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# Festival's call centre expands scope

Wednesday, November 28, 2012 11:32:44 EST AM



The Stratford Festival's call centre has entered into a three-year deal with Ontario Regional Tourism Organization Four (RTO4) in support of a visitor portal that promotes attractions in Perth and Wellington counties and Waterloo Region.

"More and more of our visitors are turning to the web to make their travel plans," said Lisa Middleton, the Festival's director of marketing and audience development, in a release.

"By providing an online snapshot of everything the region has to offer, we hope the new service will entice visitors to stay longer and to try a new experience."

RTO4, which is supported by the Ministry of Tourism, Culture and Sports, was incorporated in October under a voluntary board.

Featuring a one-stop, online shopping and reservation portal, it is dedicated to growing the tourism industry in Waterloo, Wellington, Perth and Huron.

Visiting "betterweekending.ca" will provide access to theatre, accommodations, heritage tours, dining, hiking and beach escapes.

The comprehensive booking system and call centre will link tourism properties and products from across the

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region providing, for example, a single point of access to more than 300 hotels, inns, B&Bs, campgrounds and other attractions tailored to specific interests.

"This new online tool simplifies the planning experience for visitors and gives them a lot of fantastic ideas to make the most of their getaway," said RTO4 chair Marc Armstrong in a release.

RTO4 is underwriting the cost of implementing and operating the new reservation system so tourism operators won't have to pay user fees and commissions.

donal.oconnor@sunmedia.ca

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