



CENTRAL COUNTIES TOURISM

GATHERING FOR GROWTH

Tourism Symposium

March 4, 2019

GET TO KNOW YOUR NEIGHBOURS

Great ideas are often spawned by fresh perspectives

Defining Success

- 1) Business owners who have the tools to increase their capacity to attract and retain visitors and helping them understand and implement them
- 2) Municipalities that have developed and adopted a tourism strategy which are then supported by businesses, municipal staff, the DMO and the RTO
- 3) Amplifying the collective efforts of business owners by telling their stories across the region, province and beyond



Working Smart, Not Hard

Making informed decisions:

- 1) Increases the likelihood of achieving your goals
- 2) Saves time and money
- 3) Can open up new audiences and potential
- 4) Lets you review programming and track success



OWN THE PROGRAMS

CCT is the catalyst and supporter, not the driver.

The most successful programs are the ones in which all of the participants have a vested interest.

Today is a great day to start new conversations!



Use Us

Take advantage of the opportunities:

- 1) Partnership Investment Program
- 2) Media Relations
- 3) Co-Op Advertising
- 4) Event Listings
- 5) Influencer Visits
- 6) Training
- 7) Workforce and Industry Training
- 8) Research
- 9) Community Tourism Planning

Most importantly, we are here to help you make connections and collaborate with you to help you achieve your goals



KNOWLEDGE IS POWER

Tourism Industry Association of Ontario Newsletter

CCT Business Newsletter

DMO Business Newsletters

Municipal Event Calendars and Newsletters

DON'T BE SHY TO CALL OR EMAIL ANY OF YOUR SUPPORT SYSTEMS



SHOW ME THE MONEY

FARMERS MARKETS – Getting People to Purchase Products

- Host a weekly “how to” demonstration
- Sell kits which include all of the ingredients, bottles and detailed recipe

MAPLE SYRUP FESTIVALS – Increasing the onsite revenues

- Create the ability for visitors to bottle and custom label their own maple syrup
- Could potentially become a year-round revenue source



ON WITH THE SHOW

Thanks for being here today!

