



CENTRAL COUNTIES

Executive Director Update – July 2015

On Thursday evening, I met five international golf travel writers and two international golf tour operators at a restaurant in Markham. Central Counties has taken the lead on a project to bring golf vacationers to Ontario and we brought this group in to spend a week touring Central Counties, the Bay of Quinte and Grey/Bruce/Simcoe. As we were getting to know each other, I overheard one of our guests comment that he was surprised we weren't spending time in Toronto.

I then talked to the group about taking them to places that, as international visitors, they may not have heard of before. Golf vacationers take longer trips and spend more money than other travellers. I explained that when our inbound tour operator, GolfStream Travel, plans the itineraries for international golf vacationers, Toronto and Niagara will make the agenda. However, it is the critical mass of championship courses, supported by world-class dining, entertainment, attractions and natural beauty that makes Central Counties a golf travel destination that is as good as any in the world.

Our first morning began at the Ontario Tee Times Golf Media Day. Central Counties partnered with Ontario Tee Times, Golf Association of Ontario, Golf Canada and the National Golf Course Owners Association to host more than 60 media at Angus Glen, which is hosting golf for the Pan Am Games. Print, Radio and Television media were all on-hand for the fun event that culminated in a press conference in which I was able to represent Central Counties Tourism as one of the hosts. Global Television covered the event on the news and several of the media came up to me afterwards asking for a bit more information. Many more just thanked Central Counties for taking the lead on a project that they too believe is going to drive more visitation to and within the province.

I spent the rest of Friday with them doing some of the great things that golf vacationers can do in Central Counties – watching car racing, taking a brew tour and having dinner on a patio on a hot summer night. By Saturday morning as we arrived at yet another incredible golf course, our guests all agreed that what we were showing them was something completely unique and all of them believe we have what it takes to become an international golf destination. We will be monitoring the articles that are published and vacations that are booked because of this weeklong visit, that will culminate with watching the opening round of the Pan Am Golf Tournament back at Angus Glen, and will keep you updated with the success we achieve through this venture.

This Fam (familiarization) Tour follows on the heels of two other tours we have hosted. It's one of the many projects that Central Counties takes the lead on for our operators. This newsletter is loaded with other pertinent tourism information for your business. Please take some time to review it and, as always, feel free to reach out to me directly if you have any questions or ideas for Central Counties. My email address is cthibeault@centralcounties.ca.

Don't forget to make time to experience some of the incredible events taking place in Central Counties this month! Chuck