



Jack is Back!

Jack Frost that is. While others dread the snow, the tourism business loves it! It brings cross country & downhill skiers, snowboarders, snowmobilers, ice fishermen, snowshoers, and just about everyone who loves to play in the snow. So, let it snow! And, be sure to visit us online regularly at www.stayinggrey.ca to stay updated on what GREY'T things our visitors can see and do while they Play in Grey this winter.

Our Stay in Grey members have been creating buzz around town:

- ARTS ON TEN featured in latest edition of On The Bay Magazine which celebrates life in Southern Georgian Bay. Our local artist trio have brought so much attention to our area since opening their doors and sharing their talents.
- Kimberley General Store opened their covered patio this year, an added feature for her visitors to those "Ontario's Best" milkshakes and butter tarts.
- Sidekicks unveiled a new sign recently, attracting new and repeat customers alike. It's obviously working - it's always packed when we're there.
- Stay in Grey celebrated our one year anniversary, hosting a BBQ for our members and neighbours. Lots of fun to be one year strong!
- Fall Colours Trail was released featuring a number of Stay in Grey members and a beautiful map of area trails, published by TheFlesherton.
- John and Joe of Then & Now Consignment & Home Décor will be decorating the Inglis House on The Holiday Tour of Homes taking place Nov 22 – 23. Tickets available at the store.
- Knights Inn Flesherton and The Restaurant proprietor Aakash Desai was voted in as a member of the Grey Highlands Council. Congratulations to you Aakash!
- Travel & Transitions featured The Guest House at Eugenia Falls, as well as our area attractions in their travel blog.
- Maxwell's Cabin B&B opens a new gallery this year, featuring Dar's stunning art work.



Stay in Grey Tourism Update

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

AREA EVENTS

Christmas Craft Fair

November 22

Priceville Christmas Craft Show



Photo Source: Then & Now
Consignment & Home Décor

November 28

Markdale Moonlight Madness



Photo Source: Facebook

November 29

Flesherton Christmas Market



Photo Source: Then & Now
Consignment & Home Décor

November 29

Markdale Santa Claus Parade



An Interview with Brian Ellis

Out with the old, in with the new

We had the opportunity, this past summer, to sit down with Brian Ellis over coffee at E-Culture Store in Markdale. Brian's unassuming, down-to-earth manner was somehow invigorating as he spoke openly about the project and his vision. We got the feeling that things were about to turn a corner for Grey Highlands in terms of economic growth by way of tourism, job creation and business development.

"In researching some ideas I had about tourism issues in Grey Highlands, I came across an article in Escarpment Magazine which made me want to write about the man who had the vision to not only bring Talisman back to its former glory but do so with a sustainable business model." – Sonja

We were to discover in our second meeting this week with Brian at the construction site, that plans to go beyond that vision had evolved.



As we drove up the long driveway, we couldn't help but notice the strikingly manicured lawns of the once worn out golf course. We arrived and stood outside the construction trailer anticipating the excitement of getting a glimpse of the partially renovated interior. Instead, Brian, having just met with his designer, welcomed us into the site trailer.

Brian revisited with us the fundamental details of the project with updates and changes. Construction is well on

course. The facility will have four basic components – hotel, conference centre, golf course and spa. The 90 hotel rooms are being completely gutted and restored with a "spa feel" with some innovative plans for the once tiny and uninteresting bathrooms. Opening is planned for the spring of 2015 but realistically, we're looking at July at the latest with the spa to open closer to the fall. The stucco exterior is about to be applied and new doors and windows will go in next month.



Reviving the ski hill is no longer a consideration. There had been some talk about having things restored to operable and having it run by a 3rd party. That was determined to be cost prohibitive and did not make good business sense. Instead, Brian has other plans for the former ski hills that incorporate concepts of mind-body-spirit that are more in tune with current lifestyle trends and tie in with the spa.

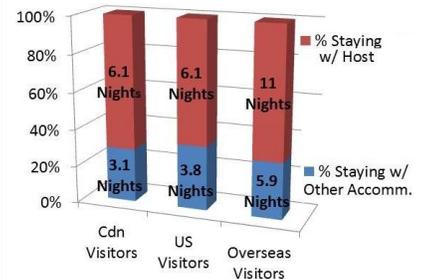
Brian assured us however that, having been in talks with Beaver Valley Ski Club, there are plans for a shuttle service between the two facilities. With this service in place, he can still cater to skiers and Beaver Valley members can enjoy his new facility. We found this to be exciting in itself as one of us being a member contemplated the increased business this could mean for the Ski Club.

