



CENTRAL COUNTIES TOURISM NEWSLETTER

March 2023



Dakota Brant at 2023 Tourism Symposium - Together In Tourism, Kingbridge Centre

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

Wow! What an amazing day at our annual tourism symposium on Monday, March 20. It was a long day and I thought that by the time I arrived home, I would have just enough energy to re-heat some dinner leftovers and crash on the couch. But the vibe in that room, the conversations I heard during breaks, and the sincere thanks we received at its conclusion, left me so energized that I couldn't help but be at the computer later that night typing this out.

If you weren't able to attend, you did miss out on something special. But don't dismay too much because in this newsletter you will find links to the presentations. And, because I scripted myself during the opening remarks, you can find a copy of my speech by clicking [here](#). I promise I didn't deviate too much...

What I really loved was watching the table conversations spark and... [Read more](#).

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MEMBER NEED TO KNOW...

RECAP: 2023 Tourism Symposium

We did it! Our first in-person Tourism Symposium since 2019 was a success. And we couldn't have done it without the fabulous CCT team, our sponsors and amazing speakers, and of course, all of you who filled the room. Huge thanks and kudos all around. For those of you who were unable to attend, we're not gonna lie - you missed out on a fabulous day of networking, collaboration, and learning. From our keynote speakers to our peer panel sessions, the content was relevant and engaging, and the chatter throughout the networking and lunch breaks was music to our ears! If you already read [Chuck's ED Corner](#), we need say no more, as he recounted the day perfectly and his enthusiasm, through his words, is palpable. To see what you missed or to get a better look at one of the speaker's slides, their presentation decks can be found [here](#). And for those of you that joined us, please let us know what you thought of the day by completing the following [survey](#). Thank you!

NEW: Member Login Portal

[LOGIN](#)
[CREATE AN ACCOUNT](#)

Last month, we updated our member login portal and launched a new dashboard view, which consolidates your business and/or event listings with our most current blog stories, a streamlined view of some of the most accessed content from our website, along with easy access to the Learning Lab, all in one spot. If you haven't yet logged into your account since these changes were made, we encourage you to do so now, and to review your listing for any required updates, while you're at it. Don't yet have an account? Why not [create one](#) now? Head's up: existing users will be required to create a new password and validate their email address before gaining access to their account. Step-by-step instructions, should you get stuck, can be found [here](#). And a preview of the new look is below - we hope you like it!

Login

The CCT Cloud (Member Login) has been updated with an all new dashboard view. If your email address has not yet been registered in the new system, you will be automatically forwarded to the "Sign Up" screen after entering your email below. Existing CCT users will be required to validate their email address before gaining access to their account.

If you experience any problems, try the "Reset Password" link on the "Login" screen.

Begin by entering your email

Type your email here

NEXT →

What's New?

Heads In Beds are Back! 2022 Hotel Data in Review

More From The BizBlog

Your Listings **ADD NEW**

VENUE Central Counties Tourism
Pending Approval
Last Modified: March 16th, 2023

EVENT 2023 Tourism Symposium
Pending Approval
Last Modified: March 16th, 2023

Opportunities

Partnership Opportunity
2023-24 Partnership Opportunities Program

Quick Links

- 2023-24 Partnership Opportunities Program **NEW**
- 2023 CCT Symposium Registration - SOLD OUT!
- Complimentary 2023 TIAO Membership
- STO4 Announces Support for Tourism Recovery in York, Durham and Headwaters
- Meeting and Event Planning
- Tools

Search...

MAR 20

IN THE SPOTLIGHT

GOOD NEWS & ACCOLADES



2023 Top 100 Festival and Events in Ontario

[Festival and Events Ontario](#) recently hosted their annual conference where they announced the [2023 Top 100 Festival and Events in Ontario](#). Congratulations to all the winners within York, Durham and Headwaters: [Aurora's Concerts in the Park](#), [Aurora's Haunted Forest](#), [Aurora's Multicultural Festival](#), [Richmond Hill Ribfest](#), [Richmond Hill Merry Marketplace](#), [Orangeville Blues and Jazz Festival](#), [Oshawa Peony Festival](#), [Port Hope Arts Festival](#), [Port Hope Candlelight Festival](#), [Vaughan Celebrates Concerts in the Park](#), [Vaughan Celebrates Canada Day](#), [Markham Fair](#), [Markham-Milliken Children's Festival](#), and [Stouffville Holiday Market](#). If you missed them in 2022, check them out this year!

