

BUSINESS RECOVERY SUPPORT PARTNERSHIP SUB-GROUP:

TOURISM, ARTS AND CULTURE

The York Region Business Recovery Support Partnership connects economic development stakeholders to address the COVID-19 pandemic and support businesses. The Tourism, Arts and Culture Sub-Group worked to understand challenges and provide support to the sector through a tourism marketing campaign called **#ReadyWhenYR**. The campaign was designed to instill consumer confidence and encourage residents to safely explore York Region.



Launched a new tourism campaign website, readywhenyr.com



Shared safety, operational and other best practices between group members and industry stakeholders



Developed five videos to capture York Region attractions, promote the campaign and raise consumer confidence as the Region moved into Phase 2 and 3

CAMPAIGN HIGHLIGHTS*

1,200,000+

Impressions (views) across all social media channels using #ReadyWhenYR

300+

Posts across all social media channels

275,000+

Individuals were reached across all social media channels

8,700+

Engagements with campaign posts, including likes, comments and shares

2,500+

Visitors to the readywhenyr.com campaign website

*From August 28, 2020 to October 15, 2020