



# CENTRAL COUNTIES TOURISM NEWSLETTER

March 2021



## E.D.'S CORNER: A Word From Chuck Thibeault

Be part of the solution. I can't for the life of me remember the exact saying, but the "be part of the solution" is the crux of the message. COVID-19 has presented a huge problem for many of you. The challenges you face range from being shuttered, to capacity limits, to keeping top-of-mind with customers - both current and potential.

Since the beginning of the pandemic, I have been working with individual stakeholders, sector associations, and all levels of government to provide solutions to safe visitation. Many sectors and individual businesses have developed protocols that demonstrate how guests will remain safe while visiting (and spending money). The protocols have been distributed through the various health units and I believe have had some affect on decisions....[Read more](#)

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# MEMBER NEED TO KNOW...

## NEW! 2021-22 CCT Partnership Program

Central Counties Tourism has released the new Partnership Opportunities Program!

The program includes modifications to address COVID-19 and business challenges in 2021 from both a financial and planning perspective. We anticipate that the need and popularity of the program will be greater than ever, but also recognize that planning windows will be shorter because of uncertainty surrounding the easing and tightening of business restrictions.

As a result, there are now five intake period dates to provide you with flexibility in determining when and how your project moves forward.

The first intake period deadline is **March 15, 2021 for projects beginning April 1 - May 31, 2021.**

View full details and list of intake periods [here](#).



### Calling all Meeting & Event Venues, and Sports Facilities!

Feature your business for FREE on Central Counties Meetings, Events and Sport Tourism website. Check it out [here](#)!

If your business is already listed on our site, take a few minutes to review your listing and update it by accessing your account [here](#), or by contacting your respective [Field Manager](#).

If your business is not yet listed and you will be actively promoting your event spaces to these markets, or are interested in reaching them, contact [Sandra Quiteria](#) to find out how to get started.

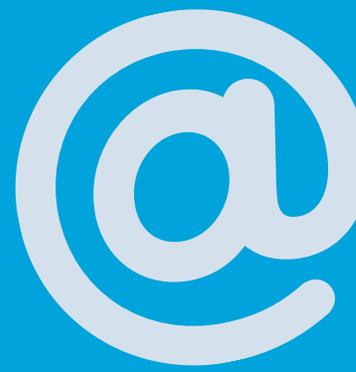


Keep on Tagging!

We love connecting with you on social, and sharing with our followers. Be sure to tag the correct account so your message reaches the right audience.

For all things consumer tag [@visitydh](#).

For industry-focused news and events tag [@centralcountiestourism](#).



# ATTRACTING STAYCATIONERS: HEADS IN BEDS JUST ISN'T ENOUGH

Every quarter Central Counties Tourism receives a hotel report with stats on occupancy levels, room rates, room supply and demand, and year-over-year comparisons.

As you would expect, right now the line isn't climbing. However, there is a promising story in the data as we move forward in 2021.

For those in the hotel industry, this time of year is known to be the low season. It is for many in the tourism industry in the best of times. With that in mind, we looked at historical hotel data over a four-year period, and the trend in month-over-month occupancy has stayed consistent. That's surprising considering the COVID-related measures that have ranged anywhere from modified closures to full-on lockdowns.

Read the full article [here](#).



Georgina, York Region

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## Testimonial

*The Township of Uxbridge, Trail Capital of Canada, is working hard to develop and position Uxbridge as a best-in-class visitor destination. One of the tools in doing this is to understand who our visitors are and how we can better meet their needs. To support with this, we have engaged Central Counties Tourism to provide analysis of our visitor data on multiple occasions through Environics Analytics.*

*This service has been extremely helpful for tracking our year-over-year results in attracting visitors to the area, as well as providing detailed demographic and psychographic insights about the visitors who coming to Uxbridge. This information has been very useful in understanding our target audience and tailoring our marketing to reach the right audience with the right messaging. We plan to continue with this service as we grow and thank Central Counties Tourism for making this valuable information accessible to us.*

The Township of Uxbridge

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The Power of Data. It's in the [Visitor Research Program](#).  
Purchase the program for your business [here](#).



## MARKETING OPPORTUNITIES: Swing into Spring Content Callout

Yes, we injected a gratuitous rhyme! Get your course featured in the YDH golf campaign. We're looking for golf packages and programs to promote. Your package can include but is not limited to: green fees, carts, lessons, food, accommodations, clothing etc.

The YDH spring golf program will be promoted online, through paid and organic social media, double-page Globe and Mail ad, and other media.

**To be included**, send your package details: brief description, starting cost, booking links/info and an image (image size 300 dpi at least 1680 pixels wide) to your [Regional Field Manager](#).



Spirit Tree Estate Cidery,  
Headwaters Region

## Staycation Packages

Attention resorts, hotels, B&B's, and other unique venues. Ontario residents are going to stay & play this summer, and are looking to book that perfect STAYCATION getaway.

We're encouraging you to partner up with local businesses to create exciting packages that CCT can promote through the YDH Stay and Play program.

