



CENTRAL COUNTIES

Executive Director Report – July 2016

Happy Summer,

All too often we who work in the industry don't take the time to get out and explore what others in the area are doing. The Central Counties Team, along with many of you, developed an incredible series of Road Trip itineraries which we have been promoting through a large scale campaign. Our family has been making a concerted effort between BBQ's, work and lacrosse games to travel some of the routes on the [Ultimate Road Trip](#) and have been loving exploring and experiencing what our partners have to offer.

Speaking of lacrosse, I will be heading out to Durham over a period of six days for the annual provincial championships. Upwards of 60,000 people will be in the region over a week and a half and many of them have huge gaps of time between games. Central Counties, in collaboration with Durham Region and York Region, has launched a program designed to get tournament goers exploring the region and heading to various businesses that have offered a discount to the tournament participants and their families. It's not too late to get involved!

Durham businesses, if registered by this Friday, July 22, in the Central Counties Tourism MC&IT and Sports Tourism Rewards Program - your business will be listed on the Ontario Lacrosse Festival website and you will have the opportunity to showcase your business to some of the 60,000 visitors here for this event, many of whom will return next year. CCT is also developing a coupon that Sport Durham (Durham Region's sport tourism group) will print and distribute during the festival.

This program is offered throughout all of Central Counties and we encourage all businesses to get their information out in front of tournaments like the Ontario Lacrosse Festival as well as large conventions that take place across the region.

To register for the Central Counties Tourism MC&IT and Sports Tourism Rewards Program, please complete the online registration form [HERE](#). For more information about the program, please contact Dalia Bakhoun, CCT Business Development Manager via email at dbakhoun@centralcounties.ca. I know that we are going to take advantage of many of the great discounts offered by the area businesses.

Finally, a quick reminder about the free e-learning opportunities. Our staff, and many of you have begun to take advantage of the myriad of seminars and workshops available online through e-Learning University. Taking one hour a week to learn something new or to verify that you are doing things right is an excellent use of your time. The staff highly recommend the webinar, *Make the Most of TripAdvisor for Your Business* which you can take through the e-learning portal [HERE](#). In just one easy step, you can

register and learn how to drive visitation by utilizing TripAdvisor and then determine what other workshops and seminars will help you at your business.

I hope you get some time to explore our great region this summer. And, as always, I am just an email away if you would like to set up a meeting or have a question. My email address is cthibeault@centralcounties.ca.

Have a great day!

Chuck