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[Home](#) » [News](#) » [Regional Tourism Organization enjoying success in promoting visits](#)



Monday, May, 19, 2014 - 10:10:03 AM

## Regional Tourism Organization enjoying success in promoting visits

The Ontario provincial government's investment in Huron, Perth, Waterloo and Wellington tourism is paying off.

The Regional Tourism Organization 4 (RTO4) has taken a strategic business-to-business approach to growing tourism with a key focus on increasing overnight trips to the region.

Investment in online tools, partnered marketing, workforce and industry training and strategic product development is the backbone of a plan to further support and grow the already vibrant tourism industry in the region.

From Guelph to Goderich, on the shores of Lake Huron, from Mount Forest in the north to Cambridge in the south, the region holds a number of natural high demand tourism drivers including the heritage towns of Elora, Fergus, St. Jacobs, Stratford and Bayfield. There is also the rich theatre culture of the Drayton, Blyth and the Stratford Festivals.

In the four years since its creation, RTO4 has worked in partnership across the region to develop a strategy and implement plans with numerous stakeholders from a variety of business and government segments to attract

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more visitors, generate more economic activity and grow tourism.

Since 2011, the organization has also worked with key stakeholders in the sport sector to develop a dedicated sport tourism strategy for the region.

An ongoing, co-funding agreement was reached in January of this year in collaboration with the Waterloo Regional Tourism Marketing Corporation and Visit Guelph to create the Regional Sport Tourism Office, dedicated to pan-regional events in the region.



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