



# ONTARIO'S CENTRAL COUNTIES

2023/24 OPPORTUNITIES

A background map showing a coastal area with various locations and roads. The map is overlaid with a green banner.

# MARKET RESEARCH SERVICES

Make informed decisions with up-to-date data



## CCT Research Services

- Visitor Research Program (Envionics VisitorView)
- Geofencing
- Overnight visitation tracking
- Postal Code Analysis



## What's New for 2023/24

- International visitation tracking



# CONNECT WITH US FOR B2B NEWS

**Facebook:**

**@CentralCountiesTourism**

**Instagram:**

**@CentralCountiesTourism**

**Twitter:**

**@CCT\_RTO6**

## Boost Your Business



### CONNECT

Get to know Central Counties Tourism and the support available to help boost your business



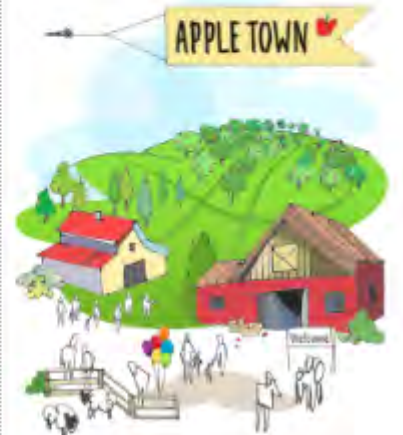
### LEARN

Gain the tourism knowledge needed to identify new opportunities and maximize business potential.



### FUND

Secure funding to develop visitor-centric initiatives, diversify offerings and reach new audiences.



### GROW

Experience the growth achieved by leveraging available resources and working with Central Counties Tourism.

# MEMBER PORTAL 2.0

## NEW Dashboard View

Manage Your Profile  
List Events  
View Opportunities  
News & Articles  
Quick Links  
Learning Lab

The screenshot displays the Member Portal 2.0 Dashboard View. The interface features a dark blue header with the title 'MEMBER PORTAL 2.0'. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links: 'Dashboard' (with a clock icon), 'Listings' (with a grid icon), and 'LEARNING LAB' (with a play button icon).
- Top Right:** Shows the user's name 'Sandra' and email 'INFO@CENTRALCOUNTIES.CA'.
- What's New?:** A section featuring a large image of two children jumping on a bed, with the text 'Heads In Beds are Back! 2022 Hotel Data in Review' and a 'MORE FROM THE BIZBLOG' button.
- Your Listings:** A section with an 'ADD NEW' button. It lists two items:
  - VENUE:** Central Counties Tourism, Pending Approval, Last Modified: March 16th, 2023.
  - EVENT:** 2023 Tourism Symposium, Pending Approval, Last Modified: March 16th, 2023.
- Opportunities:** A section with a green background and a plant icon, listing a 'Partnership Opportunity' for the '2023-24 Partnership Opportunities Program'.
- Quick Links:** A dark blue sidebar on the right containing links to '2023-24 Partnership Opportunities Program' (marked 'NEW'), '2023 CCT Symposium Registration - SOLD OUT!', 'Complimentary 2023 TIAO Membership', 'RTO6 Announces Support for Tourism Recovery in York, Durham and Headwaters', 'Meeting and Event Planning', and 'Tools'.
- Bottom Right:** A calendar widget showing 'MAR 20' and a small image of a person.

# 2022/23 MARKETING WINS



Website Visits

**1,697,035** up **9.62%**

**31,086** This or That & Itinerary Builder Tool



Social Media

Impressions up **60.6%**

Engagement up **190.7%**

Link Clicks up **183.7%**



2022 Tourism Summit Awards

**2 Wins**

**3 Nominations**

## *This* or **THAT**

### Plan Your Ultimate Road Trip

Start planning your journey across York Durham and Headwaters by figuring out your road trip personality. Choose between This or That, and we will match you with your ideal road trip personality. What will you choose?

[Discover Your Personality](#)



