

# Tourism Northern Ontario Marketing Plan 2014/2015





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## Overview

Implementation of Northern Ontario's 2012-2017 marketing plan is directed by the Northern Ontario Regional Tourism Organization Implementation Plan, a guidebook for how Tourism Northern Ontario will work with its industry partners to market the region.

The fundamentals of the guidebook include:

1. Foundations For The Implementation Plan
2. Market Priorities and Goals for Northern Ontario RTO
3. Planning and Approval Process
4. Monitoring and Measuring Investments
5. Engaging The Industry

Tourism Northern Ontario coordinates, aligns and invests in sub-regional programs and leads in identified pan-northern management functions; co-ordination of marketing, product development, workforce and industry training, and investment attraction with the ultimate goal to significantly increase tourism revenues in Northern Ontario.

In 2012-13, the Board of Directors secured marketing leads to guide sub-regional marketing efforts. The following organizations were successful in responding to a Request for Expression of Interest (RFEI) to deliver sub-regional marketing campaigns:

13A Northeastern Ontario Tourism

13B Algoma Country and Tourism Sault Ste. Marie

13C Sunset Country and Thunder Bay Tourism

Tourism Northern Ontario manages the delivery of these sub-regional marketing programs by monitoring, evaluating and reporting on marketing activities throughout the year.

Products – 13A	Products – 13B	Products –13C
<p><b>Fishing &amp; Hunting</b>  <b>Touring: motorsports (ATV, motorcycle, boating), auto and rail</b>  <b>Festivals and events</b>  <b>Attractions (urban and rural)</b>  <b>Georgian Bay Coastal Route</b>  <b>Meetings, Conventions, Sport Tourism</b></p>	<p><b>Fishing &amp; Hunting</b>  <b>Touring: motorsports (ATV, motorcycle, boating), auto and rail</b>  <b>Festivals and events</b>  <b>Attractions (urban and rural)</b>  <b>Winter Tourism</b>  <b>Meetings, Conventions, Sport Tourism</b></p>	<p><b>Fishing &amp; Hunting</b>  <b>Touring: motorsports (ATV, motorcycle, boating), auto and rail</b>  <b>Festivals and events</b>  <b>Attractions (urban and rural)</b>  <b>Great Lakes Cruising</b>  <b>Meetings, Conventions, Sport Tourism</b></p>
Geographic Markets – 13A	Geographic Markets – 13B	Geographic Markets – 13C
<p><b>Southern ON &amp; GTA (including new Canadians)</b>  <b>Quebec</b>  <b>Inter-regional markets (urban centres within the sub-region/adjacent sub-region)</b></p>	<p><b>Southern ON &amp; GTA (including new Canadians)</b>  <b>Near U.S. Border States (Michigan, Wisconsin)</b>  <b>Inter-regional markets (urban centres within the sub-region/adjacent sub-region)</b></p>	<p><b>Near U.S. Border States (e.g. Minnesota, Wisconsin &amp; Illinois)</b>  <b>Inter-regional markets (i.e. urban centres within the sub-region/adjacent sub-region)</b>  <b>Southern ON &amp; GTA (including new Canadians)</b>  <b>Prairie Provinces</b></p>

In partnership with the Ontario Tourism Marketing Partnership Corporation, Tourism Northern Ontario invests in and operates the Northern Ontario Web Portal that brings together influential international and local authors to create authentic, engaging and informative content optimized for search engines and social media to market tourism opportunities in the three sub-regions.

<b>Marketing Investment by Region</b>	
<b>13</b>	<b>\$500,000</b>
<b>13A</b>	<b>\$1,005,000</b>
<b>13B</b>	<b>\$740,000</b>
<b>13C</b>	<b>\$1,160,000</b>
<b>Total</b>	<b>\$3,405,000</b>

<b>Marketing Investment by Media</b>	
<b>Print</b>	<b>19%</b>
<b>On-line</b>	<b>36%</b>
<b>TV &amp; Radio</b>	<b>14%</b>
<b>Consumer Touch</b>	<b>8%</b>
<b>FAM</b>	<b>4%</b>
<b>OTMPC</b>	<b>3%</b>
<b>Administration</b>	<b>10%</b>
<b>Other Media (Billboards, performance, etc)</b>	<b>3%</b>



### Marketing Investment by Geography

Northern Ontario	15%
Rest of Ontario	33%
Rest of Canada	8%
USA – Border States	40%
Rest of USA	2%
Overseas	2%

### Marketing Cash Flow 2014-15

	Q1	Q2	Q3	Q4	Annual
13	\$150,000	\$100,000	\$150,000	\$100,000	\$500,000
13A	\$231,648	\$194,098	\$327,348	\$251,906	\$1,105,000
13B	\$178,000	\$232,000	\$235,000	\$95,000	\$740,000
13C	\$222,000	\$199,300	\$573,100	\$165,600	\$1,160,000
<b>Total</b>	<b>\$781,648</b>	<b>\$725,398</b>	<b>\$1,285,448</b>	<b>\$612,506</b>	<b>\$3,405,000</b>



# 13 Northern Ontario |

## Overall Campaign Focus:

NorthernOntario.travel is a portal website that brings together influential international and local authors to create authentic, engaging, and informative content optimized for search engines and social media. Northern Ontario is not a destination that is often written about online. The original goal of the portal, when it was launched in 2010, was to create content about the north that would be organically found by consumers using search engines. As online marketing and search engine technology has evolved, so has the nature of the portal.

The focus is now on creating highly-shareable content that will spread through social media. This means the emphasis is now on content quality rather than quantity, and search engine ranking is optimized through social media reach rather than through strategic keywords alone.

This content is used to market the three sub-regions and identified vertical experiences to consumers by educating and exciting them about tourism in the North. As a portal website, its chief goal is to drive qualified consumers to fulfillment sites, booking engines, and to regional and experiential sites and/or tourism operators.

## Objectives

- Create a definitive online resource for positive and engaging information on Northern Ontario
- Ensure the highest possible search engine ranking for relevant keywords
- Engage visitors through social media and ensure that their engagement is highly visible to all portal visitors
- Deliver qualified leads to relevant partner sites, booking engines, and tourism operators
- Create a high traffic, centralized, and authoritative platform for promotion and consumer engagement that tourism organizations can definitively show brings high value to their members
- Encourage cooperation and skill-sharing amongst multiple tourism offices
- Foster partnership between Ontario's regional tourism organizations and Ontario Tourism's Northern Office Experiential Programs

## Media campaign

The portal depends solely on organic search engine results and traffic from social media. Content is strategized and crafted to coincide with the tourism season, to target best bet markets, to take advantage of low-competition keywords, to provide truly useful information to consumers, and to make use of high quality rich media and entertaining story hooks to be as appealing as possible to social media audiences. This content is then consistently shared by the sub-regions, Ontario Tourism, and content author's social media platforms.



## Messaging

Each region and program controls their message. Each piece of content must align with their regional or experiential marketing goals. Content strategists ensure that the content is properly coded, edited, and that it conforms to editorial guidelines. They also help the content creators optimize this work for social media, so that the most compelling titles, quotes, photos and videos are used to lure consumers to the site. Each piece of content's main goal is to send visitors to a fulfillment site. A clear call-to-action is key, and must align with the regional and experiential marketing plans.

## Target markets (geographic)

Each program and region has their own sub-section within NorthernOntario.travel and produce content for that sub-section that is consistent with specific internal marketing plans. But, taking the portal as a whole: Ontario, Manitoba, Quebec and the US border states are the main targets, with different emphasis being placed on each one for different regions and experiences. Of course, traffic to the portal comes from all over the English and (increasingly) French-speaking world.

## Target markets (demographic)

Each program and region has their own sub-section within NorthernOntario.travel, and as they each produce their own content, they each follow the marketing plans they've developed. Broadly speaking, our targets include all internet users. Regional and experiential leads address consumers that respond to print, TV and radio in their own campaigns.

## Performance, tracking and measurement

The Northern Portal is highly trackable and thus offers a significant advantage over traditional marketing campaigns. Detailed traffic data is available daily on demand, and content strategists produce comprehensive monthly reports showing key metrics: total number of visits, time on page, social media traffic, outbound traffic rate (i.e. click-throughs to fulfilment sites), etc. These reports also make recommendations for content creators to consider, areas for improvement, strategic next steps based on broader online trends and analysis of successful content. These reports also show month-over-month and year-over-year improvement.

Finally, for the executive, a section of the report identifies return on investment, with the total cost of the portal measured against the cost per click, and the cost per minute. The cost per minute measurement is unique to the portal. While a traditional online marketing campaign like banner ads or microsites may achieve a higher level of traffic, and therefore a lower cost per click, traditional campaigns usually have extremely low time on site, as well as low click through rates.

Regional content leads are required to achieve a minimum of 750 visits per month, although most have now surpassed this minimum by double or triple. They are also required to keep a content calendar and publish one new story per week, with one feature story by a key influencer per month.

*(see attached November full report with ROI pages)*

### Timelines & cash flow

Quarterly reports are issued to the Executive Director of RTO13 and the Director of Northern Partnerships which identify achievements and areas of concern. Contracts with the regional content creators are reviewed and renewed every fiscal.

### Marketing campaign investment by media and percentage

This coincides with the region or experience – please review their marketing plans for further information. Each regional content creation partner is funded equally for urban and regional content within the three sub-regions of Northern Ontario.

### Marketing campaign investment by geography and percentage

This coincides with the region or experience – please review their marketing plans for further information. Each regional content creation partner is funded equally for urban and regional content within the three sub-regions of Northern Ontario.



Segment	Area of Effort	Objectives	Initiatives & Activities	Key Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	Program Total
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Marketing	Sub-regional Marketing	Invest in, align, manage and monitor performance on sub-regional marketing campaigns for product segments as identified in Northern Ontario Tourism Marketing Strategy 2012-17	Secure services of procured marketing lead organizations for 2014-15 Sub-regional marketing plans developed and implemented. Provide on-going support and training opportunities. Monitor performance.	Contracts secured Marketing plans developed and approved Marketing plans implemented Performance monitored and reported Training opportunities *KPM's associated with marketing campaigns included in sub-regional schedules	Continued	\$631,648	\$625,398	\$1,135,448	\$512,506	\$2,905,000	



Segment	Area of Effort	Objectives	Initiatives & Activities	Key Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	Program Total
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Marketing	Internet Website Development and Marketing	<p>Create a definitive online resource for positive and engaging information for Northern Ontario. Ensure the highest possible search engine ranking for relevant key words.</p> <p>Engage visitors through social media and ensure that their engagement is highly visible to all portal visitors.</p> <p>Deliver qualified leads to relevant partner sites, booking engines, and tourism operators.</p> <p>Create a high traffic, centralized, and authoritative platform for promotion and consumer engagement that tourism organizations can definitively show brings high value to their members.</p> <p>Encourage co-operation and skill-sharing amongst multiple tourism offices.</p> <p>Foster partnership between Ontario's regional tourism organizations and OTMPC Northern Office experiential programs.</p>	<p>Secure services of procured provider to host, maintain and further enhance the Northern Ontario Web Portal for 2014/15 fiscal.</p> <p>Secure services of procured provider to act as content strategist to develop content strategy, manage content providers, review portal content and provide monthly performance reports.</p> <p>Secure services of procured content providers to develop, post and manage professional sub-regional and francophone content on the Northern Ontario Web Portal.</p>	<p>Providers secured</p> <p>Number training &amp; engagement sessions held</p> <p>Content calendar maintained</p> <p>Number of visits</p> <p>Time on page</p> <p>Social media traffic</p> <p>Outbound traffic</p> <p>Cost per click</p> <p>Cost per minute</p> <p>Minimum target 6000 visits per sub-region</p> <p>Six new stories per week</p> <p>Six feature stories by key influencers per month</p>	Continued						
					Continued						
					Continued	\$150,000	\$100,000	\$150,000	\$100,000	\$500,000	\$3,405,000

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Tourism Northern Ontario  
Marketing Plan 2014/2015  
13A Northeastern Ontario

*Northeastern  
Ontario*  
CANADA







# Overall Campaign Focus |

Continuing to build on the “Legendary” theme, Northeastern Ontario Tourism’s (NeONT) 2014 -15 Marketing Campaign focus will be to maintain existing market share and create avenues in which to reach new markets.