Your package should include a tourism activity (craft beer tour, winery tour, attraction ticket, visit to an agri-tourism business, on-site programming), food and beverage and accommodations. Reach out to a local brewery, winery, or attraction and together you will make something great! You have people staying at your place, they need something to do! So put on your Tourism Ambassador hat and start promoting the partners in your areas.



Alton Mill Art Centre,  
Headwaters Region

## Need inspiration?

For years, as innkeepers, Mary and Bill delighted in listening to their guests talk excitedly about their day exploring our beautiful Island. They particularly enjoyed hearing stories of how a guest just happened to meet an Islander willing to share stories of life here. Rather than leave memorable experiences to chance, Mary and Bill created Experience PEI, offering unique exclusive opportunities for visitors to meet interesting Islanders doing interesting things...and experience what life is truly like here on Prince Edward Island. Read more about their experiences [here](#).



@experiencepei

## Expand Your Marketing Message to the MEDIA!

Take advantage of Central Counties Tourism's FREE press release distribution service and get your tourism products and programs noticed by the media! Simply send press releases or advisories to your [Regional Field Manager](#) and CCT will distribute your news to reporters, bloggers and all types of news outlets. Don't underestimate the power of earned media! This service is for CCT members only. Releases must focus on tourism events, products and programs.



# IN THE SPOTLIGHT

## CENTRAL COUNTIES, HOME TO AWARD-WINNERS

### Festivals and Events Ontario Awards

In February, FEO recognized several Central Counties Tourism members at its annual Summit. Congratulations to our region winners!

City of Vaughan Menorah Lighting  
Newmarket 46th Annual Turkey Luncheon  
Aurora's Movies in the Park  
Georgina's Drive-Thru Parade of Lights  
Aurora's Santa Under the Stars  
Vaughan Celebrates Concerts in the Park  
Newmarket Moonlight Movies  
Richmond Hill Canada Day  
Oshawa Peony Festival  
Markham's Virtual Canada Day  
Aurora's Haunted Greenhouse  
Pickering Summer Concerts  
Ajax Pumpkinville Halloween

Markham National Indigenous People's Day  
Oshawa Celebrates  
Richmond Hill Santa's Workshop  
Vaughan Christmas Tree Lighting Ceremony  
Georgina Field to Table Farm Tour  
Aurora Multicultural Festival  
Orangeville Summer Concerts  
Town of Caledon Winterfest 2021  
Richmond Hill Concerts in the Parking Lot

Enjoy all the FEO Achievement Award Winner videos [here](#).





**Ontario Energy Assistance Program Rebates**

Ontario is helping businesses offset energy costs and property taxes for businesses impacted by COVID-19 public health restrictions. To apply, complete the online application to have electricity, natural gas and property tax costs rebated. Restaurants and portions of hotels and motels that have in-house restaurants may be eligible. [Apply here.](#)

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**APPLICATIONS CLOSED** - CCT 2021 Business Support Program

Central Counties had an overwhelming response to the Business Support Program in a short time frame, and as a result, the program has closed for further applications as we've reached our budgeted amount of \$400K in available funding.

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Pathway Riding Stable, Durham Region



# LEARNING & EVENTS

## Complimentary Social Media Workshops - Destination Markham

Tuesday, February 23, 2:00pm-4:00pm

Social Media Strategy Mapping (Mandarin). [Register here.](#)

Monday, March 8, 2:00pm-4:00pm

Building Brand Awareness with Google Pt. 1: SEO Training for Beginners. [Register here.](#)

Monday, March 22, 2:00pm-4:00pm

Building Brand Awareness Google Pt. 2: Introduction to Google Ads. [Register here.](#)

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## LGBT+ Community Expected to Play a Big Role in Canada's Tourism Recovery

Results from new national research indicate that 90% of Canadian LGBT+ travellers intend to travel domestically this year amidst international travel uncertainty. Canada's LGBT+ Chamber of Commerce, in partnership with Tourism HR Canada, offers a certificate program that teaches businesses how to become market ready, FREE only until March 31, 2021.

[Webinar details and registration.](#)

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Cold Creek CA, York Region

# TOURISM

## INDUSTRY NEWS

### How has as COVID Affected Canadians' Perceptions of Tourism?

In 2017, Tourism HR Canada published the results of a survey asking Canadians about their perceptions of the tourism sector as a place of work. It showed that Canadians viewed many aspects of tourism positively, but held negative views as well. Jump forward four years, and see what the latest survey says. [Read full article.](#)

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### Snapshot - Destination Canada Travel Outlook

Key findings from the research that contains information on forecasted economic outcomes, a micro-economic outlook, a travel outlook and media consumption information is [here.](#)

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### TIAO Extends Complimentary Memberships

Take advantage of TIAO's complimentary membership to the entire tourism industry for 2021. If you're an existing member, TIAO will also be reaching out to you. TIAO is recognized by government as the voice of tourism and works to ensure you are represented. Find out more [here.](#)

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Port Perry Snowmobile Club, Durham Region