)

WE LOVE CONNECTING WITH YOU  
and sharing with our followers.

Be sure to tag the correct account so your message reaches  
the right audience.

For all things consumer tag @visitydh  
For industry-focused news and events tag @centralcountiestourism





## FUNDING & SUPPORT

### **Newly Announced! Ontario Tourism Recovery Program**

Ontario's \$100 million Tourism Recovery Program will launch in mid-October. The Program supports for-profit tourism businesses in the attraction, accommodation, and leisure travel sectors that have experienced a loss of at least 50% of eligible revenue in 2020-21 compared to 2019. Eligible applicants can receive up to 20% of 2020-2021 qualifying revenue losses (\$1 million funding cap). Funds can be used for select expenses including reopening and operating costs such as staff salaries and maintenance; health and safety measures for visitors and workers; tourism product and experience development or marketing. Learn more [here](#).

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### **Support Programs Extended to October 2021**

The Government of Canada announced that the Canada Emergency Wage Subsidy (CEWS), Canada Emergency Rent Subsidy (CERS) and Lockdown Support will be extended to businesses until October 23, 2021. Read the announcement [here](#).

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### **Digital Main Street Funding up to \$2,500**

The Ontario government is investing \$10 million towards the Digital Main Street program for 2021-22 to help over 13,000 small businesses expand their digital presence and market their services online. The renewed program will provide small businesses with \$2,500 grants, technical training, and digital resources to help them reach more customers in person and online, positioning them for a stronger recovery. Applications accepted until October 31, 2021. More information can be found [here](#).

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### **PROPEL - Employer Wage Subsidy for Student Placements**

Propel is a federally funded program for employers to receive up to 75% of a qualifying student's wages, to a maximum of \$7,500 through the Employment and Social Development Canada Student Work Placement Program. Through Propel, students gain paid hands-on learning and mentoring in their field of study and employers acquire much-needed early talent to help with the recovery of the industry. Learn more [here](#).



# LEARNING & EVENTS

## Webinar: Introduction to Sustainability for Tourism Businesses

On October 5, 2021, join GreenStep for an informative and complimentary webinar to learn how your business, and the planet, can benefit from assessing your sustainability performance. Improve your knowledge on sustainability as a topic and build an understanding of the assessment criteria specific to the tourism industry. This webinar is for any business owner or manager who is interested in broadening their knowledge of sustainability while seeking ways to get started on their journey to improving their performance as a business. Register [here](#).

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## NEW DATE: Central Counties Tourism Annual Symposium

We invite all of our stakeholders to update your calendars with the new date for our annual Symposium - Monday, November 22, 2021. More details on speakers, interactive sessions and registration to come.

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LEARNING  
LAB



ONLINE THIS FALL:  
CCT LEARNING LAB  
TOURISM AMBASSADOR PROGRAM

# TOURISM

## INDUSTRY NEWS

### Ontario's Vaccine Certificate Program - Downloadable Signage & Information

Ontario has officially launched its COVID-19 vaccination certificate system, where proof of vaccination and identification is required to be shown in order to enter most indoor settings. The news release with guidelines is [here](#). Download your vaccination receipt [here](#).

Downloadable Proof of Vaccination signs for business:

[Proof of Vaccination Poster \(English\)](#)

[Proof of Vaccination Poster \(French\)](#)

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### Get Down to Business!

Vaughan has a new eye-catching website, [Get Down to Business](#), that highlights attractions, accommodation and special offers available for meetings and event bookings. Central Counties Tourism was pleased work together with Vaughan Tourism and the City of Vaughan to provide support through the CCT Partnership Allocation Program.

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### Experience York Region (XYR) Relaunches

List your business or event! It's not just a listing, it's an opportunity to connect, collaborate, and grow. Be it a farm, hub, golf club, event, spa, shop, or anything tourism experience related. It's FREE and provides access to all XYR channels (social media 25,000+reach). [Register here](#), then follow these three easy steps. LOGIN to manage your account. CREATE and manage your listing. START reaching new audiences with Experience York Region!

Connect with us on social!

