



CENTRAL COUNTIES TOURISM



2019 AGM MEMBER SPOTLIGHT YORK REGION

WHAT'S NEW?



WHAT'S NEW?





WORKING WITH CCT



**Canada's
Wonderland**

MARKETING SUPPORT – CCT CHANNELS

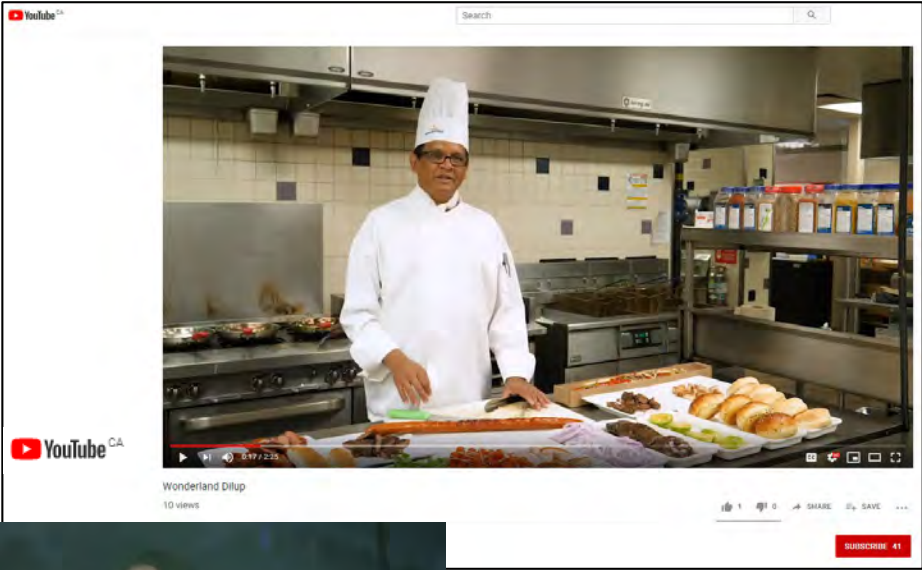
Summer Road Trip Magazine



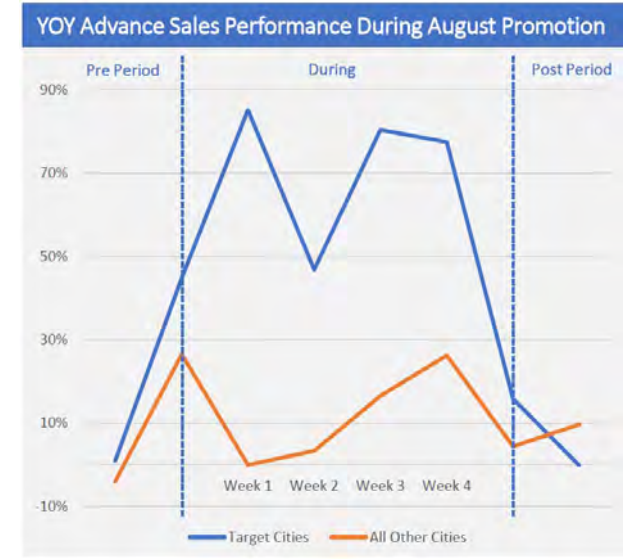
MARKETING SUPPORT – CCT CHANNELS



Content Marketing



MARKETING SUPPORT – PAID CHANNELS



Attractions Ontario

Passport

Dedicated Email

Premium Onsite Banners

Contests

Targeted Outermarkets

Summer & Fall

Radio

Digital (OLA, GeoTxt)

PRESS RELEASE DISTRIBUTION

Media Announcements sent to CCT
to distribute through their free Press
Release Distribution Services



Canada's Wonderland completes construction of record-breaking dive roller coaster Yukon Striker

(VAUGHAN, ON) Feb. 4, 2019 – The last piece of roller coaster track for Yukon Striker was just installed at Canada's Wonderland, marking the completion of what will be the fastest, tallest and longest dive roller coaster in the world.

The construction project began in January 2018 with the excavation of Yukon Striker's underwater tunnel and finished with the last piece of track just installed on the highly anticipated 360-degree loop. Yukon Striker will dive 90 degrees, 75 metres down, soaring past neighbouring coaster Vortex and hitting a top speed of 130 km/h through the tunnel. Yukon Striker spans just over 1,100 metres in length and consists of 107 track sections which weigh a total of 1,213 metric tonnes. It requires 42 support columns and will feature floorless trains with stadium-style seating in three rows of eight.

"Our talented team has worked for more than a year to bring this complex project to completion," said Peter Switzer, Director of Construction and Maintenance at Canada's Wonderland. "At times it's like solving a puzzle as we integrate a massive roller coaster into the park's landscape with our existing rides, park utilities and underground infrastructure."

