

COLLABORATING FOR GROWTH & RECOVERY
Wednesday, June 15, 2022



Register for Central Counties AGM & Speaker Session 2022

Live Event: Paramount Eventspace, 222 Rowntree Dairy Rd., Vaughan

Business Meeting: 10:00 am.
2021 & Looking Ahead in 2022: 10:30 am.
Speaker Session - Shoulder Season Strategy Presentation: 11:00 am.
Shoulder Season Strategy Regional Networking Breakout: 11:30 am.
Networking Lunch 1:00 pm.

Register for the AGM and Shoulder Season Strategy Breakout Sessions
[HERE](#)

Central Counties Shoulder Season Strategy

Join us for an opportunity to hear about Central Counties Shoulder Season Strategy and attend your networking breakout session for York, Durham or Headwaters.

To help our members plan for tourism recovery and address the challenges our region faces with regards to seasonality, Central Counties has been working with [Twenty31](#) consulting and a pilot group of region stakeholders to collectively develop opportunities to increase visitation through the development of a strategy and action plan specific to each region of York, Durham and Headwaters.

Seasonality is a key issue for our region as it is for many regions across Ontario. While most tourism across Ontario and Canada takes place during the summer months, research reveals that this is not due to prospective demand but because of a series of perennial challenges ranging from availability of labour, winter and shoulder season products and experiences and even a mindset that tourism can happen only during the summer.

You'll hear:

- The overall Shoulder Season Strategy goal
- How the Shoulder Season Strategy for Central Counties was created
- The best opportunities for product and experience development in each of the Central Counties' regions

Your Opportunity to Network:

- Meet your region member SME's in the breakout sessions for York, Durham and Headwaters
- Discuss your regional Shoulder Season Strategy and how to activate it

Meet Greg Klassen, Twenty31

A travel and tourism industry strategist with 25+ years of leadership experience including CEO of Canada's national tourism organization, Destination Canada, Greg is an expert in the development and execution of tourism brand positioning and marketing strategies. At Twenty31, Greg advises destinations and tourism organizations on how to develop their unique competitive advantages. Read his full bio [here](#).

Meet the Breakout Facilitators for Your Region

[*Sandra Quiteria*](#), York Region Field Manager

From agritourism to arts and culture, Sandra skillfully connects and engages region businesses from all sectors to bring out the best opportunities to increase visitation in York region.

[*Eleanor Cook*](#), Durham Region Field Manager

A tireless community champion, Eleanor knows just about every tourism operator throughout the Durham municipalities and how to encourage effective collaborative tourism planning.

[*Sarah Gratta*](#), Headwaters Region Field Manager

Successfully bringing many stakeholders together to exchange ideas, Sarah has a talent for organizing B2B networking events to explore collective tourism opportunities within the Headwaters region.

[*Chuck Thibeault*](#), Executive Director

No Central Counties event would be complete without Chuck's perspective and his knack for understanding and communicating with our region members. Chuck will be floating through the breakouts to answer questions about the Shoulder Season Strategy and assist in facilitating the next steps to continue the collaborative spirit in your region.