## The region’s strength is in:

- The numbers of returning guests to lodges and resorts throughout the region
- Strong VFR numbers that impact festivals, events and attractions
- The potential to attract sports, events and meeting tourism to the region’s cities

To align with Tourism Northern Ontario (TNO), NeONT will focus its marketing efforts in the following areas:

Attractions & Festivals;  
Meetings, Conventions & Sports Tourism;  
Nature & Outdoors;  
Fishing & Hunting and  
Motorsports/Touring.

NeONT will continue its partnership with OTMPC Northern Office where there is a good market fit and will continue to develop partnerships within the regional municipalities, DMO and regional associations.

## Messaging:

NeONT has a rich heritage filled with myths and legends. From the First Nations who first settled here to the “coureur des bois” and eventually the prospectors and mining professionals, legends and story telling has always been a part of the dynamic land. By highlighting the various recreational activities and filtering them through this idea of “legends” NeONT has found a way to market equally unique destinations.

Utilizing the power of storytelling NeONT will deliver its message with every story told using a balance of factual information and entertainment to invite travelers to create their own legend in Northeastern Ontario.

## Performance, Tracking and Measurement

For 2014-15, NeONT will secure a marketing company to research, review and report on reach, impressions and impact of each of the marketing initiatives to ensure that media tactics are effectively reaching the target market. Money has been set aside within each initiative to facilitate this.

NeONT will select a minimum of 3 key attractions and festivals to collect statistics (attendance, ticket sales, etc.) to determine campaign impact.

For each consumer show and marketplace, the number of people engaged with and the number of lure pieces and packages handed out will be tracked. Depending on the show or marketplace, the number of names added to the newsletter database will also be tracked and these individuals will be surveyed to see if they did travel to the region. The reach of social media initiatives and clicks from the website to partners through both the on-line booking system and member pages will also be tracked.

Print, television and radio campaigns will each have a unique url enabling website tracking to determine the effectiveness of each campaign.

## Stakeholder Engagement

Stakeholders in the 13A sub-region have been engaged by Northeastern Ontario Tourism in the development of the marketing plan. Through industry marketing committees for each marketed segment the region is able to benefit from the experience and expertise of key industry leaders. Plans are built and communicated to the region through teleconference, face to face meetings, and outreach at industry events and functions. Plans are available on-line and in print. The industry led Board of Directors for NeONT reviews and approves the plans. Results are measured and reported to Tourism Northern Ontario, the Board for NeONT and industry.

## Alignment

TNO's 13A marketing campaign aligns with the Northern Ontario Tourism Marketing Strategy and is carried out within the Northeastern Ontario Tourism region through industry-led marketing initiatives. This alignment ensures that TNO marketing campaigns meet industry needs within the region, reach "best bet" markets and benefits the regional tourism industry as a whole.

NEONT's annual marketing plan is founded in research and statistical interpretation, initiatives conceptualization and tactical development through the direct participation of NeOnt's five marketing sub-committees.

31% of NeONT's annual budget goes towards supporting the marketing initiatives carried out on behalf of TNO.

# 1. Fishing & Hunting |

## Objectives

NeONT has a strong repeat US clientele for its fishing and hunting product. Through this marketing initiative we will continue to build awareness of the region's fish/hunt product offering in order to maintain the existing clientele base and attract new visitors to the region.

This high yield market is the mainstay for lodges and resorts within the region and in order to maintain and build on market share NeONT's name must stay in the forefront of anglers' and hunters' minds.

This will be achieved through a comprehensive listing both on-line and in print of all product offerings, a strong and continued presence at sport & travel shows and aligning businesses and their product on our Meridian Reservation System to link the customer to the product in an efficient and easy manner.

## Target Market

US Border states provide the largest number of tourist to the NeONT region. The primary target is men aged 50 to 75 in the middle to upper income bracket and the secondary target is Southern Ontario males aged 30 to 60 in the same income bracket. As indicated in the High Yield Angler's Report, a third and growing target market includes women, youth and fly-fishers.

Geographic Area	Investment
Northern Ontario (Region 13)	10%
Ontario	40%
USA (Border States)	50%
	100%

### Media Campaign

The media campaign will be divided into two major timelines: spring/summer with print ads and on-line preparations and fall/winter with lure guides, consumer-touch preparations and attendance. Along with the traditional avenues for reaching this market, NeONT will continue to build online outreach, database development of product and increasing online partners for the Meridian Reservation System.

Media	Investment
Print & Print Media	48%
On-line/Social/SEM	8%
TV & Radio	6%
Consumer Touch	15%
FAM	0%
OTMPC	7%
Consulting/Admin	15%
Other	1%
	100%

### Performance, Tracking and Measurement

One percent (1%) of the budget will be allotted for ROI research and reporting.

Counters will be used at all Fishing & Hunting consumer shows to track the amount of intercepts, and impressions.

Specific URL's will be used for all Fishing & Hunting campaigns, including:  
[northeasternontario.com/gofish/gohunt](http://northeasternontario.com/gofish/gohunt).

Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to fish/hunt operators will be recorded in conjunction with the campaign.

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Fish/Hunt	Print	To increase awareness of the Fish & Hunt campaign through traditional and immersing media, and drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region. To provide a comprehensive listing of tourism operators who offer fishing & Hunting opportunities to be used as a lure/ fulfillment piece	Lure/fulfillment Publication (Design, Print, distribution and poly-bagging)  Print ads in targeted US fishing & hunting regulation publications (New York, Ohio, Pennsylvania).  Print ads in targeted fishing & hunting magazines– Ontario Out of Doors	Specific URL's will be used for all campaigns. Development of report detailing reach, impressions and recommendations for upcoming year.	Continued	\$5,000	\$10,000	\$80,000	\$17,000	\$112,000
	On-line	To increase awareness of NeONT fishing & hunting opportunities and increase the amount of online traffic to northeasternontario.com and reservations.northeasternontario.com.	Enhancement of website listings  On-line campaign with Weather Network - Barrie, GTA and London region and Northern USA	Specific URL's will be used for all campaigns. Development of report detailing reach, impressions and recommendations for upcoming year.	Continued	\$5,000	\$15,000			\$20,000
	TV/Radio	To increase awareness of NeONT fishing & hunting opportunities and increase the amount of online traffic to northeasternontario.com and reservations.northeasternontario.com. for last minute booking opportunities	CTV Television advertising campaign in Barrie, GTA and London region	Specific URL's will be used for all campaigns. Development of report detailing reach, impressions and recommendations for upcoming year.	Continued		\$14,000			\$14,000
	Consumer Touch	Build awareness of Northeastern Ontario Tourism fish/hunt products by interacting with consumers and driving traffic to our guide, website and Meridian Reservation System, for trip planning purposes.	Participation in 5 key markets consumer sports shows located in GTA/Northern USA-based industry travel patterns and booking for this region.  Facebook ad campaign surrounding shows  Database development through contest	A counter will be used at the Fish/hunt consumer show to count the amount of intercepts, and impressions. Specific URL's will be used for all campaigns. Development of report detailing reach, impressions and recommendations for upcoming year.  Contest entries.	Continued		\$2,500	\$3,500	\$30,000	\$36,000



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Fish/Hunt	OTMPC	To build on existing OTMPC tactics for broader market and dollar reach	The New Fly-Fishing Show's three segments filmed in Northeastern Ontario as part of the overall provincial fly-fishing campaign.	Specific URL's will be used for all campaigns. Development of report detailing reach, impressions and recommendations for upcoming year.	Continued		\$8,000	\$8,000		\$16,000
	Research & Reporting	Assess and report on kpm's for future planning and decision making	Final outcomes report including kpm's on campaign making	Assessment complete KPM's monitored Report complete	Continued	\$500	\$500	\$500	\$500	\$2,000
	Administration	15% allotted for Administrative work associated with this marketing segment.	Consult, build, implement, manage, gauge performance and report on marketing plan	Number of consultations Plan completed Plan implemented on time/on budget KPM's monitored and reported	Continued	\$9,000	\$9,000	\$9,000	\$9,180	\$36,180
	Totals					\$19,500	\$59,000	\$101,000	\$56,680	\$236,180



## 2. Nature & Adventure

### Objectives

Nature & Outdoors is the number one driver to the region. Known for its impressive scenery and landscapes, outdoor activities, wilderness activities, exploring nature and outdoor adventure, NeONT will continue to build on its successes, continuing to appeal to adventurers to “Create their own Legend” in Northeastern Ontario.

#### 1. *Consumer Touch*

Build awareness of Northeastern Ontario Tourism Nature & Outdoors products and packages by interacting with consumers and driving traffic to the guide, website and Meridian Reservation System, for trip planning purposes, ultimately increasing tourism receipts to operators offering Nature & Outdoors products within the region.

#### 2. *Print Campaign*

To intercept consumers during their trip planning process and build awareness of Nature & Outdoors activities available in Northeastern Ontario ultimately enhancing the amount of receipts at lodges, campgrounds, and guided outdoor operators across the region.

#### 3. *Media Tactics*

To increase awareness of the Nature & Outdoors campaign through traditional and emerging media, and drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region.

#### 4. *Digital Tactics*

To increase awareness of NeONT Nature & Outdoors product offerings and increase the amount of traffic to [northeasternontario.com](http://northeasternontario.com) and [reservations.northeasternontario.com](http://reservations.northeasternontario.com) for trip planning purposes.



## Target Market

The aim is to generate interest and attract visitors to Northeastern Ontario by targeting adults in densely-populated areas of Ontario – including the GTA, Golden Horseshoe and Ottawa areas.

Target markets are adults 35-65 and families with teenage children.

Geographic Area	Investment
Northern Ontario (Region 13)	30%
Ontario	60%
Rest of Canada	10%
	100%

## Media Campaign

The campaign will be maximized during the spring-summer of 2014 (May – September) and will encompass on-line, print, consumer touch, lure/fulfillment publication and an outdoor adventure map. The media campaign includes consumer touch, print, media and digital tactics in order to build awareness of the campaign and drive traffic to online assets.

The key message is that of legendary Northeastern Ontario outdoor adventures.

Media	Investment
Print & Print Media	70%
On-line/Social/SEM	4%
TV & Radio	0%
Consumer Touch	10%
FAM	0%
OTMPC	0%
Consulting/Admin	15%
Other	1%
	100%

## Performance, Tracking and Measurement

One percent (1%) of the budget will be allotted for ROI research and reporting.

Counters will be used at all Nature & Outdoors consumer shows to tally the amount of intercepts and impressions.

Specific URL's will be used for all Nature & Outdoors campaigns, including: [northeasternontario.com/gocamp](http://northeasternontario.com/gocamp), [/gooutdoors](http://northeasternontario.com/gooutdoors), [/gokayaking](http://northeasternontario.com/gokayaking), [/gocanoeing](http://northeasternontario.com/gocanoeing).

Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to guided outdoor operators will be recorded in conjunction with the campaign.