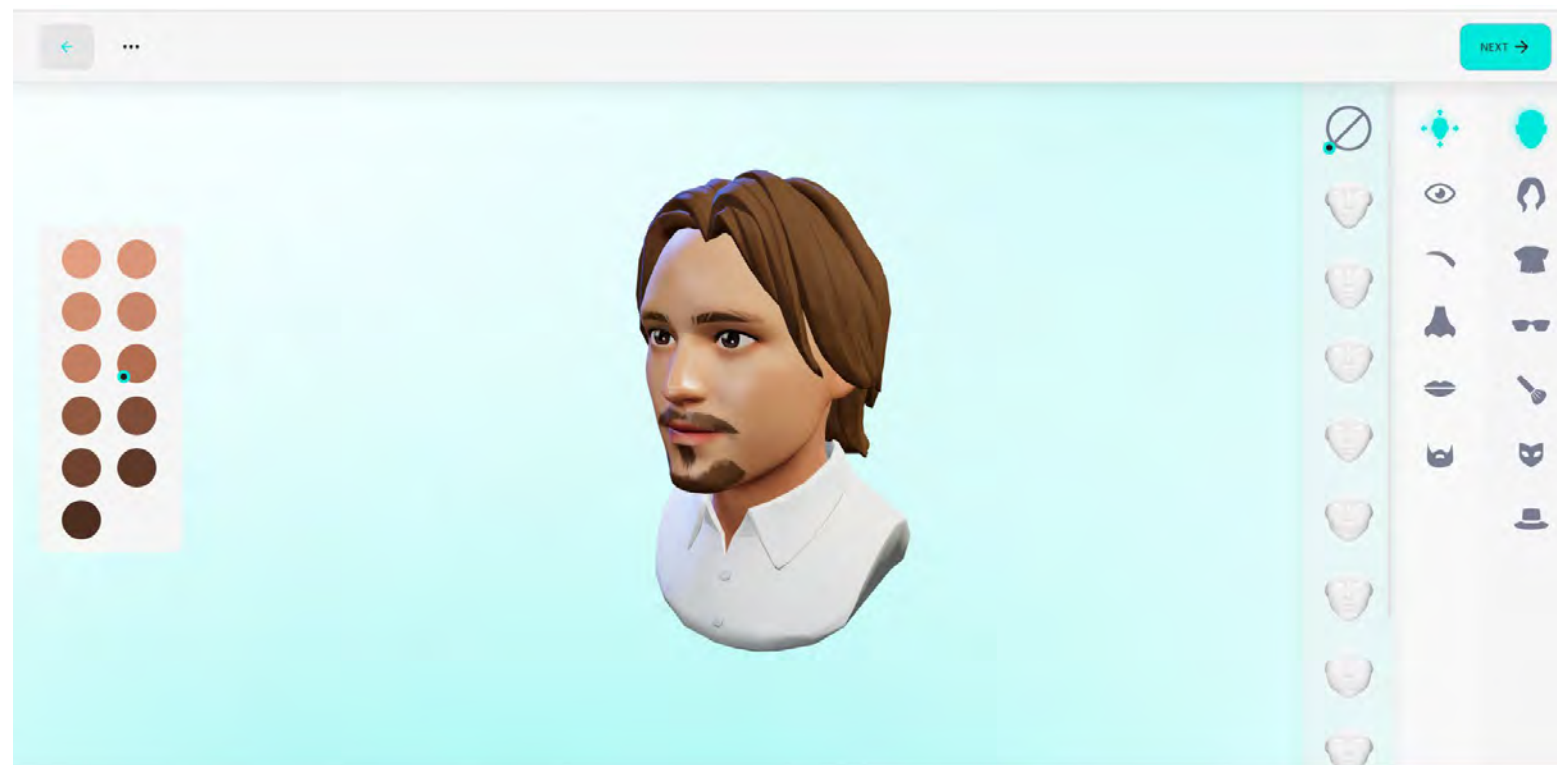
# TAKE ADVANTAGE OF:

- Free event listings
- Media Relations Services
- Stakeholder support ads and co-op ad opportunities
- Social media content
- Website articles
- Photography or Videography
- E-newsletters
- Event reel on B2C website
- Influencer, media, or blogger visits





# WHAT'S NEW — AUGMENTED REALITY FOR YOU!



# THE MORE YOU KNOW, THE MORE YOU GROW

Central  
Counties  
Tourism

LEARNING  
LAB



**559** Total learners

**419** New learners this past  
fiscal year

**313** TAPs completed

## Available courses



### Tourism Grant Writing Ready

This course is intended to reduce the stress associated with responding to funding opportunities by ...



### Tourism Ambassador Program

This course will give you a better understanding of the relationship between tourism, your business,...



### Social Media Marketing Program

The Social Media Marketing Program is a four-course series created to help you elevate the use of ...





# COMING UP IN 2023/24

## Learning Lab

Tourism Now  
Communications Micro-Learning (4 modules)



## Workshops

Building a Social Media Toolkit  
Grant Support and Reporting



# PARTNERSHIP OPPORTUNITIES



CENTRAL COUNTIES TOURISM






# HOW TO GET INVOLVED

Stay in touch with your Industry  
Relations Manager

Visit the B2B website  
([www.centralcounties.ca](http://www.centralcounties.ca)) often for  
opportunities

Talk with your neighbours to see  
how you can work together to  
create something new.





# CONNECT WITH US AND CONSUMERS

## Explore Maple in YDH

It's sugarbush time and there is no better place to tickle your maple fancy this season than at one, or perhaps even all, of the incredible festivals, events, and experiences happening, right here, in York Durham Headwaters. Get outdoors to enjoy this quintessential Canadian experience before it's too late.



**Facebook:**

**@VisitYDH**

**Instagram:**

**@VisitYDH**

**Twitter:**

**@VisitYDH**

**Pinterest:**

**@VisitYDH**

**Tag Tourism Partners:**  
**#visitYDH #DiscoverON**