



CENTRAL COUNTIES

Executive Director Update July 2014

Over the last month, we have been reconciling our first quarter results. So instead of regaling you with anecdotes about Thibeault family adventures (removing a tick from Jude's arm at Long Point Provincial Park, getting drenched in a hail storm (twice!) at lacrosse provincials in Whitby or playing with the new baby lions at the Bowmanville Zoo), I thought that I would share some of our first quarter successes with you

We started the new fiscal April 1 with three new field reps and a new Director of Marketing focusing on developing experiences and destinations with you, our operators and stakeholders. This alignment of priorities is making Central Counties stronger and more valuable to our consumers. This is evidenced by our Q1 year-over-year web stats.

| | For the period April 1 - June 30 | | |
|----------------------|----------------------------------|--------|------------|
| | 2014 | 2013 | % Increase |
| Page views | 35,734 | 17,608 | 103% |
| Unique Page views | 25,820 | 12,095 | 113% |
| Average Time on Site | 1:46 | 1:16 | 39% |

Central Counties has more than doubled its web traffic year-over-year through strong calls to action in our campaigns, supporting stories and excellent social media.

In fact, some of our social media results have already surpassed our yearly goals. Social media provides daily content promoting attractions, events and festivals which support campaigns that are currently in-market. In the first three months of 2014-2015, our social media results include:

E-News: Almost 1,000 new subscribers since April from 3,677 to 4,650

Facebook: More than 1,800 new likes - From 12,068 to 13,882

Twitter: Almost 1,000 new followers – From 628 to 1,602!

Instagram: Already 91 followers on a program that just launched

Other marketing highlights include more than \$44,000 in earned media during Q1, something that is new and exciting for Central Counties to report. In addition, strong negotiations and strategic promotional partners greatly increased the value of the Golf and Summer Campaigns, transforming our \$273K total spend into \$791,000 in value.

Central Counties was successful at bidding on the 2014 OTIC Conference and is assisting with the accommodations/activities for both the World Junior Girls Golf Championships at Angus Glen and the Canadian Waterpolo Championships at the new Markham Pan Am facility. In addition, through contacts made at trade shows, Central Counties has forwarded more than 15 RFP's for conference and meeting space to stakeholders in the first quarter. Our willingness to either assist or lead the charge on all sports tourism, MC&IT and Travel Trade is striking a chord with our municipalities and regions and relationships continue to build.

The Field Managers pulled off incredible results. I have heard from many (more than 20) of you about the incredible job the field managers are doing to further tourism and destination development and I am pleased to report that as a group, they have:

- Engaged more than 600 stakeholders
- Added more than 260 businesses profiles to the CCT website
- Registered more than 50 golf courses for the 2014 Golf Campaign
- Identified and engaged close to 100 operators to be part of the 2014 Summer Campaign
- Met with almost all municipalities and set up standing 4-6 month meetings
- Organized the itinerary for the five day Travelscope television show
- Developed 10 packages that support the campaigns

This newsletter is being opened by more of you every month and many of you are forwarding it to others, as our sign-ups continue to grow. We are pleased that you find the information in here useful and, as always, I encourage you to peruse it all to find timely, useful information.

Even with our three field managers and our business development manager out and about, they are worried that they are missing meeting many of you and they wanted me to remind you not to wait for them to call you if you want to find out how you can be more involved with Central Counties. They would love to hear from you.

Durham Region: [Julia Smith](#)

York Region: [Tamara Russell](#)

The Hills of Headwaters: [Jo Fillery](#)

[Dalia Bakhoun](#) is our Business Development Manager and is in charge of bringing groups to Central Counties. These include Meetings & Conferences, Tour Groups and Sports Tourism. These people coming to the region are always looking for things to see and do and Dalia would like to hear from you if you a) want groups; and, b) have net (group) rates for groups. The more choices meeting planners and tour organizers have here in Central Counties, the more likely they will choose visiting us over other destinations.

Please reach out to us and together we will continue to grow our businesses. Please email [me](#) and I too am available to come for a visit anytime.

Enjoy the rest of your summer and I look forward to speaking with you soon. Have a great day! *Chuck*