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Nature & Adventure	On-line	To increase awareness of NeONT Nature & Adventure products, and increase the amount of online traffic to northeasternontario.com and reservations.northeasternontario.com.	Facebook ads focused regional around Consumer shows promoting Nature & Outdoor contest	Development of reports detailing reach, impressions and recommendations for upcoming year.  Contest entry database collection and follow up	Continued				\$6,000	\$6,000
	Print - Magazine	To increase awareness of the Nature & Outdoor campaign through traditional and immersing media, and drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region	Print ads in Ontario Parks and On the Go Magazines in target market region	Specific URL's will be used for all Broad Outdoors campaigns  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued		\$3,000		\$10,000	\$13,000
	Collateral Consumer Touch	To increase awareness of the Nature & Outdoor campaign through printed collateral and consumer touch to drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region	Lure/fulfillment Publication (Design, Print, distribution and poly-bagging)  Consumer Touch Tactics at Ottawa and Toronto Outdoor adventure shows	A counter will be used at the Nature & Outdoor consumer show to count the amount of intercepts, and impressions.	Continued			\$57,000	\$10,000	\$67,000
	Research & Reporting	Assess and report on kpm's for future planning and decision making	Final outcomes report including kpm's on campaign	Assessment complete KPM's monitored Report complete	Continued	\$250	\$250	\$250	\$250	\$1,000
	Administration	15% allotted for Administrative work associated with this marketing segment.	Consult, build, implement, manage, gauge performance and report on marketing plan	Number of consultations Plan completed Plan implemented on time/on budget KPM's monitored and reported	Continued	\$3,770	\$3,770	\$3,770	\$3,765	\$15,075
	<b>Totals</b>					<b>\$4,020</b>	<b>\$7,020</b>	<b>\$61,020</b>	<b>\$30,015</b>	<b>\$102,075</b>



# 3. Touring |

## Objectives

Building on the OTMPC GoRide program and continuing to expand and build NeONT's ridethenorth.com touring program, there will be continued outreach into all four aspects of the motorsports program – motorcycle, snowmobile, ATVing and boating. The major focus will be on the first two components as they have the highest return on investment for the region.

The media campaign includes consumer touch, print, media and digital tactics in order to build awareness of the campaign and drive traffic to online assets.

The key message is to “Ride the North” and experience legendary Northeastern Ontario.

### 1. Consumer Touch

Build awareness of Northeastern Ontario Tourism Motorsports & Touring by interacting with consumers and driving traffic to the Motorcycle Route map, [www.ridethenorth.com](http://www.ridethenorth.com) domain and Meridian Reservation System, for trip planning purposes, ultimately increasing tourism receipts to motorsport operators within the region.

### 2. Print Campaign

To intercept consumers during their trip planning process and build awareness of motorcycle, RV, snowmobile and ATV routes available in Northeastern Ontario, ultimately enhancing the amount of receipts at motorsport operators across the region.

### 3. Media Tactics

To increase awareness of the Motorsports & Touring campaign through traditional and emerging media and drive traffic to consumer shows and website for trip planning purposes and increase tourism receipts within the region.

### 4. Digital Tactics

To increase awareness of NeONT Touring & Motorsports campaign and increase the amount of online traffic to [www.ridethenorth.com](http://www.ridethenorth.com).



### Target Market

The aim is to generate interest and attract visitors to Northeastern Ontario motorsports & touring products by targeting men and motorsports clubs in Ontario and select markets in Quebec.

Target Markets include men aged 35-65, Baby Boomers, Generation X and owners of an ATV, RV, motorcycle and/or snowmobile.

Geographic Area	Investment
Northern Ontario (Region 13)	30%
Ontario	60%
Quebec	10%
	100%



## Media Campaign

The campaign will be saturated during the winter of 2015 (January - March) in order to reach this demographic in advance of key travel seasons.

Media	Investment
Print & Print Media	48%
On-line/Social/SEM	16%
TV & Radio	0%
Consumer Touch	9%
FAM	0%
OTMPC	11%
Consulting/Admin	15%
Other	1%
	100%

## Performance, Tracking and Measurement

One percent (1%) of the budget will be allotted for ROI research and reporting.

Counters will be used at all Motorsports & Touring consumer shows to count the amount of intercepts and impressions.

Traffic to RideTheNorth.com URL will be recorded over the duration of the campaign.

Traffic to NeONT's Meridian Reservation System will be monitored, and transactions will be recorded in conjunction with the campaign.



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Touring	On-line	To increase awareness of NeONT Touring & Motorsports campaign, and increase the amount of online traffic to <a href="http://www.ridethenorth.com">www.ridethenorth.com</a> .	Website upgrading with maps, videos and links to accommodations  Banner Ads – Motorcycle Mojo; Supertrax and Snowtracs TV  Facebook Ads targeted around consumer shows	Development of reports detailing reach, impressions and recommendations for upcoming year. Specific URL's will be used for all Motorsports campaigns Traffic to NeONT's Meridian Reservation System will be monitored, and transactions will be recorded in conjunction with the campaign	Continued	\$2,000	\$10,000	\$10,000		\$22,000
	Print - Magazine	To intercept consumers during their trip planning process, and build awareness of motorcycle, RV, snowmobile and ATV routes available in Northeastern Ontario. Ultimately, enhancing the amount of receipts at motorsport operators across the region.	Print ads in Motorcycle Mojo; Supertrax and Snowgoer magazines;  Poly-bagging of map with Motorcycle Mojo  Creative Development	Specific URL's will be used for all Motorsports campaigns Traffic to NeONT's Meridian Reservation System will be monitored, and transactions will be recorded in conjunction with the campaign. Database development through contesting.	Continued	\$25,300		\$10,000		\$35,300
	OTMPC	To increase awareness of the Motorsports & Touring campaign through traditional and immerging media, and drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region	Motorcycle partnership with OTMPC GoRide program	Specific URL's will be used for all Motorsports campaigns  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions will be recorded in conjunction with the campaign.	Continued	\$16,000				\$16,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Touring	Collateral Consumer Touch	Build awareness of Northeastern Ontario Tourism Motorsports & Touring by interacting with consumers and driving traffic to the Motorcycle Route map, www.ridethenorth.com domain and Meridian Reservation System, for trip planning purposes. Ultimately, increasing tourism receipts to motorsport operators within the region.	Consumer Shows Toronto & Montreal Motorcycle; Toronto Snowmobile  Lure/fulfillment Map (Design, Print, distribution and poly-bagging)  Partnership with ATV Ontario  Partnership with Boating Ontario	A counter will be used at the Motorsports consumer show to count the amount of intercepts, and impressions.	Continued	\$10,000	\$11,500	\$16,500	\$10,000	\$48,000
	Research & Reporting	Assess and report on kpm's for future planning and decision making	Final outcomes report including kpm's on campaign	Assessment complete	Continued	\$300	\$300	\$300	\$300	\$1,200
	Administration	15% allotted for Administrative work associated with this marketing segment.	Consult, build, implement, manage, gauge performance and report on marketing plan	Number of consultations Plan completed Plan implemented on time/on budget KPM's monitored and reported	Continued	\$5,653	\$5,653	\$5,653	\$5,653	\$22,612
	Totals					\$59,253	\$27,453	\$42,453	\$15,953	\$145,112





# 4. Attractions & Festivals |

## Objectives

In most cases, attractions and festivals are not key drivers for tourism to the region but they do play an integral roll in increasing length of stay, which increases the overall tourism economic impact. Attractions and festivals provide things to do and see while in the region, encourage participation and exploration of communities, culture, people and provide a learning experience.

### 1. Consumer Touch

Build awareness of NeONT products (attractions & festivals) by interacting with consumers and driving traffic to the guide, website and Meridian Reservation System, for trip planning purposes, ultimately increasing tourism receipts to attractions and festivals within the region.

### 2. Print Campaign

To intercept consumers during their trip planning process, and build awareness of attractions and festivals available in Northeastern Ontario, ultimately enhancing the amount of receipts at attractions and festivals across the region.

### 3. Media Tactics

To increase awareness of the Attractions & Festivals campaign through traditional and immerging media, and drive traffic to consumer shows and website for trip planning purposes and increase tourism receipts within the region.

### 4. Digital Tactics

To increase awareness of NeONT Attractions & Festivals, and increase the amount of online traffic to [northeasternontario.com](http://northeasternontario.com) and [reservations.northeasternontario.com](http://reservations.northeasternontario.com).

## Target Market

Statistics indicate that NeONT's primary target market for this initiative is Ontario, both Northern Ontario regions and GTA from which we draw young families and VFR. This is a traditional reach for our region and the market is within a one-day drive time. This is a 30-65 age group; middle to upper income. By targeting Ontario based traveling families who already have a broad knowledge of the region. We are targeting low-hanging fruit, to maximize the amount of visitors to attractions and festivals.

NeONT's secondary target market is the USA Border states for families and couples. This is spin off from travelers coming to the region primarily for fishing but are looking for additional things to do with family. This is a 40 – 60 age group; middle to upper income. NeONT has minimal reach into the rest of USA and overseas for couples in this age group and at this income level.



Geographic Area	Investment
Northern Ontario (Region 13)	30%
Ontario	50%
Rest of Canada	10%
USA (Border States)	10%
	100%

### Media Campaign

Increasing awareness of the region's attractions and festivals in the early vacation planning stages will increase length of stays. Using an array of media target directed at its target markets, NeONT will build this awareness.

The development of the primary lure piece showcasing a comprehensive listing of attractions, events and festivals will provide an early look at things to do and see in the region. This lure piece will be distributed at consumer shows, information centres throughout the Province and a vast network of hotels and tourism offices throughout the north which will place the guide in the hands of the travelling families. In addition the guide will be targeted at consumers through distribution with key media outlets. Building around the guide will be a well-laid-out support of print ads, on-line/social media campaigns, consumer shows and use of electronic media. The media campaign includes consumer touch, print, media and digital tactics in order to build awareness of the campaign and drive traffic to online assets.

The key message is that of legendary Northeastern Ontario Attractions & Festivals theme. Taglines will include: Legendary festivals and attractions await you.



Media	Investment
Print & Print Media	30%
On-line/Social/SEM	9%
TV & Radio	16%
Consumer Touch	6%
FAM	5%
OTMPC	14%
Consulting/Admin	15%
Other	5%
	100%

### Performance, Tracking and Measurement

One percent (1%) of the budget will be allotted for ROI research and reporting.

A counter will be used at the Attractions & Festivals consumer show to count the amount of intercepts, and impressions.

Specific URL's will be used for all campaigns, including: [northeasternontario.com/festivals/](http://northeasternontario.com/festivals/), /attractions

Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Attractions & Festivals	Print - Newspapers	To intercept consumers during their trip planning process, and build awareness of attractions and festivals available in Northeastern Ontario. Ultimately, enhancing the amount of receipts at attractions and festivals across the region.	Half page, high frequency ad campaign with Metroland media in target markets (Barrie/ Vaughan/ Newmarket/ GTA) to create awareness . Build on nostalgia of "Legendary" theme within key markets. .	Development of reports detailing reach, impressions and recommendations for upcoming year..	Continued					\$13,000	\$13,000
	On-line	To increase awareness of NeONT Attractions & Festivals, and increase the amount of online traffic to northeasternontario.com and reservations.northeasternontario.com	Engage audiences through social media outlets to "share their legendary stories". Facebook updated daily.  Target Provincial families on Today's Parent and Chatelaine.com.	Specific URL's will be used for all campaigns, including: northeasternontario.com/festivals, / attractions  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued	\$8,250	\$8,250				\$16,500
	Magazines	To increase awareness of the Attractions & Festivals campaign through traditional and immersing media, and drive traffic to consumer shows, and website for trip planning purposes and increase tourism receipts within the region.	Print ads in Attractions Ontario - Passport; Chatelaine; USA Today; Zoomer	Specific URL's will be used for all campaigns, including: northeasternontario.com/festivals, / attractions  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued		\$20,000		\$30,000		\$50,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Attractions & Festivals	OTMPC	To build on existing OTMPC tactics for broader market and dollar reach	Weather Network Campaign with OTMPC Test Market	Specific URL's will be used for all campaigns, including: northeasternontario.com/festivals, / attractions  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued		\$20,000		\$10,000	\$30,000
	General Marketing Print Tactics	To increase brand awareness of the overall region through traditional print tactics	OTMPC Partnership Ads Direction Ontario Partnership	Specific URL's will be used for all campaigns, including: northeasternontario.com/festivals, / attractions  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued	\$33,000				\$33,000
	General Marketing FAMS	To increase general brand awareness and highlight marketing product segments through hosting media familiarization of our region and our product offerings .	Magazine and on-line story development  Coordinate FAM tours for each market segment, in partnership with OTMPC, in order to leverage the budget and avoid any duplication.	Specific URL's will be used for all campaigns, including: northeasternontario.com/festivals, / attractions  Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.	Continued	\$5,000	\$5,000	\$5,000	\$5,000	\$20,000



