



Good Day,

Many of you are entering into high season in terms of visitors and potential revenues. Yes, you are going to be busy. But the question I would like to ask is are you full or is there room to welcome more guests.

Last week we hosted our Annual General Meeting to close-out fiscal 2016-2017, showcase some great partners (Alton Mill Arts Centre, Town of East Gwillimbury, York-Durham Heritage Railway) and talk about some of the plans and projects in the works for the current fiscal. Almost 100 of you came out for the event and that really meant something to the staff and board.

One of the programs we featured at the AGM was our new research partnership with Environics. Vito De Fillippis from Environics, spent nearly an hour showcasing the technology and its capabilities live to the guests in the room and they were astounded by the amount of information they could be provided just by having two pieces of data – a postal code and city.

Last summer the York-Durham Heritage Railway brought in Thomas the Tank engine and collected postal codes and city names from every rider. Vito took this data and fed it into the system. From there, he was able to extrapolate all sorts of information including the type and family make-up of guests riding the train, where they are currently coming from and, more importantly, where similar people live that they aren't currently reaching.

In another example, an audience member said they wanted to develop a rock music festival and Vito was able to show where the hot spots were in Ontario for rock music lovers.

The reason I asked if you have room to grow is because by doing one simple thing this summer, you may be able to increase the number of visitors coming to your place. Part of our role as Central Counties is to reach people who are interested in doing the things we have to do in the region and convincing them to come for a visit. With this new technology, CCT can run aggregate postal code data to determine what our best markets are and where they live, allowing us to be more focused in our efforts.

The more businesses that provide us with postal code data, the more true the visitor picture becomes. If your visitor postal code data is part of that aggregate, you can bet we will be focusing our attention on driving similar customers to the region. Our staff is just in the process of learning how to use the technology to produce actionable reports and the long-term goal is to also provide you with a customized report for your own data so you get a better sense who is coming, where they are coming from and where others like them live so you too can target new geographies in a focused way. We aren't there yet, but now is the time to start collecting that data so Central Counties can be more effective at driving customers who want what you offer to the region and so you have the data available when we are able to provide you with a customized report.

I wish you all the best this summer and let's hope the weather is just the way you need it to be busy everyday. If you need anything from us, please send us an email and we will be happy to help. Mine is cthibeault@centralcounties.ca and you can also reach out your regional field consultant:

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Have a great day! *Chuck*