



Stay in Grey Tourism Update

You'll need more
than a day to
Play in Grey

AREA EVENTS

Summer is Here!

Glorious summer is upon us and we welcome many new and returning visitors as they come to enjoy all that a stay in Grey Highlands has to offer. Let's welcome our visitors with smiles and good greetings and talk to them about all that is happening here. Visit the www.stayingrey.ca often to stay updated.

Stay in Grey has been busy with these initiatives:

- Launched our new logo which depicts staying and playing for more than a day in Grey Highlands.
- Presented to Grey Highlands Council on **"Making a Case for Tourism"**. Bryan Plumbstead, Economic Development & Tourism Manager, joined us to speak about the role tourism plays in economic development.
- Advertised in the Summer issue of the **Niagara Escarpment Views**, which features an article about the Beaver River. Copies of the magazine are available at the establishments of all Stay in Grey members and at the new office of the Grey Highlands Chamber of Commerce.
- Supported a local initiative in taking the back panel of the new **Eat, Walk and Shop** brochure produced by Barbara Mackay.
- Distributed **Stay in Grey Summer Rack Card** featuring our Grey Highland asset map and listings.
- Joined **Grey Highlands Chamber of Commerce**, Stay in Grey made a brief presentation at the June Chamber of Commerce meeting. We hope to work with the Chamber to align our common interests in tourism as an important part of Grey Highland business.
- Had a presence at this year's **Cruise Night** in Markdale



photo by visitgrey.ca

July 1 - Priceville Canada Day Celebrations



photo source: visitgrey.ca

July 4- Markdale Cruise Night



photo source: markdalefallfair.ca

August 22, 23 & 24th
Markdale Fall Fair



TOURISM TIDBITS

DATA ON TOURISM ACTIVITY TELL US HOW MANY VISITORS THERE ARE, WHAT THEY DO WHEN THEY VISIT, AND WHERE THEY STAY. THIS IS THE FOUNDATION FOR UNDERSTANDING THE LOCAL TOURISM INDUSTRY. (SOURCE: RT07 WORKFORCE STUDY)

OVERNIGHT VISITORS STAYS

Overnight visitor stays › 2006–2010 averages

	Grey
hotels	243,635
motels	70,572
commercial cottages/cabins	132,600
RV/camping facilities	110,928
private homes	796,860
private cottages	407,357

(SOURCE: RT07 WORKFORCE STUDY)

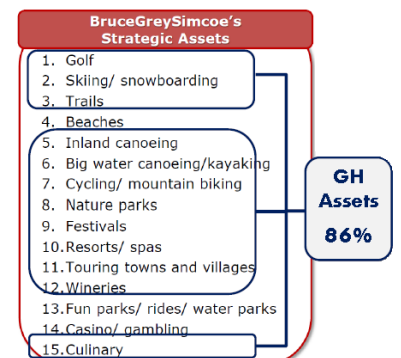
GREY COUNTY ENJOYS A BALANCED SPREAD OF TOURISM

VISITS BY SEASON IN GREY COUNTY 2006-2010



(SOURCE: RT07 WORKFORCE STUDY)

GREY HIGHLANDS ASSETS IN LINE WITH KEY ATTRACTION STRENGTHS FOR RT07



(SOURCE: RT07 CONSUMER INSIGHTS RESEARCH)

Georgian Hills Vineyards Welcomes Stay in Grey

In June, Stay in Grey members enjoyed a Familiarization Tour at Georgian Hills Vineyards. We and learned why this local vineyard is producing award winning vintages and making the Georgian Bay area the upcoming wine region to watch.

The tour started on the patio with our first taste of Georgian Hills Pear Cider served by our host Andrea O'Reily. The patio offers a stunning view of the wrap around countryside.



Photo Courtesy of Georgian Hills Vineyards

Our tour leader, Vanessa McKean, took us into the vineyards where we became familiar with the different grapes. It was interesting to find out more about the area's micro climate and how affects grape growing ideal for wine making.



Photo Courtesy of Georgian Hills Vineyards

Vanessa and Andrea continued the tour into the wine making area and took us through the process of making their award winning wines.



