



# CENTRAL COUNTIES TOURISM NEWSLETTER

May 2023



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

Good day,

The timing of writing this article is perfect as I am donating blood today. I filled out my questionnaire and had to answer "yes" to whether I had COVID-19 in the last 28 days. That prompted me to call 1-888-2-DONATE to find out whether I would actually be eligible to give blood today. The person I connected to was pleasant and walked me through the rules for COVID quickly and thoroughly. To be honest, I was a little nervous calling them after my experience last month.

There is a blood donor clinic in Georgetown once a month and I do my best to get there every month I am eligible. Last month, I had an appointment booked and filled in the questionnaire in the morning. There are three questions relating to travel... [Read more.](#)

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# MEMBER NEED TO KNOW...

## CCT's Annual General Meeting

This year's Annual General Meeting is taking place virtually on **Wednesday, June 14, 2023**. Tourism stakeholders from the York, Durham and Headwaters regions are invited to join us, beginning at 9am. Advance registration is required. Learn more [here](#).



## FREE Event Survey Program

With the busy summer festival and events season just around the corner, we would like to remind our members that we have free resources available to help you gather useful information from your attendees. Whether you are a partnership recipient, required to collect data, or simply wanting to gain a better understanding of who your audience is, our [Event Survey Program](#), for festival and event organizers, provides our members with access to a standardized survey and iPads for use on site to facilitate collection of data. QR codes can also be set up and posted at your event for a more hands off approach. Contact your region's [Industry Relations Manager](#) to find out more.

## CCT Learning Lab: Social Media Marketing Program

Now is also a great time to elevate your social media game! If you haven't yet completed our free [Social Media Marketing Program](#), what are you waiting for? Suitable for all skill levels, this 4-part series, provides our members with best practices and foundational tools to successfully engage in social media marketing for your business. We start off with **Get Social Media Ready!**, to develop a solid understanding of social media trends and behaviours, followed by **Get Social Media Savvy!**, to get you thinking more strategically about how, and when, to best engage online. **Get Tourism Content Ready!** will help you plan and produce engaging content. And, finally, **Telling Your Tourism Story!** will give you the confidence to create and publish compelling content. Modules can be taken at your own pace. [Log in](#) today to get started!



# IN THE SPOTLIGHT

## GOOD NEWS, ACCOLADES & COLLABORATION

### Caledon is Canada's Happiest City

A recent [report by Point2Homes](#) measuring the level of happiness of Canada's largest 100 cities has shone a light on many of our communities! Ranked on the basis of 30 happiness-related metrics, the happiest city in Canada is the Town of Caledon, followed by Clarington, in third, and Aurora, in tenth. The report also looked at the happiest cities by province, and in the top 10 happiest cities in Ontario, 6 of the 10 can be found right here in York Durham and Headwaters!! Congrats to all. [Read more.](#)

### North America's Largest Outdoor Trampoline Comes to Stouffville

Opening **June 23, 2023** at [Treetop Trekking Stouffville](#), following the success of its first location in Quebec last summer, is [uplå](#), a thrilling new aerial forest attraction, featuring North America's largest outdoor trampolines. Designed and produced by [The Trekking Group](#), uplå is a suspended world that allows visitors to experience nature between earth and sky - combining the thrill of canopy trekking with the joy of trampolining! The Stouffville park, located within [Bruce's Mill Conservation Park](#) (TRCA), features a mega-trampoline with nine interconnected jumping surfaces, complete with pathways, a two-story trampoline, slides, vertical tunnels, and a spiral entrance seamlessly integrated with its natural surroundings. Central Counties Tourism is thrilled to have been able to support this project through the delivery of [FedDev Ontario's Tourism Relief Fund](#). Tickets are now on sale.



SOURCE: The Trekking Group

### Ontario Planning the First Urban Provincial Park in Uxbridge

The Ontario government recently [announced](#) plans to create the first urban provincial park in the Township of Uxbridge, the trail capital of Canada. The proposed park, situated in the Oak Ridges Moraine, could include up to 1,315 acres of provincially owned lands and will provide opportunities for people and families to enjoy the area's natural beauty, including hiking and birdwatching, while strengthening the long-term protection and health of local wildlife. Just to put that into perspective, the park would be 50 per cent larger than New York's Central Park! [Check it out.](#)



## YDH LAUNCHES NEW CAMPAIGN: DISCONNECT TO RECONNECT

As part of a growing trend in mindful tourism, we have launched a [Disconnect to Reconnect](#) campaign, encouraging visitors to disconnect from their everyday and truly connect with their tourism experiences in the York Durham Headwaters (YDH) region. By disconnecting from technology, we believe visitors can discover something new, or reconnect with something they love. Themes include: 'Reconnect with Family & Friends', 'Reconnect with Nature', 'Reconnect with Food', and 'Reconnect with Yourself'. Does your tourism business, experience or event fit one of these themes? [Login](#) to your CCT account to upload your event to our [YDH Events Calendar](#) or tell us more about what you're doing. Email [Jessica](#), our B2C Marketing Manager with details.



## GLOBE & MAIL CO-OPS

It's that time of year again! We have two upcoming opportunities scheduled in the Globe & Mail:

- **July 20, 2023** - Double Page ad in the Metro Section promoting all things Summer
- **August 25, 2023** - Full Page in the Taste Ontario Special Insert promoting all things culinary in YDH this summer

A reminder that we have moved to an expression of interest system instead of being secured on first come, first served basis. The expression of interest window opens early June for both ads, but if you're reading this now, here's your advanced access to [submit your interest](#) - you're welcome!



