



## CENTRAL COUNTIES

### Executive Director Update –Spring 2016

We hold our annual tourism symposiums at the end of our fiscal year for three reasons: 1) We can provide you with a good snapshot of our accomplishments for the year, 2) Many of you are just gearing up for the season and how to leverage tourism may be on your mind, and 3) We can let you know right at the beginning of the new fiscal all of the opportunities there are for you to work with and benefit from Central Counties.

Over 400 people attended this years' symposiums and, judging by the amount of calls and meetings we have since enjoyed having with you, they were a big success and the direction we are heading seems to have struck a solid chord. The approved [2016-2017 Business Plan](#) really builds on the Destination Management Plan and is focused on providing you the tools and resources necessary to successfully include tourism as part of your business model.

This includes great [partnership opportunities](#), workshops/seminars/training you have told us you want/need, co-op advertising to leverage your limited resources, developing new experiences and itineraries that you can be part of and much, much more. This newsletter is your prime source for information pertaining to opportunities for you and your business. This, along with our industry website, [www.rto6.biz](http://www.rto6.biz) (soon to be rebranded as [www.centralcounties.ca](http://www.centralcounties.ca)) is an invaluable resource which I recommend you take advantage of as often as possible.

Speaking of opportunities, I would like to draw your attention to a series of meetings that the Ministry of Tourism, Culture and Sport is hosting to gain industry insight and feedback on a new provincial tourism framework. I am going to the one on May 3 at McMichael Gallery and encourage everyone to pick a meeting and attend. Have your voice and opinion heard on how you would like to see the province support you, our tourism businesses. Register for [here](#) for the Strategic Tourism Framework meetings.

Thank you for taking the time to open, read and take advantage of the opportunities in this newsletter. Together we can be better prepared to find people that like to do the things we have, tell our stories which convinces them to visit, provide them with ideas and itineraries to extend their stay, make sure that our staff and businesses exceed all of their expectations so they head back home and tell all of their friends that they HAVE to come for a visit too. That is a perfect "circle-of-life" for increasing your business.

Here's to a very successful 2016-2017! Remember I am always available to meet. Just email me at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca) and we can set something up.

Best regards,

*Chuck Thibeault*