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Attractions & Festivals	General Marketing Photo/Video	To obtain updated imagery that reflects best bet products and experiences. Photos needed for web presence, banner ads, pull-up displays, marketing collateral Videos required for online presence to engage audience and respond to consumer demand OTMP and agency requests for new photos being received on consistent basis Photos to be developed to reflect year-round experiences across all sectors (urban, rural, outdoors, fish/hunt, meetings & conventions, etc.)	Create updated photo/video inventory to address the gaps in Northeastern Ontario photo inventory and assist with promotion of best-bet products  In partnership with OTMPC Northern Office  Build on success and lessons learned in 2011-12 photo shoots  Tie into media FAM tours where possible to leverage resources and better engage stakeholders  Reflect best-bet products and needs of the audience.	Inventory created	Continued	\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
	Collateral Consumer Touch Radio/TV	Build awareness of Northeastern Ontario Tourism products (attractions & festivals) by interacting with consumers and driving traffic to our guide, website and Meridian Reservation System, for trip planning purposes. Ultimately, increasing tourism receipts to attractions and festivals within the region.	Lure/fulfillment Publication (Design, Print, distribution and poly-bagging)  Radio Campaigns  Spring – Rogers Media Golden Horseshoe/GTA/Barrie  Summer – Moose FM Muskoka  Summer – Kiss FM Southern Ontario  TV – Marilyn Denis Show Feature  Consumer Touch – Spring Cottage Life Show	Counter will be used at the Attractions & Festivals consumer show to count the amount of intercepts, and impressions.	Continued	\$40,250		\$72,000	\$33,500	\$145,750

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Attractions & Festivals	Research & Reporting	Assess and report on kpm's for future planning and decision making	Final outcomes report including kpm's on campaign	Assessment complete KPM's monitored Report complete	Continued	\$875	\$875	\$875	\$875	\$3,500
	Admin	15% allotted for Administrative work associated with this marketing segment.	Consult, build, implement, manage, gauge performance and report on marketing plan	Number of consultations Plan completed Plan implemented on time/on budget KPM's monitored and reported	Continued	\$14,700	\$14,700	\$14,700	\$14,693	\$58,793
	<b>TOTALS</b>					<b>\$107,075</b>	<b>\$73,825</b>	<b>\$97,575</b>	<b>\$112,068</b>	<b>\$390,543</b>

## 5. Meetings, Conventions & Sports Tourism

### Objectives

The objective will be to facilitate the conversation between the three key cities and smaller communities to expose product offering and develop working relationships with planners to attract meetings, conventions and sports tourism to the region.

This is viewed as an excellent opportunity to increase bedroom night tourism receipts and increase spin off tourism through return visitation.

NeONT will track this through the continued development of its on-line reservation system and the introduction of packaging opportunities with Meridian.

### Target Market

Meeting and tour planners and sporting events organizers from throughout Canada and the Northeastern US Border states are the key target markets for this initiative, keeping in mind the maximum capacity of larger events is 5,000 for the region's larger cities. This initiative will also focus on building on smaller retreat and getaway opportunities for smaller communities and lodge operators.

Geographic Area	Investment
Ontario	40%
Rest of Canada	40%
USA (Border States)	20%
	100%

### Media Campaign

The meeting, events and sports tourism lure piece created in 2013-14 will be distributed once again as the primary lure piece for this campaign. This piece will focus on driving traffic to the website where planning tools will be available to assist in facilitating the development of an event.

A combination of web and print advertising will focus on increasing awareness of the region's product offering to targeted traveler planners.



Media	Investment
Print & Print Media	25%
On-line/Social/SEM	11%
TV & Radio	0%
Consumer Touch	24%
FAM	0%
OTMPC	0%
Consulting/Admin	15%
Other	25%
	100%

### Performance, Tracking and Measurement

One percent (1%) of the budget will be allotted for ROI research and reporting.

A marketplace report will record the amount of intercepts, interviews and impressions. A follow-up survey with attendees to determine if they came, are coming or plan to come to the region will take place.

Specific URL's will be used for all campaigns, including: [northeasternontario.com/meetings/events](http://northeasternontario.com/meetings/events).

Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to meetings and events will be recorded in conjunction with the campaign.



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Meetings, Conventions & Sports Tourism	Print	To increase meetings, conventions & sports tourism product offering	<p>Develop an informational brochure that is reflective of the region's industry assets. Develop collateral materials that can be distributed when events are hosted to capitalize on current business travelers to help boost return visits.</p> <p>Design, print and distribution of a group travel and travel planners brochure</p> <p>Design, print and distribution of a Travel Media brochure</p>	Development of reports detailing reach, impressions and recommendations for upcoming year. Specific URL's will be used for all campaigns.	Continued	\$10,000	\$10,000	\$12,500		\$32,500
	On-line	To increase meetings, conventions & sports tourism product offering.	Enhancement of www.northeasternontario.com to include searchable, region-based inventories of sports facilities, meetings venues and accommodations.	<p>Specific URL's will be used for all campaign.</p> <p>Traffic to NeONT's Meridian Reservation System will be monitored, and transactions to attractions and festivals will be recorded in conjunction with the campaign.</p>	Continued	\$15,000				\$15,300
	Consumer Touch	To increase meetings, conventions & sports tourism product offering and develop relationships with planners to attract events to our region	Attend marketplaces in key markets for the purpose providing convention and sports tournament planning information as well as developing a database of ongoing events an opportunities that are a potential fit for the region. The Canadian Sport Tourism Alliance's Annual Congress, Hosted Buyer Show, Rendezvous Canada, Canada Media Marketplace, American Bus Association, etc.	Appointment schedule will be kept at the marketplaces attended to tally and track the amount of intercepts, and impressions	Continued	\$8,000	\$8,000	\$8,000	\$7,300	\$31,300



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Meetings, Conventions & Sports Tourism	Meridian	To give the urban and rural areas of Northeastern Ontario an opportunity to feature their products/packages through one-stop shopping. Convenient one-stop shopping for consumers to plan their vacations to Northeastern Ontario Clear call-to-action cuts across all verticals/sectors (e.g. Broad Outdoors, Fish/Hunt, etc.) Provides real-time tracking of results and will assist with more targeted marketing tactics Provides platform for product development and stakeholder engagement – can be installed as a “widget” on individual partner sites, thereby increasing capacity of small businesses to take online reservations with no overhead on their part	Continue to build and implement the Northeastern Ontario Meridian booking engine.  Line up market-ready product for second round partners to come onboard  Packages become main call to action - Book Now – working to convert to sales	Packages developed and sold.	Continued	\$4,000	\$4,000		\$25,000	\$33,000
	Research & Reporting	Assess and report on kpm's for future planning and decision making.	Final outcomes report including kpm's on campaign	Assessment complete KPM's monitored Report complete	Continued	\$300	\$300	\$300	\$300	\$1,200
	Administration	15% allotted for Administrative work associated with this marketing segment.	Consult, build, implement, manage, gauge performance and report on marketing plan.	Number of consultations Plan completed Plan implemented on time/on budget KPM's monitored and reported	Continued	\$4,500	\$4,500	\$4,500	\$4,590	\$18,090
	Totals					\$41,800	\$26,800	\$25,300	\$37,190	\$131,090

Contact Information:

**Northeastern Ontario Tourism**

401-2009 Long Lake Road

Sudbury, Ontario P3E 6C3

Tel: 705-522-0104 | Toll Free: 800-465-6655

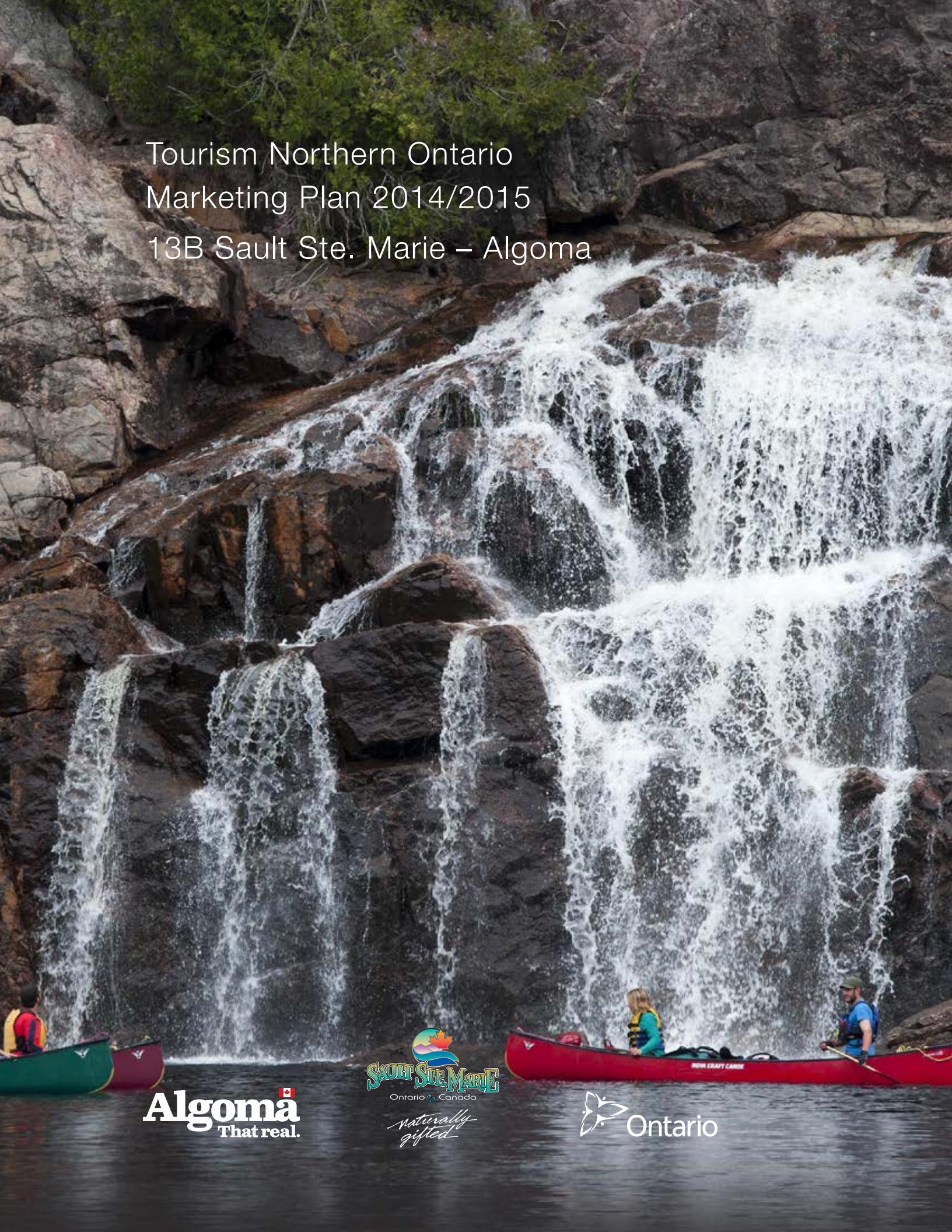
[info@northeasternontariotourism.com](mailto:info@northeasternontariotourism.com)

[www.northeasternontariotourism.com](http://www.northeasternontariotourism.com)

Donna MacLeod, Executive Director



Tourism Northern Ontario  
Marketing Plan 2014/2015  
13B Sault Ste. Marie – Algoma



**Algoma**   
That real.

  
**SAULT STE. MARIE**  
Ontario • Canada  
*naturally  
gifted*

 Ontario





# Overall Campaign Focus |

The campaigns in 13B will place this region in the minds of consumers as an appealing destination that offers multiple opportunities for their travel. Marketing will be focused in our best bet markets positioning Algoma and Sault Ste Marie as home to a wide variety of opportunities in both an urban and outdoor setting.

The strengths of the region include:

- Unique touring opportunities;
- A wealth of hunting and fishing options;
- Outstanding scenery and outdoor experiences; and
- Rich Heritage and Culture of the region
- Iconic attractions
- User-friendly online booking capabilities.

