



CENTRAL COUNTIES

New Partnerships for Winter!

In addition to the four partnership opportunities currently available ([click here to view](#)), Central Counties is offering three new partnership opportunities that will assist in reaching new audiences and driving visitation.

Festival Development and Marketing

CCT wants to develop and grow Winter and Spring Festivals that take place across the region. We have a beautiful, vibrant region, chalk-full of indoor activities and outdoor adventure. CCT is matching dollar for dollar to assist with the growth, development and marketing of festivals and events that are designed to motivate people from outside the region to experience winter and spring with us.

Web Translation

Get ready for a global (or at least multi-cultural Canadian) audience by translating your key webpages into different languages. Central Counties will source the translators and match dollar for dollar on the web translation costs. It's a great opportunity to cater to new markets for half the price.

Other Ideas

Do you have a tourism project that doesn't fit the six current projects? That doesn't mean we can't/won't partner with you. The project must do one or more of the following to be considered.

- 1) Drive trackable visitation to York Durham Headwaters from outside of the region
- 2) Develop a new, marketable product that has a consumer cost (admission rate, sale price, etc.) associated with it
- 3) Provide relevant, implementable industry equipping solutions for operators and other stakeholders to growth their revenue potential through tourism

If you have an idea that you think will work, reach out to Executive Director Chuck Thibeault at cthibeault@centralcounties.ca. He will work with you to determine the best next steps for the project.