Have an event coming up? Be sure to upload it to our [YDH Events Calendar](#) for added exposure. Log into your CCT account or create one [here](#) to get started.

2023 Ontario By Bike Awards

Last month, [Ontario By Bike](#) announced the recipients of their [2023 Bicycle Friendly Business Award](#), which is given out to one Ontario By Bike certified bicycle friendly business within each of the 13 tourism regions in Ontario that offer exceptional services and amenities to cyclists stopping at their location. Taking home the award in the Central Counties region was the [McMichael Canadian Art Collection](#) whose beautiful trails connect cyclists to the Village of Kleinburg and the Humber Valley. Congratulations McMichael! Did you know that a [Group of Seven Cycling Trail](#) also quite aproposly passes through their grounds?



SOURCE: [Central Counties Tourism Image Bank](#)

Is your business bicycle friendly and not yet registered with Ontario by Bike? Or want to find out how your business can get connected to this network? Learn more about this FREE opportunity [here](#) and their [certification requirements](#) which help to ensure cyclists are welcomed at the businesses they choose to stop at whether as a cycle tourist, on a longer trip, or while biking closer to home.



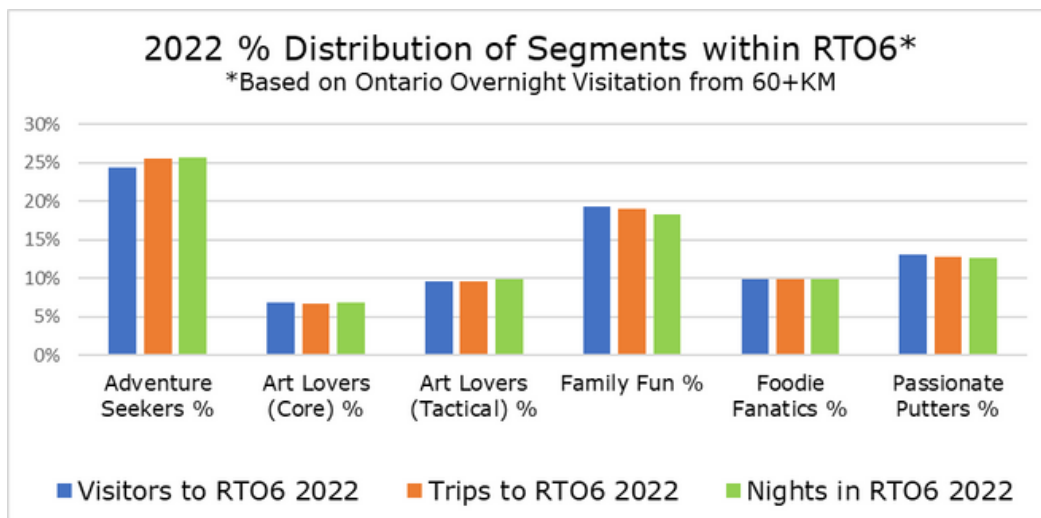
RESEARCH

THE WHO IN 2022: A LOOK INTO OUR SIX SEGMENTS

As Chuck said during the Symposium, 2022 visitor numbers are in, and they continue to look promising. Last month we saw [positive hotel stats](#), and in this month's issue, we will continue to look at our domestic overnight visitors from the 60+KM dataset through the lens of our six visitor segments: Adventure Seekers, Art Lovers – Urbanite (Core), Art Lovers – Community Explorer (Tactical), Family Fun, Foodie Fanatics, and Passionate Putters.

Visitation from our domestic overnight visitors from 60+KM in 2022 continued to increase year-over-year, with a 65-69% growth from 2021 in our Ontario market. Ontario continues to offer our highest ROI for domestic visitors as it represents approximately 80% of this dataset. In addition to seeing an increase in visitation and knowing which markets to target, also discussed in [last month's newsletter](#), we will now look at the 'who?'.