To align with the Northern Ontario Marketing Strategy, marketing efforts will focus in the following areas:

- Fishing and Hunting
- Nature and Outdoors
- Touring (consumer and travel trade, car, motorcycle, boat and snowmobile opportunities)
- Attractions
- Meetings, conventions and sports

13B will continue to partner with OTMPC where the market fit is strong and will also continue to reach out to establish, build and nurture mutually-beneficial relationships with a variety of partners.

## Messaging

Messaging will be focused on the region's key strengths as detailed above either in alignment with the Algoma "That Real" brand or the "Breathtaking-and That's Just the Beginning" positioning statement. In all cases there will be a call to action whether to drive visitors to a website offering packaged getaways or sites providing more information on the experiences that are being promoted. For the motor coach market, messaging will focus on Sault Ste. Marie as a hub for a variety of unique experiences.



## Performance, Tracking and Measurement

All campaigns will be monitored closely, enabling 13B to compare results from the current campaign with the previous year. Methods of monitoring results will include:

- Increase in number of visitors to web sites
- Increase in number of click throughs to operators
- Increase in user time on sites
- Increase in the number of partners in the programs
- Amount of funds leveraged including in-kind
- Number of packages developed and sold online
- Number of media fans undertaken including media value
- Number of tour operator and motor coach contacts made
- Visitation levels to partners and increase in U.S. border crossings

## Stakeholder Engagement

In developing an annual business and marketing plan, Tourism Sault Ste. Marie takes a two- step approach in working with private sector and municipal partners. First they are fully engaged in the development of a 5-year Strategic Plan, which clearly outlines the direction TSSM will be taking and prioritizing the key market segments that will be the focus of the coming years. Further to that, on an annual basis the TSSM staff presents an outline of the business and marketing plan, detailing the tactics and the partnership opportunities. For each “media campaign” a Blocking Chart and Creative Overview is provided. By enabling industry input, it insures that all TSSM partners support the focus and direction of the annual initiatives. A quarterly TSSM Management Committee meeting provides the partners with regular updates and detailed results of the various ad campaigns.

Stakeholder engagement in the Algoma region began with the development of a Five Year Business and Marketing Strategy where stakeholders were surveyed broadly across the entire region. This plan is the vehicle that aids in the decision making and planning processes for marketing and will continue to do so for the next four years. Algoma engages partners through monthly newsletters to members and quarterly newsletters to the industry at large, community meetings, Algoma’s Annual General meeting and through adhoc monthly marketing committees per segment. Results are shared broadly through newsletters and copies of the annual report that is made available following its approval at Algoma’s Annual General Meeting. Algoma is built on stakeholder engagement and speaking to the industry is integral to Algoma’s success.





## Alignment

In 13B, a total of \$405,000 from the core DMO budgets augment the TNO funds provided along with \$150,000 in leveraged partnership dollars.

The campaigns align with the DMO marketing plans in that the same geographic market are targeted and cross promotions take place. In addition:

- The travel trade component is consistent with the DMO priority of linking to the region for outdoor experiences and positioning Sault Ste. Marie as the gateway
- The MC&ST component complements tactics in the DMO marketing plan to bid on sporting events and city-wide conventions
- The Algoma Strategic Plan aligns with the Northern Ontario Tourism Marketing Strategy through the targeting of the fish/hunt, touring and soft outdoor adventure segments.



# 1. Fishing and Hunting |

## Overview:

Algoma for 2014-2015 will undertake a consumer marketing campaign and utilize Algoma's flag ship website located at [www.algomacountry.com](http://www.algomacountry.com) as the information portal for consumers. Algoma's overall brand, "Algoma That Real", will be utilized to describe the "true Northern Ontario" fishing and hunting experiences located in this region. The campaign will focus primarily on Algoma's best bet markets where the uniqueness of the area and its fishing product will be promoted.

## Objectives:

- Continue to promote Algoma as a world-class destination for fishing and hunting
- Continue to promote how Algoma's product is different than in other jurisdictions because of the diversity of travel to get to the lodges, train in, fly-in, and drive-in

**Campaign one:** Train in Fishing, (Wilderness by Rail) will utilize predominately online marketing that will drive to the unique URL [www.wildernessbyrail.ca](http://www.wildernessbyrail.ca). This campaign has been in market for three years and Algoma will continue to build on this campaign. Supported in partnership with the Algoma Central Railway, the campaign will be trackable through the unique URL and also based on the number of passengers utilizing the train to go to the lodges located along the line. This tracking, albeit available after the season is over, October 2016, will provide a true picture of Algoma's success in this program.

**Campaign two:** Fly-in Fishing, will once again feature predominately online promotion based on the success of internet traffic tracking for year one and year two of this program. Algoma will utilize [www.algomaflyinfishing.com](http://www.algomaflyinfishing.com) and the tagline of "That Remote" to reach consumers with a message that this iconic experience is the answer to their wishes to have a truly secluded fishing retreat.

**Campaign three:** Fly Fishing, will focus on this unique non-traditional Algoma consumer and build on the partnership developed with Tourism Sault Ste Marie, Ontario Tourism Marketing Partnership, and the New Fly Fisher Show in the 2013-2014 marketing season. Algoma will continue to develop the provincial Recreational Fly Fishing Records, and also target this market with Algoma's partners in the best bet markets for this very niche consumer. Fly fishers traditionally do not look to Northern Ontario as a prime destination to fish, but rather to Labrador and Newfoundland in Canada. In Algoma however, through the past six years, work has been undertaken with operators to diversify to answer the needs of this consumer. Algoma now has lodges that, through equipment purchases, training and small marketing efforts, are now poised to move ahead with packaging, group travel and attendance at a very niche sports show. This year, Algoma will once again utilize the url [www.algomaflyfishing.com](http://www.algomaflyfishing.com) and track closely the visitors to this URL.

### Messaging:

Algoma's campaign messaging will align with Algoma's new brand, "That real". For fishing Algoma will use such taglines as "That big", "That remote" and "That close" in an effort to entice consumers to this region. Wilderness by Rail will continue with the developed tagline of "Get on Track to Adventure".

Print and online will be more tactical in approach based on product offerings for industry partners. Creative developed for 2013-2014 will be updated as required and will continue to be aligned with Algoma's print campaign. The landing page on Algoma's site will also align with the above tactics.

Algoma will once again work with regional partners in an effort to run a contest that will be available on both the full site and the wilderness by rail landing page. This contest will be utilized through consumer touch and be a draw for consumers to visit either the landing page or website and all names collected will be asked to enter Algoma's consumer data base.

<b>Geographic Area</b>	<b>Investment</b>
<b>Northern Ontario (Region 13)</b>	<b>10%</b>
<b>Ontario</b>	<b>30%</b>
<b>Rest of Canada</b>	<b>0%</b>
<b>USA (Border States)</b>	<b>60%</b>
<b>Rest of USA</b>	<b>0%</b>
<b>Overseas</b>	<b>0%</b>
	<b>100%</b>

Demographic Information	
<b>Primary Core</b>	50 plus males with a mid- to higher-than-average income for a lodge experience (OTMPC Research). At least half have a post-secondary degree or diploma. They can be retired or still working. They are looking for escape and adventure in a controlled environment. They are located in the U.S. near border states, predominately Michigan and Ohio. Ontario 905 area code is an opportunity for growth. Fly fishing is an opportunity for growth.
<b>To be maintained</b>	Although the consumer segmentation research does not recognize the “buddy getaway” segment, Algoma’s target consumer is aligned with a combination of the sports lover and nature lover. The sports lover is a participator and more likely to participate than watch, the nature lover is attracted to nature and the outdoors, although the nature lover is predominately non avid, Algoma’s consumer is a combination of the two.
<b>Growth and opportunity market</b>	The nature lover as a participant is attracted to outdoor experiences aligned to lake offerings. Camping and associated activities, e.g., hiking, canoeing, fishing are key interests for this group. Activities align with the recreational aspects of the outdoors and not necessarily the extreme aspects of the outdoors, e.g., avid angling or hunting. We feel the nature lover could participate as an avid in fly fishing. An avid fly fisher is all about catch and release; they do not wish to leave a foot print and prefer to protect natural resources.



Media	Investment
Print & Print Media	10%
On-line/Social/SEM	40%
Television & Radio	10%
Consumer Touch (Trade & Travel Shows)	15%
FAMs	5%
OTMPC	5%
Consulting, Admin & Incidental	15%
Other (specify)	0%
	100%

### Target Markets:

#### Michigan and Ohio

Cities: Grand Rapids, Lansing, Ann Arbor, Detroit Suburbs (Ohio secondary market)

#### South Western Ontario, Golden Horseshoe, GTA

Cities: London, Kitchener/Waterloo, Guelph, Barrie, Hamilton, and the GTA

### Intra-Regional

Northern Ontario (Region 13 predominately 13A & B)

### Performance Measures

- Number of contacts/change in data base
- Number of partners/packages available on reservation system
- Number of visits and duration of visit to website
- Number of media leads identified, fams hosted, stories produced and media value
- Value of funds leveraged and in-kind contributions
- Regional visitor statistics

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Fishing & Hunting	Consultant Services	Utilize the power of media buyer in an effort to get the best prices on all media buys for the program	Agency procured and retained Develop media plan	Agency retained Media plan developed, confirmed, implemented Savings on media buy compared to shelf price	Continued			\$10,000		\$10,000
	Internet Web Social Media	To increase visitation to algomacountry.com and click throughs to private sector businesses	Internet marketing Enhancement of web portals Use social media channels to extend reach and presence	Visitors and duration of visits to websites Click throughs to operators Number of subscriptions to social media channels	Continued	\$5,000	\$15,000	\$60,000	\$10,000	\$90,000
	Print TV Media Fams	Increase awareness of the fishing/hunting product in 13B and increase visitation to the Algoma website by utilizing a distinctive URL which will allow for tracking. Demographics of target markets will match reader of magazines. Multiple ad buys will increase awareness of Algoma brand.	Develop creative Develop unique URL's Purchase media advertising per media plan Identify and host media fams	Visitors and duration of visits to websites Click throughs to operators Number of media fams undertaken, stories produced and media value Value of funds leveraged including in-kind	Continued			\$40,000		\$40,000
	Consumer Touch/Media	To allow face to face interactions with consumers interested in 13B fish/hunt products in best bet markets and in partnership with OTMPC.	Attend targeted trade shows in best bet markets. Utilize media partnerships to increase our presence through possible partnerships	Number of interactions Number of publications distributed Number of shows attended Number of contacts made for data base	Continued	\$10,000	\$10,000	\$5,000	\$250	\$25,000



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Fishing & Hunting	Reservation System	Functioning on-line reservation system for fish/hunt properties in 13B that connects consumers to saleable packages in partnership with Tourism Sault Ste. Marie	Continue to build and enhance reservation system Population of packages Assume fees so is a free channel of distribution for operators Industry communication and outreach	Number of partners engaged Number of packages available on-line	Continued			\$7,500		\$7,500
	Campaign management & engagement	Finance, engagement and implementation	Build, manage, implement and report on the campaign Engage and communicate with stakeholders in plan development and reporting on outcomes	Plan implemented on time and on budget Results measured and reported Number of operators engaged	Continued		\$10,000	\$12,000	\$8,000	\$30,000
	Totals					\$5,000	\$35,000	\$139,500	\$23,000	\$202,500



## 2. Nature and Adventure

### Overview

Algoma for 2014-2015 will undertake a consumer marketing campaign and utilize Algoma's flag ship website located at [www.algomacountry.com](http://www.algomacountry.com) as the information portal for consumers. Algoma's overall brand, "Algoma That Real", will be utilized to describe the "true Northern Ontario" outdoor experiences located in this region. The campaign will focus primarily on Algoma's best bet markets where the uniqueness of the area and its fishing product will be promoted.

