



CENTRAL COUNTIES

Executive Director Update – March 2015

Last week, more than 400 tourism stakeholders participated in the third annual Tourism Symposiums hosted in each of our sub-regions. I love watching the connections made at these events and the renewed energy participants seem to leave with. I had many people tell me that they didn't know that so-in-so's business down the road did that and that they were going to sit down and figure out how they can work together to drive more visitation. Others said they were motivated to embrace the notion of tourist as part of their business mix. And a few said that it just felt good to be reassured that they were going down the right path.

For me, these type of comments make all the effort put in by Central Counties and regional staff worthwhile. Everyone is busy and gets caught up in the day-to-day routines and emergencies that keeps life interesting. Often times, you can lose sight of what's going on around you or opportunities you may be able to create for yourself or business. Then, in one morning, you can connect, learn and see the opportunities that are right there. I want to thank everyone who attended for taking the time to do so and encourage everyone who did not make it to stay connected so that you can make next years.

As always, there is lots of great information in this newsletter. Please take the time to see what opportunities present themselves to your business. If you would like to get together, I am always just an email away. cthibeault@centralcounties.ca

Have a great day!

Chuck