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The Orillia Terry Fox Run Committee is looking for a few good people to j  
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## Working To Boost Tourism

Wednesday, June 11, 2014 1:22 PM by Peter Jackson

### RTO4 partners meet to increase tourism in Huron, Perth and Wellington Counties

(Regional ) provincially-led tourism coalition involving Huron, Perth and Wellington Counties along with Waterloo Region has been around for only four years but is already meeting with success.

Executive Director of Tourism Region 4 – or RTO4 – David Peacock tells Bayshore Broadcasting News the region is one of 13 across Ontario that have banded together to promote local tourism.

Peacock says the Tourism Regions partner with local marketers including Ontario's West Coast to attract even more visitors than they do now.

He tells us the concept of Tourism Regions began with the Discovering Ontario report issued by the province in 2009.

The document's findings indicated that while tourism was generating revenue, the industry wasn't performing as well as similar endeavours in the US or internationally.

He mentions the formation of regional tourism offices was one of 20 recommendations contained in the report to maximize revenue and the level of service to recreational travellers.

Peacock observes the goal of RTO4 is not to take over the job of existing tourism marketers but to work with them in promoting the industry to the benefit of all.

RTO4 initiatives include an on-line reservation system, development of on-line tools for tourism operators and workforce development and industry training.



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## Weather

19°C

Mainly Sunny  
Wind: E 18 km/h

Mostly Sunny, a few clouds. UV index 8 or very high  
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