Besides being a great band, the who are [our six segments: Adventure Seekers, Art Lovers – Urbanite \(Core\), Art Lovers – Community Explorer \(Tactical\), Family Fun, Foodie Fanatics, and Passionate Putters](#). You see them mentioned in our marketing collateral, but let's do a deep dive into them through data. These profiles were created based on extensive research, and provide a great representation of both our past visitors and the products/services that entice and promote the visitor experience throughout the region. Within this dataset, we look at the # and % of three variables: visitors (unique visitors), trips, and nights... [Read more](#).





LEARNING & EVENTS

Forward Motion: Building a Team that Stays

What to do when you can't find workers for your tourism business? Join Tourism [HR Canada](#) and the [Tourism Industry Association of Ontario](#), on **April 11, 2023**, for a one-hour webinar that explores the top three HR problems facing our industry, provides seven practical steps you can take today to create a workplace that attracts and retains talent - and explains why investing in people is good for business. Register for this free session [here](#). Note: This is the second session in a five part series on Building a Resilient & Vibrant Workforce. [Past session recording and info on future webinars.](#)

IMPACT Sustainability Travel & Tourism - Ontario

Executed by the Tourism Industry Association of Ontario, and guided by the IMPACT Summit founders and team, the IMPACT Sustainability Travel & Tourism - ONTARIO: a Regional Event, taking place from **May 7 to 9, 2023**, brings together thought-leaders, destinations, and operators from across Ontario committed to making the tourism industry more sustainable. The programming highlights will include international best practices, invaluable resources, new research in sustainable tourism, and more. [Registration and complete details.](#)

Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC) Business Summit 2023

Every journey begins with a small step forward. For three days in June, the [CGLCC](#) is forging new paths and bringing together some of Canada's leading businesses and changemakers. From **June 14 -16, 2023**, hear thought-provoking presentations by industry experts and participate in hands-on workshops designed to truly engage the community. Anyone interested in working towards building a more inclusive economy should attend. [Learn more.](#)

Taste of Place Summit 2023

Being hosted by the [Culinary Tourism Alliance](#) and [George Brown College](#), on **June 27 to 28, 2023**, this is a global summit where destination developers, thought leaders, and tourism marketers meet to develop new strategies and to build *their* tastes of place, unlocking the positive power of growing culinary tourism. Their lineup of presenters, panelists, and moderators from across the global culinary tourism landscape will provide you with the tools to help create exciting, meaningful, and sustainable taste of place experiences. [Find out more.](#)

TOURISM

INDUSTRY NEWS

LAST CALL: Attractions Ontario Passport

[Attractions Ontario](#) is continuing its partnership with [Destination Ontario](#) for the 2023/24 Magazine and Coupon Book, a 64-page full colour advertorial focusing on the wide variety of attractions Ontario has to offer. The Magazine will be in market as of May 2023 and includes an effective and measureable value-added component with over \$1,400 worth of savings in discount coupons. To learn more, contact Phil Casey at Attractions Ontario at 416-868-4386, ext. 223 or at phil@attractionsontario.ca. Booking deadline is **April 17, 2023**.

First TED@DestinationCanada Talk Available on TED.com

On February 23, 2023, 14 of the brightest thinkers and biggest change makers in Canada took the stage at the TED Theater in New York City as a part of a [TED@DestinationCanada](#) partnership. This project was designed to spark conversations and connections among changemakers, embracing tourism as a force for good. The talks were recorded and the first two TEDTalks are now available. [Watch them here](#).

Tourism Industry Association of Canada (TIAC) - Tourism Week 2023

For more than 10 years, [Tourism Week](#) has been presented by [TIAC](#) to encourage all tourism partners to come together to champion and promote Canada's destinations, tourism businesses, and employees – from coast to coast to coast. This year's event is taking place **April 24-30, 2023** and themed *CANADA: Powered by Tourism* to recognize the fundamental economic and sociocultural importance of the tourism sector across Canada. [Learn more](#) about how your business can get involved.

Connect with us on social!

