



## CENTRAL COUNTIES

### Executive Director Update – November 2016

Good Day,

We need your input!! A big part of what we do is work with you, our tourism stakeholders and partners. The Ministry of Tourism Culture and Sport, our major funder, is conducting a stakeholder satisfaction study on behalf of all of the RTO's. In order for us to continue providing timely, relevance service, I would ask that you please take five to ten minutes right now to complete it. The information will help us plan for the future and remain relevant to you. You can start the survey by clicking <https://www.surveymonkey.com/r/RTO6-2016-17>. **Please complete it by this Friday's November 17<sup>th</sup> deadline at 5pm.**

Central Counties Tourism is halfway through its 2016-2017 fiscal year. The fall is the time for reporting and planning. As you may recall, last year our Board of Directors, in consultation with our stakeholders, developed a Destination Management Plan. 2016-2017 has seen CCT begin to implement some of the recommendations from the plan. We feel that the results to date have been incredible. More operators are directly engaged with CCT than ever before and the same is true for our consumer audience.

Staff recently completed its mid-term board report which captures YTD results against the Business Plan Goals. You can find the Business Plan document [HERE](#). So far this year, we have worked with over 200 of you on various projects and we can't thank you enough for including tourism as part of your revenue mix.

We are also beginning to plan for next year, building on successes of the current year and ensuring our direction is still in-line with the RTO. We are meeting with our three regional partners and other stakeholders to talk about CCT's objectives and determine the best ways to work together to make the biggest impact for common goals and objectives while avoiding duplication of effort. Once completed, the goal is to have the plan approved by the Board of Directors in mid-December and then post it on [www.centralcounties.ca](http://www.centralcounties.ca) for stakeholders to use when building out their own plans for 2017-2018. There will be lots of opportunities for us to work together to drive visitation, length of stay and the amount of money visitors spend while in York, Durham and Headwaters.

Speaking of opportunities, there is still time to utilize the Partnership Fund to assist with your projects. Check out the information further down the newsletter! If you have any questions or comments, please reach out to me at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca). I'd love to come for a visit.

Best regards,

Chuck Thibeault