



CENTRAL COUNTIES

Executive Director Update – April 2017

Happy April,

At the tourism symposiums last month, Andrew Wiens from TripAdvisor made a point that it is okay to brag about the great things you are doing. This hit home for me last week when I met with one of our municipalities to see how CCT could help them with their tourism portfolio. The Director of Economic Development is in charge of tourism and prior to the meeting said that he had an extremely limited budget, was focused on building the residents as visitors first, and hadn't thought of us as a fit in the here and now.

The product he creates for his residents is an incredibly rich magazine, full of robust itineraries, business spotlights, maps and stories. I had no idea that these existed and explained to him that the content he created was exactly what Central Counties would use to promote his municipality for him free of charge. The more content we have to share with our consumers and media, the more relevant we become for them. He hadn't thought to toot his own horn by sharing his content with us but now that he is, the stories, events and itineraries are reaching further than they would have if they remained a secret.

Our new fiscal started on April 1 and now is the time to start thinking about ways Central Counties can help with your success throughout the year. There are many opportunities for you to take advantage of. You are already ahead of the game by opening and reading this newsletter which, along with the B2B website (www.centralcounties.ca) is your source for info on how we can help.

Right out of the gate, please take time to read the [2017-2018 Partnership Opportunities](#) document. If you need help bringing to life an idea that will make your business more tourism-ready, I want to hear from you. That means more than just marketing support. We can help with developing a new product, making your festival better or helping your staff improve their skills. We are here to help you be more successful.

The other page you will want to visit often is [Marketing Opportunities](#). This fiscal, CCT is offering incredible co-operative advertising opportunities that will allow you to advertise in major publications like the Globe and Mail for a fraction of the normal cost. It is a great way to further your message to markets you may not have been able to reach on your own.

And finally, keep in touch with us. Toot your horn! Tell us what you are doing so that we can spread the word. If you haven't met your regional field consultant, send an email to:

Headwaters: [Tamara Stefek](#)

York: [Sandra Quiteria](#)

Durham: [Eleanor Cook](#)

I am also always available via email at cthibeault@centralcounties.ca. Looking forward to hearing about the great things you are doing!

Chuck