



CENTRAL COUNTIES

Chair's Corner –May 2017

National Tourism Week is May 28 to June 3, 2017. Help us show how tourism not only drives our local economy but is an integral part of our community fabric. In case you're wondering, tourism is one of the few sectors that continues to grow. For those of you who like statistics, you will like these.

- Tourism generates almost \$27 billion per year representing 4% of Ontario's GDP;
- 75% of those employed in tourism related jobs are between the ages of 15 and 45 years. Tourism employs more young people under the age of 25 years than ANY OTHER sector;
- Tourism accounts for 5.3% of total employment (372,000 jobs);

Tourism is strong in Central Counties and we can help promote all of your crazy and unique experiences! Contact the Field Consultant for your area and let us know what you will be doing during National Tourism Week and for the rest of the year. Just in case, if you are in:

- Durham Region, contact [Eleanor Cook](#);
- York Region, contact [Sandra Quiteria](#); and,
- Headwaters Region, contact [Tamara Stefek](#).

Now that the Tourism Symposiums are over, we are zeroing in on Central Counties Tourism AGM. I encourage all our stakeholders and partners to mark the date of June 21, 2017 on your calendars so you can join us. To make this easier, use this link [HERE](#) to the AGM event details and registration process. This is a great networking opportunity and we will be showcasing some of the tourism businesses that have partnered with us in the past year. We will also have our very first Annual Report available which will review all of Central Counties activities and successes during the past year.

Finally, I want to thank all of those who graciously submitted their name to stand for our Board of Directors. We had only a limited number of seats available and the "pool" of nominees was awesome. The slate of Directors will be presented at the AGM. If you are interested in being a part of the Central Counties organization, please consider joining one of our Committees. We always need strong representation on the Committees to make sure that we continue strengthen and enhance tourism in Central Counties. If you are interested, please feel free to speak to me at the AGM or email me at chair@centralcounties.ca.

See you June 21st!

Chair Jennifer Cooke