Next, the trains will be installed while the loading station and landscaping are completed. After that, the park will begin a thorough ride testing process, which includes running each train through hundreds of cycles around the track; the initial passengers are water dummies that simulate rider weight.

Find more on Yukon Striker here:

- [Yukon Striker Homepage](#)
- ["9 ways the Yukon Striker roller coaster is going to rock your world"](#)
- ["Building Yukon Striker is like building a ship in a bottle"](#)
- ["Constructing a world-record breaking dive roller coaster"](#)

Interviews with park officials, site visits and B-roll/photos of roller coaster construction available by request. Please call ahead to book film crews or media visits: 905-832-7480.

About Canada's Wonderland

Canada's Wonderland, located in Vaughan, Ontario, is a 300-acre theme park with more than 200 attractions including 17 rollercoasters, and is the home to Splash Works, a 20-acre water park. Canada's Wonderland is owned and operated by Cedar Fair Entertainment Company (NYSE: FUN), a publicly traded partnership and one of the largest regional amusement-resort operators in the world. The Company owns and operates 11 amusement parks, two outdoor water parks, one indoor water park and four hotels. For more information, see www.cedarfair.com.

Media contact:

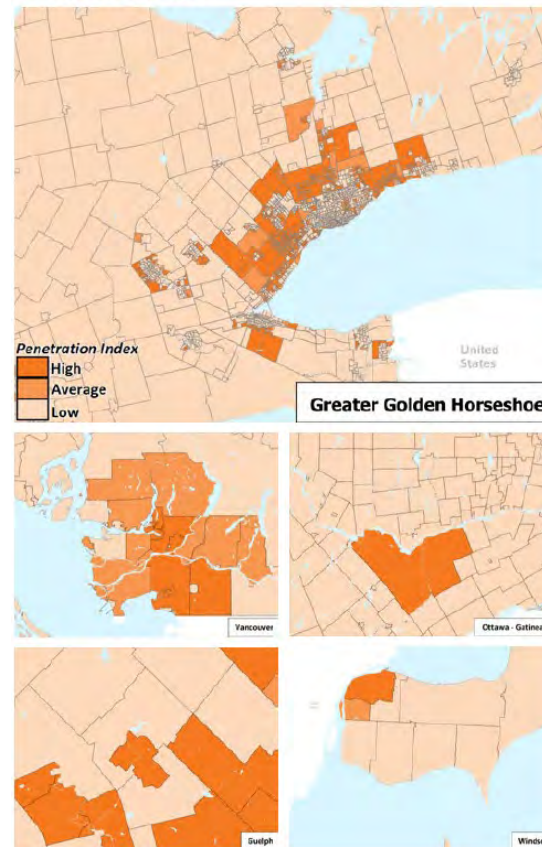
Grace Peacock, Director of Communications, Canada's Wonderland
Office: 905-832-7480 | Mobile: 416-895-6530 | grace.peacock@canadaswonderland.com

VISITOR RESEARCH PROGRAM

- Environics data to better understand our guests
- CCTs Measurement Research Project in 2019



WHERE THEY LIVE

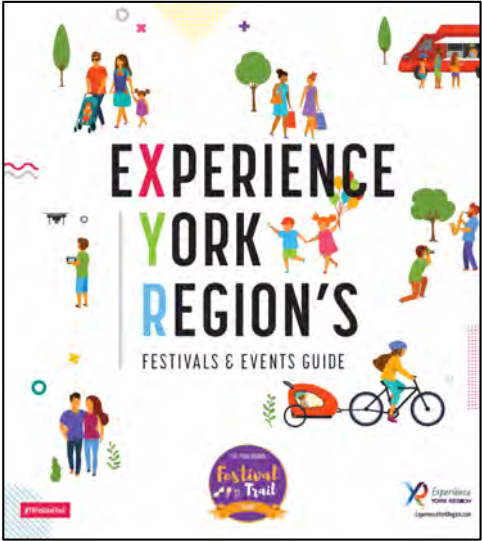


EDUCATION & LEARNING

- Annual Symposium
- Municipal Tourism Info Session(s)
- Staying up-to-date on CCT opportunities & industry information through monthly email updates
- Staying connected with our Field Manager



TOURISM PARTNERSHIPS



\$12
OFF ON
REGULAR
ADMISSION

SAVE UP TO \$72! Present this coupon at the front gate of Canada's Wonderland and receive \$12.00 off regular single day admission tickets for you and up to 5 guests (ages 3-59, over 48" tall).

Canada's
Wonderland

www.attractionsontario.ca



FACILITATING COLLABORATION



Vaughan
International
Film Festival

VAUGHAN
MILLS



THANK YOU & QUESTIONS