

The Record

### **Tourism body launches web portal**

The regional tourism organization for Waterloo Region and the surrounding area has launched a web portal where people can get information about attractions and make reservations.

The [betterweekending.ca](http://betterweekending.ca) website provides information on attractions and accommodations in Waterloo Region and Wellington, Perth and Huron counties.

“This new online tool simplifies the planning experience for visitors and give them a lot of fantastic ideas to make the most of their getaway,” Marc Armstrong, chair of Ontario Regional Tourism Organization Four, said in a news release.

“The goal is to grow the tourism revenues in the region by raising the profile of the great tourism products we have to offer and making them easier to buy and sell,” added chief marketing officer Napier Simpson.

The organization is using the Stratford Festival’s call centre to handle bookings. It said it has signed a three-year agreement with the festival.

The tourism body, which also goes by the name RTO4, was incorporated in 2010. Based in Stratford, it is funded by the Ontario Ministry of Tourism, Culture and Sports.