**WE LOVE CONNECTING WITH YOU**  
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](#)





# RESEARCH

## MARCH 2023 HAD THE HIGHEST OCCUPANCY % FOR THAT MONTH TO DATE!

As the tourism industry keeps moving past COVID-19 and trying to establish a ‘new normal,’ our hotel stats consistently show growth in our region, especially in the first quarter of 2023. March 2023 had the highest values in history when compared to the same period of time from 2017, and paints a very optimistic 2023 for our hotels and hopefully for our entire region.

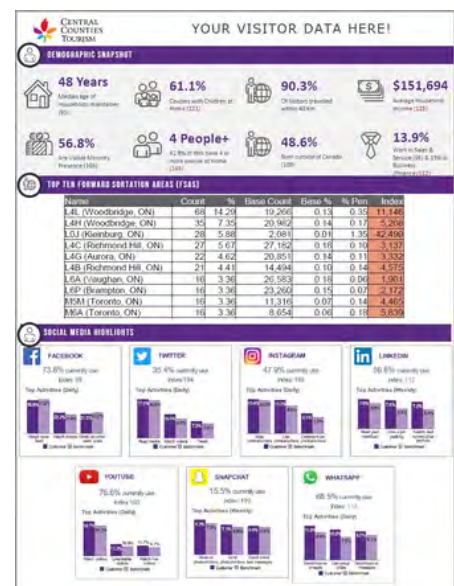
When looking at hotel stats, we analyze four key indicators: Occupancy %, Hotel Revenue, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR). Due to the unexpected rise in inflation over the last couple of years, RevPAR, Hotel Revenue, and ADR are rather skewed, and difficult to compare year-over-year. However, Occupancy % remains consistent as it tells us the % of demand from the available rooms in the region.

This month, we will compare Occupancy % for the first quarter of 2023 to the same period in 2022 and the average from 2017-2019, pre-COVID... [Read more.](#)

## VISITOR RESEARCH PROGRAM

How well do you know your visitors? Do you know precisely where they are coming from? Do you know what interests and shopping habits they have? It’s important to market your business to the right people at the right time, but it’s hard to know where to start.

Data collection can be implemented at point of sale, through contests, newsletter sign-ups, or short surveys. Coupling this data with our [Visitor Research Program](#) is a great first step to better understand and market yourself to your target audience. Work with us to gain new demographic insights, media preferences, leisure & travel behaviours, and learn who your target visitor is and how to market to them more efficiently. Contact [Tom](#), our Research Manager, today to get started!





# FUNDING & SUPPORT

## **Destination Markham Corporation's 2023 Partnership Support Program**

Open to Markham Tourism and Hospitality businesses only, [Destination Markham Corporations' Partnership Support Program](#) aims to stimulate Markham's visitor economy through marketing initiatives and hosting events. Businesses can receive up to 20% of their project cost to a maximum of \$10,000. The first intake period is currently open with a deadline of **May 31, 2023**. [Learn more.](#)

## **Ontario Trillium Foundation's Capital Grant**

Capital grants provide funding to help not-for-profit organizations improve community facilities and spaces. Whether it's purchasing equipment, building a new space, or completing renovations, retrofits or repairs, Capital grants support infrastructure projects that will have a positive impact in the community. The grant application deadline is **June 14, 2023**. Several [grant-specific webinars](#) are being hosted by [Ontario Trillium Foundation](#) staff to offer support and insights into the grant. Learn more about eligibility, the application process and required documentation [here](#).

## **Indigenous Entrepreneur Awards & Pow Wow Pitch Competition**

Applications and nominations are currently being accepted for the [Indigenous Entrepreneur Awards](#), presented by [Pow Wow Pitch](#), which celebrates excellence and outstanding impact in Indigenous entrepreneurship across North America. Registration is also open for their [Pow Wow Pitch Competition](#), which provides Indigenous entrepreneurs with a chance to win cash prizes, ranging from \$500 to \$25,000, with a total of \$200,000 in cash prizes to giveaway. Submission deadline for both opportunities is **June 21, 2023**.

## **Ontario Creates Funding**

[Ontario Creates](#) has created a range of programs and resources to provide financial, strategic and research support to Ontario's cultural entrepreneurs and established trade and event organizations from the film & TV production industry. Their Film Fund supports a range of projects across genres with both industrial and cultural benefits. An Industry Development Program is also available which provides support to Ontario's established trade and event organizations to offer initiatives, events and activities with long-term impacts on growth and sustainability in the book, magazine, film, television, and interactive digital media sectors. [Learn more about Ontario Creates funding and the various upcoming deadlines.](#)



# LEARNING, EVENTS & INDUSTRY NEWS

## Destination Bike: Welcoming Cyclists in Durham Region

Cycling season is now in full swing! [Durham Tourism](#) is inviting Durham businesses to join them for a cycle tourism destination development webinar, in partnership with [Ontario By Bike](#), on **Wednesday, June 7, 2023** at 10am. This is a great opportunity for new businesses to find out about how to become a bicycle friendly certified location (free), for existing certified businesses to get a refresh, and for all interested stakeholders to learn more. Pre-registration is required. More details [here](#).

## Forward Motion: A Blended Workforce

[A Blended Workforce](#), the final webinar in the 5-part *Building A Resilient & Vibrant Workforce* series, hosted by Tourism HR Canada and the Tourism Industry Association of Ontario, will take place on **Tuesday, June 13, 2023**. To register for this free webinar and/or view past session recordings, click [here](#).

## Indigenous Cultural Integrity Guidelines

[Indigenous Tourism Ontario](#) (ITO) is looking for input from Indigenous Business Owners, Entrepreneurs and Community Members in Ontario to assist them in the development of Indigenous Cultural Integrity Guidelines, which will become publicly available on ITO's website and serve as a tool to support business owners moving forward. To provide feedback, please complete their survey [here](#).

Connect with us on social!