### Objectives:

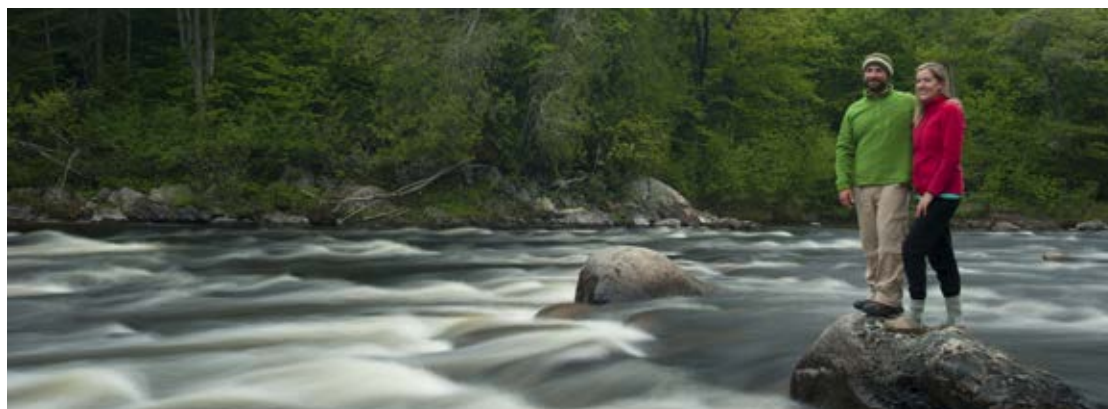
- Continue to promote Algoma as a world class destination for outdoor activities
- Continue to promote how Algoma's product is different due to its geographical locations and proximity to Lake Superior

Once again Algoma will invest predominately online. Building on the success of internet traffic tracking for year one and year two of this program, Algoma will utilize [www.algotourism.com](http://www.algotourism.com). Its outdoor campaign will utilize breathtaking photography of the region's beautiful geography particularly those photos that offer views of the landscape. This multi-faceted segment will include photos of canoeing in water that is "That calm", landscapes that are "That breathtaking" and wildlife that is "That wild".

Algoma's campaign will feature multiple products that include hiking, kayaking, canoeing, and silent winter sports such as snowshoeing and cross country skiing. Algoma's photography will be the primary catch for capturing the interest of this consumer.

### Messaging:

Algoma's campaign messaging will align with Algoma's new brand, "That real". For outdoor such taglines as That calm, That scenic, That breathtaking, will be used in an effort to entice consumers to this region. Print and online will be more tactical in approach based on product offerings for industry partners. Creative developed for 2013-2014 will be updated as required and will continue to be aligned with Algoma's print campaign. The landing page on Algoma's site will also align with the above tactics.



Geographic Area	Investment
Northern Ontario (Region 13)	10%
Ontario	30%
Rest of Canada	0%
USA (Border States)	60%
Rest of USA	0%
Overseas	0%
	100%

Demographic Information	
<b>Primary Core</b>	The primary core market for this consumer is the over 50 nature lover. This consumer may travel with friends but is more apt to travel as a couple. The nature lover is predominately non-avid, and this aligns with the nature lover seeking fixed roof accommodations. So this consumer is attracted to nature and outdoors but looking for a more controlled experience.
<b>To be maintained</b>	Although the consumer segmentation research does not recognize the “buddy getaway” segment, Algoma’s target consumer is aligned with a combination of the sports lover and nature lover. The sports lover is a participator and more likely to participate than watch, the nature lover is attracted to nature and the outdoors, we skew Algoma’s market as a combination of the two as we have product that would be attractive to both the non-avid and avid.
<b>Growth and opportunity market</b>	The nature lover as a participant is attracted to outdoor experiences aligned to lake offerings. Camping and associated activities, e.g., hiking, canoeing, fishing are key interests for this group, the growth opportunity is in the domestic market, however we must ensure we message Algoma’s offering as the only way to experience this is in Algoma.

Media	Investment
Print & Print Media	20%
On-line/Social/SEM	45%
Television & Radio	0%
Consumer Touch (Trade & Travel Shows)	5%
FAMs	10%
OTMPC	5%
Consulting, Admin & Incidental	15%
Other (specify)	0%
	100%

### Target Markets:

#### Michigan, Ohio and Wisconsin

Cities: Grand Rapids, Lansing, Ann Arbor, Detroit Suburbs (Ohio and Wisconsin secondary markets)

#### South Western Ontario, Golden Horseshoe, GTA

Cities: London, Kitchener/Waterloo, Guelph, Barrie, Hamilton, and the GTA

### Intra-Regional

Northern Ontario (Region 13)

### Performance Measures

- Number of contacts/change in data base
- Number of partners/packages available on reservation system
- Number of visits and duration of visit to website
- Number of media leads identified, fams hosted, stories produced and media value
- Value of funds leveraged and in-kind contributions
- Regional visitor statistics

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Nature and Adventure	Consultant Services	Utilize the power of media buyer in an effort to get the best prices on all media buys for the program	Agency procured and retained Develop media plan	Agency retained Media plan developed, confirmed, implemented Savings on media buy compared to shelf price	Continued					
	Internet Web Social Media	To increase visitation to algomacountry.com and click throughs to private sector businesses	Internet marketing Enhancement of web portals Use social media channels to extend reach and presence	Visitors and duration of visits to websites Click throughs to operators Number of subscriptions to social media channels	Continued			\$20,000	\$3,000	\$23,000
	Print Media Fams	Increase awareness of the fishing/hunting product in 13B and increase visitation to the Algoma website by utilizing a distinctive URL which will allow for tracking. Demographics of target markets will match reader of magazines. Multiple ad buys will increase awareness of Algoma brand.	Develop creative Develop unique URL's Purchase media advertising per media plan Identify and host media fams	Visitors and duration of visits to websites Click throughs to operators Number of media fams undertaken, stories produced and media value Value of funds leveraged including in-kind	Continued			\$10,000		\$10,000
	Collateral	Produce a high quality Outdoors map to highlight outdoor opportunities	Reprint of the Outdoor map from 2011-12 with the possible inclusion of 13A	Number of maps produced Number of maps distributed	Continued			\$2,000		\$2,000
	Consumer Touch	To allow face to face interactions with consumers interested in 13B nature & adventure products in best bet markets and in partnership with OTMPC.	Attend one targeted trade show in partnership with the Outdoors program of OTMPC	Number of interactions Number of publications distributed Number of contacts made for data base	Continued			\$5,000	\$5,000	\$10,000



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Nature and Adventure	Reservation System	Functioning on-line reservation system for nature & adventure properties in 13B that connects consumers to saleable packages in partnership with Tourism Sault Ste. Marie	Continue to build and enhance reservation system Population of packages Assume fees so is a free channel of distribution for operators Industry communication and outreach	Number of partners engaged Number of packages available on-line	Continued			\$12,500		
	Campaign management & engagement	Finance, engagement and implementation	Build, manage, implement and report on the campaign Engage and communicate with stakeholders in plan development and reporting on outcomes	Plan implemented on time and on budget Results measured and reported Number of operators engaged	Continued			\$10,000		
Totals								\$59,500	\$8,000	\$67,500





# 3. Touring |

## Overview:

Algoma will undertake a consumer marketing campaign in an effort to grow the touring product in this region. The campaign will focus on priority markets of the GTA and Michigan and highlight touring experiences that are offered throughout the region. A combination of awareness building and promotional messaging will be undertaken. There are three distinctive experiences that will be promoted through the touring segment.

## Objectives:

- Continue to promote Algoma as a world class destination for outdoor activities
- Continue to promote how Algoma's product is different due to its geographical locations and proximity to Lake Superior
- Promote motorcycle touring, driving tours, and sledding products & experiences

## Overall Program:

**Campaign one:** The motorcycle campaign will see the continuation of Algoma's successful partnership with the promotion of the "bucket list" ride: Ride Lake Superior. The campaign will ensure the URL RideLakeSuperior.com is easily found online. A potential Google ad word campaign will generate visits to [www.ridelakesuperior.com](http://www.ridelakesuperior.com) website, where experiences will be presented with one click to connect to an accommodation partner. The Ride Lake Superior site offers information on all ancillary routes that are located in Algoma and Northwest Ontario. All routes on the RLS list vetted businesses that align with the criteria for motorcycle-readiness as per the criteria completed through the 13B and C Priority Projects. A map has been developed which is a testament to the anecdotal thinking that these consumers still rely on printed map material.

Driving tours and events will be an important component of this program to try to extend stays and entice future travel. Many of the events in this region are small local events. A map has been developed as traditional touring motorcycle riders still utilize print maps for trip planning and riding.

**Campaign two:** Algoma will continue with its new sledding messages of "That cool" in an effort to better position this area as a sledding mecca. Algoma will go into market with a small campaign to ensure this message is heard by its demographic in target markets. A small Google ad word campaign and web ad campaign will round out the winter program. Algoma will once again work with the Algoma Central Railway to ensure the unique sledding experience of Track to Trails is messaged to consumers. This experience allows the consumer to consider an experience only available in Algoma.

## Messaging:

Algoma will continue with our new sledding messages of "That cool" in an effort to better position this area as a sledding mecca and also "Get on track to our trails" for the unique offering of utilizing the CN Rail passenger service to travel in to the most northern reaches of Algoma.

**Target Markets:**

Predominately Michigan

Cities: Grand Rapids, Lansing, Ann Arbor, Detroit Suburbs (Ohio secondary markets)

<b>Geographic Area</b>	<b>Investment</b>
<b>Northern Ontario (Region 13)</b>	<b>0%</b>
<b>Ontario</b>	<b>40%</b>
<b>Rest of Canada</b>	<b>0%</b>
<b>USA (Border States)</b>	<b>60%</b>
<b>Rest of USA</b>	<b>0%</b>
<b>Overseas</b>	<b>0%</b>
	<b>100%</b>



## Demographic Information

### Primary Core

35 plus males with a mid-to higher than average income (OTMPC Research). At least half have a post-secondary degree or diploma. They can be retired or still working. They are looking for escape and adventure in a controlled environment. They are located in the U.S. near border states, predominately Michigan. Algoma's domestic consumer, particularly for motorcycle is located in the GTA AND Golden Horseshoe.

### To be maintained

Although the consumer segmentation research does not recognize the "buddy getaway" segment, Algoma's target consumer is aligned with a combination of the sports lover and nature lover. The sports lover is a participator and more likely to participate than watch, the nature lover is attracted to nature and the outdoors, although the nature lover is predominately non avid, Algoma's consumer is a combination of the two. With the remoteness of Algoma's trails, Algoma's consumer must enjoy nature and the remote experience on a sled or motorcycle. For touring we get a mix of buddy getaway and couples traveling to this area to sled or motorcycle. Larger groups are certainly predominating.

### Growth and opportunity market

In looking at the GTA, and specifically motorcycle touring, our region which is traditionally looked at as too far and somewhat remote for other experiences, there is a real taste for the epic journey around Lake Superior as a bucket list ride. This opportunity of product consumer match in this hard to reach market is evident for motorcycling.



