

For Immediate Release

April 23, 2018

The Counties, Ontario – The United Counties of Stormont, Dundas and Glengarry (SDG) Regional Tourism has a new visitors' website to help promote events and attractions across the region.

To be competitive it is important to have a solid online presence to maximize market share and attract new business to the region. To date, tourism has been sharing space on the SDG corporate website which focuses on providing residents with information about County services. Part of these services are related to tourism, like the Tourism Grant and Tourism Information Signage Program designed to assist local businesses and events.

The new WhereOntarioBegan.ca will support the recent SDG Visitors' Guide launched last month.

This colourful website will be modern and full of captivating local photography. An event calendar will be available, visitor blog, visitor coupons/programs/news and links to area attractions. This valuable tool will help promote local activities to tourists looking for things to do in SDG while creating a professional first impression of the entire region.

A recent local example of effective online presence: Priest's Mill Arts Centre in Alexandria, North Glengarry is capturing the attention of guests as far away as Prague, Czech Republic. Principal artist, Eric Covington credits this new popularity with the recent online experience listing on Airbnb. Over the weekend the studio hosted a tourist studying at the University of British Columbia, originally from Ethiopia, who made a side trip from his intended weekend in Montreal to spend the day at the studio learning how to blow glass. He saw the listing online under Montreal Popular Experiences.

The Stormont, Dundas and Glengarry region is filled with interesting activities and tourist destinations. WhereOntarioBegan.ca's targeted online presence encourages visitors to stop and experience the initiatives available through our local businesses. SDG Regional Tourism supports local business, like the Priest's Mill Arts Centre by promoting new initiatives within the area.

Photos attached.

More information:

- New Visitors' website - whereontariobegan.ca
- [Airbnb – Learn Glassblowing – Make Glass Art](#)

Contact

SDG Communications
The United Counties of SDG
communications@sdgcounties.ca

SDG Tourism
Shauna Baggs, Tourism Coordinator
sbaggs@sdgcounties.ca

Eric Covington
Priests Mill Arts Centre
eric@priestsmill.com

-30-

What does the Counties do for you? **SDG provides** library services, regional economic development and tourism services, court services, land use planning, and vital transportation infrastructure – including the largest county road network in Ontario. **SDG administers** county-wide policing. **SDG collaborates** with community partners in providing emergency services, child care, public health, long-term care, and social assistance.

Where Ontario Began