

A recent scan of artist studios by the County's tourism department found relevant information missing from many businesses. **If we can't find you & your hours, your customers can't either.**

Now, more than ever, you need to update and maintain some basic information. Visitation to the Haliburton Highlands right now is high, with many tourism businesses experiencing a busier year than last.

### **How do you cut through the clutter?**

Customers are looking for meaningful experiences and compelling artifacts to remember their time here.

### **You need to share some basics – and we can help!**

- 1) Studio/showroom hours:** Are your current hours clearly listed and easy to find? Your Google Business Listing, website, and Facebook page should all have easy-to-find hours and current status (Open, Closed, by Appointment).
- 2) Current & Clear Covid protocols:** Research shows that tourists want to see how we are keeping them safe. What are you doing to keep your customers safe? Do your protocols limit the number of visitors to your sales space? Are face masks required (under current Ontario regulations, if your sales space is inside, then yes masks are required)? Do customers need to make an appointment because you are limiting the number of people in your sales space?

We are happy to help with Google updates, Social Media advice and appropriate Covid messaging.

Just contact us at [tourism@myhaliburtonhighlands.com](mailto:tourism@myhaliburtonhighlands.com)