



CENTRAL COUNTIES TOURISM NEWSLETTER

September 2021



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

This month, I was going to write about the importance of knowing your guest and the amazing resources that Central Counties Tourism can provide your business, your street or your community to drive more visitors and put money in your tills. However, after a few experiences while on vacation and right here at home, I thought I would write about being ready for guests and mitigating negative experiences.

My wife, Trish, and I along with our son, Patch, and one of his closest friends spent last week touring BC. Several of the places (Whistler, Harrison Hot Springs, Tofino, the Okanagan) rely heavily on tourism revenues. The tourists were out in droves, with lots of Canadians from different provinces opting to travel within country this summer...[Read more.](#)

IN THIS ISSUE

**MEMBER NEED TO
KNOW • P2**

**FEATURE ARTICLES:
HOW TO WORK WITH
INFLUENCERS
&
EXPANDING YOUR
CUSTOMER BASE • P3**

IN THE SPOTLIGHT • P4

FUNDING & SUPPORT • P5

LEARNING & EVENTS • P6

INDUSTRY NEWS • P7

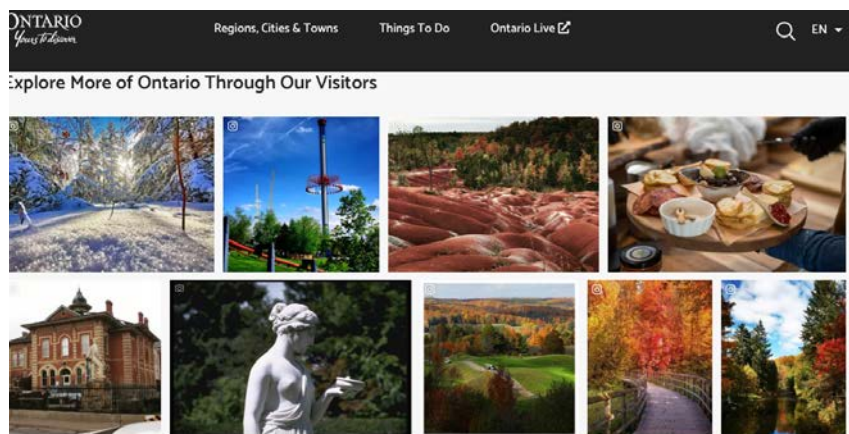
MEMBER NEED TO KNOW...

New for Stakeholders! Geofencing Data Research

Now it's more important than ever to better understand your customer. 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 their common evening location (their home), and provides an analysis of those cell phone holders over a specific time period. This is particularly useful for stakeholders who are not able to collect postal data for various reasons. Find out more [here](#) on our Research web page.

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 Power of Data

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

HOW TO WORK WITH INFLUENCERS AND CONTENT CREATORS

As a regional tourism organization, a big part of our mandate is to market the regions of York, Durham, and Headwaters to consumers outside of Central Counties to entice them to visit the region. One way we do this is by enlisting social media influencers and content developers to help spread the word about the amazing experiences available across the region to their followers. We are often asked how we work with Influencers.



To help take some of the mystery out of working with social media influencers and content creators, we turned to Christopher Mitchell ([@travelingmitch](#)), travel writer, blogger, content creator and co-founder of Ultimate Ontario and Toronto Blogger Collective to share his expertise and experience. Read more [here](#).

EXPANDING YOUR CUSTOMER BASE FOR THE LONG TERM

As the tourism industry continues to recover from the pandemic, cultivating new and repeat customers is a daunting challenge with short, mid, and long-term implications. At the root of any sale is having a product, service or experience that delivers benefits that people are seeking. To think long-term, take time to consider



the answer to one fundamental question, “What new customer needs can our business address?” Nancy Arsenault from The Tourism Café provides highlights on what other businesses have done to expand into new customer markets with an eye on the long-term. Read the full article [here](#).

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](#)



IN THE SPOTLIGHT

Reconnect Festival and Event Recipients

Congratulations to the region's recipients of the Ontario's Reconnect Festival & Events program that received a total of \$2,733,694 in support. See the full list [here](#).

