



CENTRAL COUNTIES TOURISM

# **Partnership Program**

# The Partnership Program IS NOT



# A Grant

It is more like this...



A Symbiotic and Mutually Beneficial Relationship

# Understanding CCT's Goals

**Building stakeholder capacity so that they can be better equipped to attract and retain more visitors**

# Understanding CCT's Goals

**Providing stakeholders information about their current and potential visitors so that they can make evidence-based decisions in terms of product development and communication**

# Understanding CCT's Goals

**Compiling all of the info we learn about your visitors into aggregate reports so that municipalities and our regional partners can tell the story of the impact of tourism and have an understanding of how to better market the area**

# Understanding CCT's Goals

**Stakeholders who are equipped to grow  
the economic impact of tourism**

# Communication is Key

CCT has many of free resources to help you:

- Tell your story to a larger audience
- Build new products and experiences
- Find other partners to build a destination

These are all things that can help the project excel, and we need to keep talking throughout the process.



# Share your Success Story

CCT does not want credit for your efforts, however we need to tell your story to our funders and want to tell your story as part of a compelling argument for the continued support for tourism stakeholders across the region

# Share your Success Story

The most important document in a partnership is  
the final report



CENTRAL COUNTIES TOURISM

500 Postal Codes is all you need to get  
a better understanding of your guests  
and how to reach more like-minded  
people to **GROW YOUR BUSINESS!!**

## Demographic Snapshot Demostats 2018

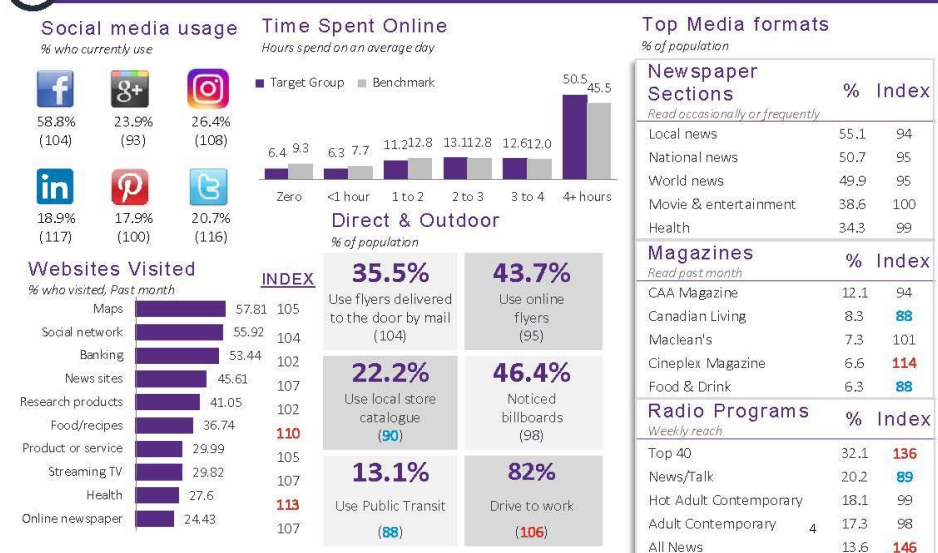


## Key Social Values Social Values 2018

Strong Values	Weak Values	Attraction for Crowds	Attraction to Nature
Pursuit of Novelty <b>112</b>	Fulfilment Through Work <b>87</b>	<b>107</b>	<b>89</b>
Importance of Brand <b>110</b>	Utilitarian Consumerism <b>89</b>		
Consumption Evangelism <b>110</b>	Brand Apathy <b>90</b>	<b>103</b>	<b>99</b>
Adaptability to Complexity <b>110</b>	Rejection of Inequality <b>91</b>		
Confidence in Advertising <b>110</b>	Discriminating Consumerism <b>92</b>		
Advertising as Stimulus <b>110</b>	Cultural Assimilation <b>92</b>		

*See Social Values glossary for full definitions*

## Media Habits Opticks NumeRIS 2018



A simple postal code tells you:

- 1) Who your guests are
- 2) Where they are coming from
- 3) How they consume media
- 4) What else they like to do
- 5) The best ways to reach them
- 6) Where clusters of similar people live

Real data to assist you with your marketing and product development plans to grow your business

# Some of the most successful Partnerships



Have started with a Community Tourism Plan

# Apply Early for the 2020-2021 Program

Visit [www.centralcounties.ca](http://www.centralcounties.ca) and go to the partnership program tab

The Partnership Committee is looking at potentially doing two intake periods



CENTRAL COUNTIES TOURISM

**Questions?**