## Investment

Media	Investment
Print & Print Media	20%
On-line/Social/SEM	40%
Television & Radio	10%
Consumer Touch (Trade & Travel Shows)	5%
FAMs	10%
OTMPC	0%
Consulting, Admin & Incidental	15%
Other (specify)	0%
	100%

## Performance Measures

- Number of contacts/change in data base
- Number of partners/packages available on reservation system
- Number of visits and duration of visit to website
- Number of click throughs to operator sites
- Number of media leads identified, FAMs hosted, stories produced and media value
- Value of funds leveraged and in-kind contributions
- Regional visitor statistics

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Touring	Internet Web Social Media	To increase visitation to algomacountry.com and click throughs to private sector businesses	Internet marketing Enhancement of web portals Use social media channels to extend reach and presence	Visitors and duration of visits to websites Click throughs to operators Number of subscriptions to social media channels	Continued		\$7,000	\$20,000		\$27,000
	Print Media Fams	Increase awareness through print media of the touring product in 13B to increase visitation to the Algoma and Ride Lake Superior websites by utilizing a distinctive URL which will allow for tracking. Demographics of target markets will match reader of magazines. Multiple ad buys will increase awareness of Algoma brand.	Develop creative Develop unique URL's Purchase media advertising per media plan Identify and host media fams	Visitors and duration of visits to websites Click throughs to operators Number of media fams undertaken, stories produced and media value Value of funds leveraged including in-kind	Continued			\$10,000	\$5,000	\$15,000
	Collateral	Produce a high quality motorcycle touring map that meets consumer needs to highlight motorcycle opportunities in 13B	Reprint of the motorcycle map from 2011-12 with the possible inclusion of 13A	Number of maps produced Number of maps distributed	Continued			\$2,000		\$2,000
	Consumer Touch	To allow face to face interactions with consumers interested in 13B touring products in best bet markets and in partnership with OTMPC.	Attend two to three targeted trade shows	Number of interactions Number of publications distributed Number of shows attended Number of contacts to for data base	Continued		\$10,000	\$5,000	\$5,000	\$20,000
	Reservation System	Functioning on-line reservation system for touring products in 13B that connects consumers to saleable packages in partnership with Tourism Sault Ste. Marie	Continue to build and enhance reservation system Population of packages Assume fees so is a free channel of distribution for operators Industry communication and outreach	Number of partners engaged Number of packages available on-line Number and value of packages sold	Continued		\$5,000			\$5,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Touring	Deer Trail Route Promotion	Increase awareness and visitation along the Deer Trail touring route	Distribute maps Place a billboard at each entrance to the tour	Number of maps distributed Billboards erected	Continued			\$5,000		\$5,000
	Winter - Snowmobile	Increase awareness through purchased media of the winter snowmobiling product in 13B to increase visitation to the Algoma website by utilizing a distinctive URL which will allow for tracking  To allow face to face interactions with consumers interested in 13B snowmobiling products in best bet markets.	Media advertising in best bet markets Attend one trade show in a best market as an Ontario block	Visitors and duration of visits to websites Click throughs to operators Number of interactions at trade shows Number of publications distributed at trade shows Number of contacts to for data base	Continued		\$5,000	\$5,000		\$10,000
	Campaign management & engagement	Finance, engagement and implementation	Build, manage, implement and report on the campaign Engage and communicate with stakeholders in plan development and reporting on outcomes	Plan implemented on time and on budget Results measured and reported Number of operators engaged	Continued		\$4,000	\$8,000	\$4,000	\$16,000
	Totals						\$31,000	\$55,000	\$14,000	\$100,000



# 4. Attractions

## General Description:

Tourism Sault Ste. Marie will undertake a consumer and travel trade marketing campaign to feature attractions in the Sault Ste. Marie and Algoma Region (13B). The campaign will focus on priority markets of Ontario and the U.S. as well as working with tour operators and group tour leaders to feature Northern products in North America and overseas.

Specifically the campaign, on the consumer level will drive to a web portal featuring an online reservation system that will offer 2 and 3 night vacation packages featuring attractions and accommodations, specifically highlighting the lead attraction – The Agawa Canyon Tour Train, but also bundling secondary attractions and events.

The travel trade component will help establish relationships with key tour operators and motor coach companies and will build on the success of last year's initiative.

## Overall Program:

The campaign will strengthen the Sault Ste. Marie/Algoma brand and position the city and region as a destination, offering a variety of attraction opportunities. It will also complement the “Touring” Program that is being developed by Algoma Country Travel Association.

The overall media campaign will generate traffic to the web portal, where attractions and vacation packages will be highlighted. Consumers will be able to purchase these packages directly online with the newly established online reservation system.



### Objectives:

- Establish Sault Ste. Marie and Algoma as a year-round vacation destination offering a wide variety of attractions and easily purchased vacation packages.
- Create awareness among consumers of the product offerings in Sault Ste. Marie and Algoma through increased visitation to web portal.
- Establish easily purchased vacation packages featuring attractions and accommodations.
- Sell a minimum of 5,000 2 or 3 night attractions/accommodation packages, through direct booking as well as online reservations.
- Include Sault Ste. Marie and Algoma attractions in key Tour Operator and Motor Coach Company itineraries for 2015-2016.
- Build on the relationships developed with tour operators to facilitate featuring Sault Ste. Marie and Algoma attractions in their itineraries for 2015-2016.

### Website Functionality and Presentation:

Two upgraded websites will be critical for this initiative. One will feature specifically the newly upgraded Agawa Canyon Tour Train and 2 – 3 night vacation packages available.

The second will link through Tourism Sault Ste. Marie and feature attractions in both Sault Ste. Marie and the Algoma region. Links will be made from this site to the site developed by Algoma Country for the “Touring” project.

The common element for both sites will be the online reservation system that has the actual booking engine embedded on the homepage of each.

The site is built with Search Engine Optimization undertaken by TSSM’s agency of record – Lucidia. Google Analytics will monitor the activity on the sites and provide detailed reports.



### **Media Campaign:**

The media campaign will combine traditional print, digital/online, social media and direct mail to reach consumers looking to plan and book vacation opportunities online. TSSM will concentrate on media that is flexible and in key markets so as to be able to update messaging when required.

Video and photography will be critical for the websites and new footage and images that were shot in partnership with OTMPC will be utilized to maximize consumer interest.

A number of marketplaces will augment the media campaign in key markets, and provide a distribution channel for collateral materials highlighting the attractions and vacation packages.

Specifically key travel magazines will feature full colour ads, highlighting attractions in Sault Ste. Marie and Algoma, with a strong call to action to the web portals. Discount couponing will be utilized in targeted media outlets where appropriate.

Online ads made available through OTMPC and CTC will be considered to establish a broader audience reach. However traditional geographic markets in Ontario and the U.S. will be made a priority.

Where appropriate TSSM will explore partnership opportunities with other organizations such as RTOs, OTMPC, CTC and Attractions Ontario to align and optimize marketing efforts.

### **Messaging:**

The marketing campaign for consumers will focus on packaged getaways providing 2-3 night attraction/accommodations offerings and including a number of secondary attractions, providing a “value-added” component to the package.

Messaging will focus on a key attraction and state “Breathtaking – and That’s Just The Beginning”. Ads will then cross reference other attractions to develop an itinerary for multiple day vacation packages.

Creative will make use of iconic attractions, such as the upgraded Agawa Canyon Tour Train and Canadian Bushplane Heritage Centre.

Call to actions will drive consumers to the web portals, where they can not only access additional information but actually book the packages online.

From a motor coach and tour operator perspective, the messaging will focus on the ability to use Sault Ste. Marie as a “hub” for 3-5 day itineraries, featuring attractions throughout Sault Ste. Marie and the Algoma Region.



## Target Markets:

Consumer target markets will build on existing visitation and recent travel trends, and focus on key markets in Ontario, the U.S. and Quebec.

TSSM will continue to make use of the Environics PRIZM segmentations to assist in directing marketing tactics to the appropriate audiences (see attached Media Schedule).

While visitation from the U.S. has steadily declined over the past 10 years, there still remains specific markets that have shown a consistent interest in traveling to Sault Ste. Marie and area; and over the course of the past year, there has been a marked increase in U.S. visitation. Key markets include: in Michigan: Grand Rapids, Lansing, Traverse City/Petoskey and Detroit; and in Wisconsin: Milwaukee, Green Bay, and Madison, as well as tactical media usage in Ohio, Illinois and Indiana.

In Ontario the focus will be on the following specific markets: GTA, Barrie, London, Hamilton, Kitchener, Guelph, Ottawa, and Kingston.

Penetration in Quebec will be based on partnerships with Direction Ontario for the consumer segments and Groupe Voyages for the travel trade component.

## Performance Tracking and Measurement:

The campaign will be monitored closely, and the tracking of success will compare activity from the previous year and include, but not be limited to the following:

- Number of partners involved in the program
- Amount of funds leveraged for the program
- Number of media, tour operator and motor coach company contacts made
- Number of FAM tours generated
- Google Analytics to identify all online activity driving traffic to the web portals:
  - number of unique visits
  - length of time on site
  - click throughs to private sector partners
  - demographic identification of users
  - traffic source details
- Number of e-mail blasts opened and subsequent click throughs
- Number of inquiries generated
- Number of online reservations made
- Number of packages sold directly through partners
- Overall visitation levels to key attraction partners



<b>Geographic Area</b>	<b>Investment</b>
Northern Ontario (Region 13)	10% (winter only)
Ontario	45%
Rest of Canada	0%
USA (Border States)	35%
Rest of USA	5%
Overseas	5%
	100%

<b>Media</b>	<b>Investment</b>
Print & Print Media	30%
On-line/Social/SEM	25%
Television & Radio	10%
Consumer Touch (Trade & Travel Shows)	20%
FAMs	10%
OTMPC	5%
Consulting, Admin & Incidental	0%
Other (specify)	0%
	100%



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Attractions Ontario GTA, Hamilton, London, Guelph, Kitchener, Barrie USA Michigan-Detroit, Grand Rapids, Lansing, Traverse City, Petoskey Wisconsin Green Bay, Milwaukee, Madison Ohio, Indiana, Illinois Online only	Develop a Tactical Plan that builds on the success of the 2013-2014 efforts, aimed at highlighting cities and attractions in 13B	Heighten awareness of the city and attraction products in 13B, with the goal of selling overnight vacation packages to consumers both online and direct	Engage services of Agency of Record to develop specific tactics for delivering the overall program  Integration of Media Relations, Travel Trade/Motor Coach and MC&ST	Agency procured and retained  Tactical plan developed and confirmed	Continued					
Ontario All markets USA All markets	Internet/ Web/Social Media	Enhance existing web portals, with a focus on attractions, and drive consumer traffic to these sites Utilize appropriate social media channels to get out message	Develop enhanced content on web portals  Develop increased number of consumer packages that can be purchased on line  Develop content that can be distributed through social media channels	Number of unique visits to web portals, time spent on site and click throughs  Sale of consumer packages through online reservation system  Traffic generated to web portals  Subscriptions to email lists and social media eg Facebook	Continued	\$10,000	\$50,000	\$10,000		\$70,000



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Ontario All markets USA Michigan Wisconsin	Media Campaign	Make use of appropriate media to highlight attraction-based vacation opportunities to consumers. Drive traffic to web portals Increase sale of overnight vacation packages	Work with Agency of Record to put into place a Media Schedule  Develop creative for campaign	Number of inquiries. Traffic to web portals. Sales of consumer packages	Continued	\$40,000	\$100,000	\$10,000		\$150,000
Ontario All markets USA All Markets	Collateral Materials	Produce appropriate brochures and magazines, highlighting the attractions and city products in RTO 13B	Produce high quality Visitors Guide  Produce a series of "package" brochures with pricing, featuring 2-3 nights accommodations and attractions admissions  Produce a Festivals and Events Guide  Produce a Visitors Map highlighting key urban attractions and amenities	Number of brochures, guides and maps distributed  Number of unique visits to web portal  Number of packages sold to consumers	Continued	\$15,000			\$15,000	\$30,000
USA All Markets	Media Relations.	Identify appropriate media outlets and organize	Generate targeted list of appropriate media	Appointments established at marketplaces  Leads generated  Number of FAM's and stories generated	Continued	\$10,000			\$10,000	\$20,000
TRAVEL TRADE & MOTOR COACH	Develop an overall marketing strategy that builds on the success of the 13-14 efforts, aimed at highlighting cities and attractions in 13B for the motor coach and travel trade.	Engage services of Agency of Record to develop specific tactics for delivering the overall program	Confirmation of tactical plan and specific marketing initiatives		Continued	\$2,000				\$2,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Attractions  Internet Web Social Media	Enhance existing web portals, with a focus providing a planning tool for travel trade and motor coach  Utilize appropriate social media channels to get out message	Develop enhanced content on web portals  Develop increased number of package offerings through Tour Operators  Develop Content that can be distributed through social media channels	Upgrading web portals, developing content  Post new travel trade and motor coach packages and itineraries online  Post appropriate updates through social media channels - ongoing	Number of unique visits to web portals, time spent on site, and click throughs  Number of group tours booked on Agawa Canyon train  Traffic generated to web portals	Continued	\$6,000	\$6,000	\$6,000	\$6,000	\$24,000
Marketplaces	Tour operator and motor coach company touch point  Generate of leads for future follow up	Key travel trade and motor coach marketplaces  Highlight city/ attraction vacation opportunities, packages and itineraries	RendezVous Canada (International travel trade marketplace)  Ontario Motor Coach Marketplace  American Bus Association Marketplace  National Tour Association Marketplace	Generation of at least 120 appointments  Generation of 160 leads  160 packages distributed to group leaders and tour operators  Include 13B products in at least 20 tariffs  Increase group travel by 15%	Continued	\$5,000		\$6,000	\$15,000	\$26,000
Media Relations	Establish contact with appropriate travel media for the purpose of generating exposure for 13B through key media	Attend a number of marketplaces relating to travel media as well as direct mail contacts and hosting of FAM tours	Generate targeted list of appropriate media  Attend Canada Media Marketplace  Attend Go Media Market Place  Attend Travel Media Association of Canada	Generation of at least 55 appointments  Generation of at least 45 leads  Generation of 6-8 FAM tours  Generation of 10-12 stories	Continued	\$5,000	\$5,000			\$10,000
	<b>Totals</b>					<b>\$93,000</b>	<b>\$161,000</b>	<b>\$32,000</b>	<b>\$46,000</b>	<b>\$332,000</b>

# 5. Meetings, Convention, Sports

## General Description:

Tourism Sault Ste. Marie will undertake an extensive marketing campaign to feature Meetings, Conventions and Sports Tourism initiatives in the Sault Ste. Marie and Algoma Region (13B). The campaign will focus on Provincial, National and International meetings/conventions and sports tournaments.