- 2021 Newmarket Summer Fun Days Festival
- 2021 Newmarket Winter Fun Days Festival
- 2021 Vaughan Latin Festival
- 90's Nostalgia Presents: Canada Rocks
- Anne and Maud Tourism Route
- Aurora's Welcome Back event series
- Aurora's Welcome Winter event series
- Clarington- Movies in the Lot
- ClearWater Farm Family Outdoor Excursions
- Dino's & Friends
- Downey's Christmas at the Farm
- Downey's Sunflower Trail
- Drive Festival
- Georgina Winter Classic - A series of Community Events
- Georgina Winter Classic - A series of Community Events
- Halloween Nights of Lights
- Markham Contemporary Music Festival
- Pizza in the Park
- Ram Rodeo Ontario
- Richmond Hill Summer Event Series
- Richmond Hill Winter Event Series
- Summer Concert Series 2021
- Taste of Asia Festival
- TD Markham Jazz Festival, 2021 Edition
- The 6th Age of Literati Cultural Festival: "Literati Energy Arts"
- Theatre Orangeville 2021 Summer Series
- Together Apart Summer Cirque
- Toronto Garlic Festival
- Vaughan Celebrates Program
- VFF 2021 Drive-In
- Whitby Lights the Night and Holiday Festival
- WILD Winter Festival of Lights
- York Region Experience Trail



FUNDING & SUPPORT

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](#).

Employer Wage Subsidy for Student Placements

Employers hiring students for summer work term placements can 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. Tourism HR Canada has announced the launch of this federally funded program offering paid work-integrated learning opportunities in the tourism and hospitality sector. Called *Propel*, the new program benefits the full spectrum of the visitor economy as 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 about the *Propel* program [here](#).

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. As businesses enter Step 3 of the Roadmap to Reopen, 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. More info [here](#).



LEARNING & EVENTS

SAVE THE DATE - Central Counties Tourism Symposium 2021 Monday, November 8, 2021

We are planning our yearly event to be filled with relevant and inspirational topics for our members. Stay tuned for more information in the B2B news.

Sign-up Now for CCT's Learning Lab

Central Counties Tourism’s new Learning LAB is launching in the Fall. You can sign up now for a seamless transition to your learning needs [HERE](#). The first in our programming suite is the fun and interactive Tourism Ambassador Program aimed at frontline tourism staff and managers. You will learn how to provide excellent customer service and be a tourism ambassador for your business and community. Also launching in the Fall and into 2022 are modules for Best Practices in Grant and Funding Applications; Tourism Marketing (Social Media Marketing, Tourism SEO; Tourism Content Marketing; Tourism Websites); and Strategic Business Writing.



LEARNING
LAB



ONLINE THIS FALL:
CCT LEARNING LAB
TOURISM AMBASSADOR PROGRAM

TOURISM

INDUSTRY NEWS

Change the World Through Tourism - Pledge for Sustainable Tourism 2030

Green Step Solutions and the Tourism Industry Association of Canada (TIAC) have announced the [Sustainable Tourism 2030 Pledge](#) to encourage tourism businesses and destinations across Canada, and globally, to commit to measuring and improving their sustainability performance each year between now and 2030. The Sustainable Tourism 2030 Pledge offers a free online assessment and sustainability score, helping tourism businesses and destinations self-assess on a broad range of sustainability criteria. Click [here](#) to take the pledge!

Canadian Tourism Sector Primed for Recovery

The Royal Bank of Canada reported in a July 2021 study that domestic demand will spark a revival of tourism activity and that early signs of renewed interest in travel activities are already emerging, though international travel will be slower to return. Read the full report [here](#).

SURVEY: Impact of Step 3 Opening

TIAO is conducting a survey on the impact of Step 3, post-Step 3, and the US/Canada border reopening on tourism businesses. As the border reopens, TIAO's objective is to gather data to demonstrate the tourism industry's need for government support even as tourism revenues rise. The survey will inform on the extent that tourism revenues have improved since key reopening dates were announced and business perspectives on staffing challenges, proof of vaccination (e.g., vaccine passports), commercial insurance rates, and challenges to recovery. Complete the survey [here](#).

Connect with us on social!