Click the link below for the full story
[My Grey Highlands Blog](#)

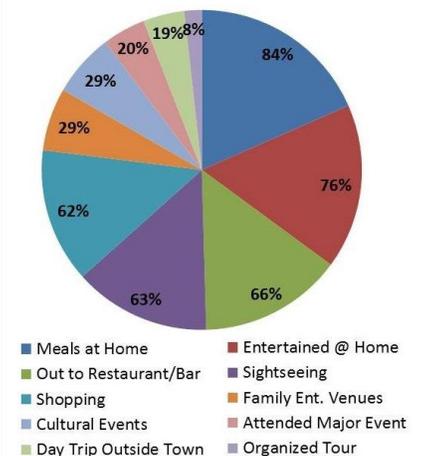
TOURISM TIDBITS

VISITING FRIENDS & RELATIVES
VISITING FRIENDS AND RELATIVES (VFR) MAKE UP A LARGE PORTION OF TOURISM DOLLARS THAT ARE SPENT IN OUR COMMUNITY AND IS A MARKET THAT SHOULD NOT BE OVERLOOKED. MARKETING ACCOMMODATIONS BUSINESS TO LOCALS CAN CAPTURE THIS TOURISM MARKET WITH AT LEAST 30% OF THESE VISITORS STAYING IN AREA ACCOMMODATIONS.

ACCOMMODATION CHOSEN ON LAST TRIP AMONG THOSE WHO LAST HOSTED VFR OVERNIGHT



ACCOMMODATION CHOSEN ON LAST TRIP AMONG THOSE WHO LAST HOSTED VISITING FRIENDS AND RELATIVES OVERNIGHT



(SOURCE: RT07 CONSUMER INSIGHTS RESEARCH)



FAST FACTS

FACEBOOK WEEKLY POST REACH



WHAT THIS MEANS.....

POST REACH REFERS TO THE NUMBER OF PEOPLE THE POST WAS SERVED TO AND IS AN ORGANIC AND UNPAID REACH.

SOCIAL MEDIA FACTS

63% of area searches on social media are more likely to use a business with info on a social media site.

71% of social media participants say they are more likely to PURCHASE from a brand they follow online.

15% of consumers use social networking sites to search for local businesses.

91% of local searches say they use facebook to find local businesses online.

25% social networks & blogs now account for nearly a quarter of the total time americans spend online.

What's New & Upcoming

The Stay in Grey management team is...

... getting media coverage in the Grey Bruce Today publication

Stay in Grey was interviewed by Garit Reid of Sun Media, having found us on Facebook. Watch for Garit's coverage soon in Grey Bruce Today.

... continuing to develop "Cycle Grey Highlands"

We will be attending the upcoming [Ontario By Bike](#) debrief with Grey County Tourism and we plan on having a presence again at the Toronto Bike Show in February. In addition, we're exploring the possibility of including mountain biking in the upcoming season. Watch for updated information in the spring.

....attending Chamber Of Commerce AGM

We will be having a promo display table at the [AGM](#) on November 20th. We understand that a good representation from Council will be attending. Please note that Stay in Grey members may attend as a Chamber member. We are very encouraged that the Chamber's focus this year is on Economic Development.

... attending tourism workshops

This month we will be attending the [Roger Brooks International](#) workshop in "Things your community can do today to make a difference tomorrow", focusing on **destination marketing**.

... attracting tourism writers to Grey Highlands

Stay in Grey has connected with [Ruralist](#), an online publication that features the best things to see, do and buy in rural Ontario. We've been speaking with Erin Roy, founder and co-editor, who is enthused about the tour of Grey Highlands that we've planned for them to take in May or June 2015.

Hosting family & friends this winter? We can help with that!

Grey Highlanders who host visiting friends and relatives become ambassadors of Grey Highlands. Their influence as hosts goes well beyond initiating their guests' visits. They also act as "tour directors" creating the experiences friends will have when they come to visit. This winter we have several recommendations for your visitors to see and do.

Grey't Winter Play List:

- [Ice Skating](#)
- [Snowmobiling](#)
- [Winter Caving](#)
- [Dog Sledding](#)
- [Alpine Skiing & Boarding](#)
- [Shops](#)
- [Galleries](#)
- [Restaurants](#)
- [Wintery Tours & Ski](#)
- [Grey't All Season Play List](#)
- [Snowshoe Excursions](#)
- [Cross Country Skiing](#)
- [Winter Waterfalls](#)
- [Museums & History](#)

And, when you run out of beds, our Stay in Grey [Accommodations](#) ❤️ will be happy to help with a place for your guests to tuck in for the night.

Become a Stay in Grey Member

Enjoy the benefits of being connected to the Grey Highlands tourism community while promoting your business to area visitors. **JOIN NOW FOR ONLY \$5 A MONTH!** [CLICK HERE TO JOIN ONLINE](#)