



Chair's Corner –July 2017

From the Chair

I am supposed to write things according the theme of this newsletter. For those who know me, conforming to the wishes of others has not always been my forte UNLESS it is something that I believe in and/or are passionate about. This month's theme is about extending your season through partnerships! THAT I do believe in!

I know that everyone knows (or thinks they know) what partnership means but I thought this one from Investipedia (I swear there is a -pedia for just about everything) that says:

" A partnership is an arrangement in which two or more individuals share the profits and liabilities of a business venture."

This is what I think of when I think of partnerships – a profitable relationship and the risks are shared. If extending your season is part of your business plan, then explore the potential partnerships around you. Many tourism operators have successfully extended their season, and therefore their reach and profitability, by creating partnerships with traditional and some non-traditional partners - including what some might consider a competitor.

The great thing is.... Central Counties wants to be front and centre supporting your initiatives, supporting your partnerships and sharing the risk(s) but not sharing the profits! There are few partnerships that can make this claim! Not only can we help financially but we can provide expert assistance via our Field Representatives (we really need to find a better title) and the contacts we have developed over the years.

I don't know if extending the season is part of your business plan or not – for some operators, it is not a possibility – but if it is (or if you want to investigate the potential) why not contact [Tamara](#) (Headwaters), [Eleanor](#) (Durham) or [Sandra](#) (York).

Making a business succeed is never an easy venture. You've got the skill and determination to do it right and Central Counties is committed to helping! There is nothing to lose by asking questions and everything to gain by getting the answers!

Dedicating to tourism excellence!

Jennifer Cooke, Chair

Board of Directors, Central Counties Tourism