Photo Courtesy of Georgian Hills Vineyards



Georgian Hills Vineyards offers visitors a variety of experiences including wine tastings, tours, wine pairings featuring local cheese and perfect pairings. In the winter visitors snowshoe trails throughout the vineyards.

They hold a Tour & Tasting for the public at 11:00 a.m. every Saturday and Sunday. Details are on their website They have recently introduced their \$12 Tour & Tasting Voucher which can be purchased at the winery. These are great for gifts, appreciations, and for our accommodations to package in a weekend getaway.



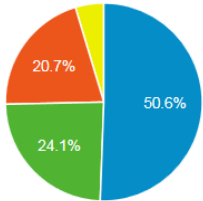
www.georgianhillsvineyards.ca



FAST FACTS

**WEBSITE ACQUISITIONS
STATS-TOP CHANNELS**

JAN TO MAY 2014



Direct Organic Search
Social Referral

(SOURCE: GOOGLE ANALYTICS)

WHAT THIS MEANS.....

WE CAN ATTRIBUTE 50% OF OUR WEBSITE TRAFFIC TO USERS BEING ABLE TO FIND US THROUGH AN ORGANIC AND UNPAID FOR GOOGLE SEARCH. THIS MEANS PEOPLE ARE FINDING US ON THE WEB AND FINDING YOUR BUSINESS.



**CANADA'S ANTI-SPAM
LEGISLATION TAKES EFFECT**

AS OF JULY 1, 2014 THE CANADA ANTI-SPAM LEGISLATION WILL ENTER INTO FORCE. THIS NEW LAW WILL HELP PROTECT CANADIANS, THEIR PRIVATE INFORMATION, WHILE STILL ALLOWING BUSINESSES TO COMPETE IN THE GLOBAL MARKET. FOR SOME FAST FACTS ABOUT WHAT THIS ALL MEANS TO YOU CLICK ON THIS LINK: [FAST FACTS](#)

What's New & Upcoming

Here is what's new at Stay in Grey:

- Coverage in the West Grey Progress**
The June edition of the West Grey Progress featured a story about the presentation Stay in Grey recently made to Grey Highlands Council. Read the article on page 13 by clicking this link: [West Grey Progress](#)
- New Members**
We are pleased to welcome **ARTS ON TEN** and **Wilmer Trout Ponds** as our newest business members. Watch for an upcoming blog about all the fun you can have fishing for your dinner or for fun at Wilmer Trout Ponds. ARTS ON TEN will be celebrating their 2nd anniversary on July 12th, get all the details by clicking this link: [ARTSONTEN](#)
- BBCanada Association Page**
Stay in Grey now has an association page on BBCanada, listing all our members who also have listings on BBCanada. Check out the new association page by clicking this link: [STAY IN GREY](#)
- Tours of Eugenia Falls**
The Guest House at Eugenia Falls will be hosting one hour walk 'n stop tours of Eugenia Falls and surrounding area every Sunday afternoon at 1 pm. The tours will be geological, geographical and historical in content. Get more info by clicking this link: [TOURS OF EUGENIA FALLS](#)

Grey Highlands Prime "Staycation" Location

With the rising cost of living and gas, the "Staycation" trend continues with people planning to vacation close to home. Grey Highlands and the surrounding area provides great value for a "Staycation", offering many exceptional attractions that are free and all within a short drive from the GTA and the Kitchener-Waterloo area. Grey Highlands has many options for accommodations including unique bed & breakfasts, charming country inns and motels, cottage and camping resorts as well as private cottage rentals providing visitors with options to suit all any budget.

Grey't Free Play List:

- | | | |
|---------------------------|-------------------------|------------------------|
| • Waterfall Tour | • Bruce Trail Hikes | • Fall Fairs |
| • Farmer's Market | • Heritage Sites | • Swimming |
| • Cycling Routes | • Scenic Drives | • Walking Village |
| • Birding & Nature Trails | • Markdale Cruise Night | • Lake & River Fishing |

Become a Member

Enjoy the benefits of being connected to Grey Highlands' tourism community, trends & issues. **JOIN NOW FOR ONLY \$10 UNTIL SEPTEMBER 2014!** [CLICK HERE TO JOIN ONLINE](#)