The campaign will build on past successes, positioning Sault Ste. Marie as a key destination for this market segment, and drive Meeting Planners and Sports Tournament Organizers to the Tourism Sault Ste. Marie MC&ST webpage in numerous ways.

Building on the connections made and leads generated from last year, TSSM will undertake a number of FAM tours hosting Meeting Planners and Sports Associations. Further a direct mail campaign will target key leads for follow up action, leading to potential bids.

Partnership opportunities with sports organizations and local convention hosts will help offset costs of hosting conventions and sports tournaments that are a transportation challenge from large markets.

Unique destinations, such as resorts, lodges, as well as unique attractions, such as the Agawa Canyon Tour Train, Canadian Bushplane Heritage Centre, and the new Heritage Discovery Centre will also be highlighted for Incentive Travel considerations.

## Overall Program:

The campaign will strengthen the Sault Ste. Marie/Algoma brand and position the city and region as a first class destination to host MC&ST events. As well, this also includes offering a variety of attraction opportunities to entertain delegates and participants.



# Overall Campaign Focus |

## Objectives:

- Build on previous success of positioning Sault Ste. Marie and Algoma as a Meetings, Convention and Sporting Event destination, with the purpose of attracting increased visitation and spending from this segment.
- Create awareness among event and meeting planners of the wide variety of venue options in Sault Ste. Marie.
- Showcase the high quality accommodation facilities in Sault Ste. Marie, that have received almost \$40 million in upgrades in the past 3 years.
- Attend marketplaces specifically designed for Meeting Planners and Sports Organizations to establish key contacts and produce lead generation.
- Create and utilize a complete unified marketing message for MC&ST Sault Ste. Marie through promotional video, upgraded bid packages, coinciding MC&ST print brochure, and upgraded MC&ST website pages on the Tourism Sault Ste. Marie website.
- Build on the partnership that has been developed with Porter Airlines to take advantage of frequent and low cost airfares from Toronto.
- Look at ways to build on partnerships with other urban destinations in 13A and 13C.

## MC&ST Marketing:

The marketing pieces below will complement the overall objective to establish Sault Ste Marie as a Meeting, Convention and Sporting Event destination.

**Media Campaign** – Make use of appropriate media to reach Meeting Planners and Sports Organizations for the purpose of developing bid opportunities. Campaign will drive to web portal.

**Internet/Web/Social Media** – Enhance existing web portal with a focus on providing a planning tool for Meeting Planners and Sports Organizations. Utilize appropriate social media channels as follow up to leads generated at marketplaces.

**Direct Mail** – Produce appropriate collateral materials for direct mail campaign aimed at leads generated from marketplaces, as well as databases from municipal, association and government office contacts.

**Bid Upgrades** – Continue to update the official Bid Document, so as to provide updated and accurate information to Meeting Planners and Sports Organizations.



### **Marketplaces:**

**FEO** – Festivals and Events Ontario Annual Conference (March 2015)

**CSTA** –Canadian Sport Tourism Alliance Annual Marketplace and Convention (April 2014).  
Featuring “Sport Event Congress” partnered between TSSM and the City of SSM

**MPI** – Meetings Planners International hosts an annual education conference and networking event for their Meeting Planners and Supplier members. The 2014 conference is scheduled for June.

**Ignite Business Event Expo** – is a relatively new conference and tradeshow, for Canadian business and event planners, and will be held in June 2014 in Toronto. The objective is to offer more one-to-one networking and lower the ratio of supplier to purchaser.

**Canadian Society of Association Executives** – Annual marketplace to be held September 2014.

### **FAM Trips:**

Event and Meeting Planner FAM trips are scheduled for July and August 2014. Each attendee will be pre-qualified for the Sault Ste. Marie market, with a maximum of 8 attendees per FAM trip, two FAM trips in total for 2014.

The FAM trip will consist of airfare, overnight accommodation, attraction visits, city wide tours and facility tours. The city facility tours would offer The Essar Multi-use Facility, Bondar Pavilion, Canadian Bushplane Centre, and a selection of conference hotels.

### **Website:**

The expansion of the existing Meetings and Sports Tourism tabs on the [www.saulttourism.com](http://www.saulttourism.com) website. A more interactive experience for the meeting planners and event organizers, and addition of the new MC&ST video.

### **Target Markets:**

The MC&ST segment will continue to focus on Provincial and National Meeting, Sporting and Event planners and their relevant associations.

### **Performance Tracking and Measurement:**

The campaign will be monitored closely, and the tracking of success will compare activity from the previous years and include, but not be limited to the following:

- Number of meeting and event contacts made at marketplaces
- Number of qualified leads generated, per segment

- Number of partners involved in marketing message and video production
- Number of FAM tours generated
- Number of inquiries generated
- Visitation levels to MC&ST link on website
- Number of actual bids generated

<b>Geographic Area</b>	<b>Investment</b>
<b>Northern Ontario (Region 13)</b>	<b>10%</b>
<b>Ontario</b>	<b>90%</b>
<b>Rest of Canada</b>	<b>0%</b>
<b>USA (Border States)</b>	<b>0%</b>
<b>Rest of USA</b>	<b>0%</b>
<b>Overseas</b>	<b>0%</b>
	<b>100%</b>

<b>Media</b>	<b>Investment</b>
<b>Print &amp; Print Media</b>	<b>20%</b>
<b>On-line/Social/SEM</b>	<b>20%</b>
<b>Television &amp; Radio</b>	<b>0%</b>
<b>Consumer Touch (Trade &amp; Travel Shows)</b>	<b>30%</b>
<b>FAMs</b>	<b>10%</b>
<b>OTMPC</b>	<b>20%</b>
<b>Consulting, Admin &amp; Incidental</b>	<b>0%</b>
<b>Other (specify)</b>	<b>0%</b>
	<b>100%</b>





Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Meetings Conventions Sports	Tactical Plan Development	Heighten awareness of Sault Ste. Marie as a regional, National and International meeting, convention and sports tourism destination	Engage services of Agency of Record to develop specific tactics for delivering the overall program	Inquiries Leads generated Bids produced	Continued	\$2,000				\$2,000
	Internet Web Social Media	Enhance existing web portals, with a focus providing a planning tool MC&ST segment  Utilize appropriate social media channels to get out message	Develop enhanced content on web portals  Develop new content for web portals  Develop content that can be distributed through social media channels	Number of unique visits to web portals, time spent on site  Number of inquiries generated  Number of leads followed up on	Continued		\$5,000			\$5,000
	Media Campaign	Make use of appropriate media to reach meeting planners and sports organizations to highlight MC&ST opportunities in Sault Ste. Marie	Media campaign driving to web portal to generate contacts for future bid opportunities	Number of inquiries, traffic to web portals, Leads generated	Continued	\$3,000				\$3,000
	Market-places	Meeting Planner and Sports Organization touch point  Generation of leads for future bids	Key meeting convention and sports marketplaces  Highlight meeting/convention, sports facilities and accommodations in Sault Ste. Marie	Appointments established at marketplaces  Leads generated  Follow up packages distributed  Conventions/sports tournaments secured	Continued			\$4,000	\$4,000	\$8,000
	Direct Sales	Enhance data base with key meeting/conventions and sport organization contacts	Direct sales calls and electronic messaging building data base for future bid opportunities	Number of leads  Number of confirmed appointments	Continued	\$2,000				\$2,000
	Sault Ste. Marie "Day" event in Toronto	Organize a special event, highlighting SSM and invite Meeting Planners and Sports Organizers	Secure "unique" venue in Toronto and host 300 special guests and SSM industry partners	Number of attendees  Number of industry partners  Number of bid opportunities identified	Continued	\$18,000				\$18,000
	<b>Totals</b>					<b>\$25,000</b>	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$4,000</b>	<b>\$38,000</b>

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Tourism Northern Ontario  
Marketing Plan 2014/2015  
13C Northwest Ontario







# Overall Campaign Focus

## Introduction

Sub-region 13C is a vast terrain, larger than the 12 other RTO regions combined. It is an expansive wilderness area with hundreds of thousands of lakes and huge expanses of boreal forest juxtaposed alongside vibrant and diverse urban centres. The region produces the best fishing and hunting opportunities in the Province of Ontario and arguably, in all of Canada resulting in a very high concentration of fishing and hunting lodges with over 450 independent operators scattered across the region.

Besides its very strong fishing and hunting product, the region's additional strengths are found in:

- Iconic experiences under the positioning of “backyard exotic” capitalizing on the region's hundreds of thousands of lakes, rivers and streams and wilderness, and eclectic community culinary and cultural events all located in the heart of the North American continent;
- A user-friendly online booking system; and
- The region's relative ease of access compared to other global destinations focusing on the natural environment.

To align with Tourism Northern Ontario (TNO) 13C will focus its marketing efforts on:

- Fishing and Hunting
- Meetings and Conventions
- Touring
- Outdoor Adventure

Where appropriate, 13C will seek to partner with OTMPC and others to align, cascade and extend the reach of regional and pan-Northern Ontario campaigns.



## Messaging

The region's powerhouse fishing and hunting products will be marketed under the messages of:

- There's No Place Like This, promising a unique landscape and fish-hunt experiences that cannot be found anywhere else.
- The Right Place to Reconnect, positioning Northwest Ontario as the place to go on a vacation together and reconnect as a family in the outdoors while fishing or hunting.

The region's meetings and conventions, touring and outdoor adventure marketing programs focus on the region's regionally iconic experiences under the positioning of "backyard exotic".

## Performance, Tracking and Measurement

Internal tracking and measurements will be in place to compare performance of the 2014-15 marketing plan relative to the previous year's efforts. Key metrics to track will include::

- Total visitors to websites from specific campaigns
- Total visitors referred to partner sites
- Total packages booked (Meridian system data only)
- Number of Operators who Sign up for On-line booking
- Number of consumer engagements at travel and meetings and conventions shows
- Number of meetings and conventions leads and bookings
- Number of pieces of literature distributed
- Number of social media impressions (likes, shares, views)
- Number of industry partners
- Increase in US border crossings and parks registrations
- Number of partners profiled and images gathered
- Number of FAM tours
- Hotel occupancy levels
- Visitor centre inquiries

## Stakeholder Engagement

Stakeholders in the 13C sub-region have been engaged by the marketing leads in Northwest Ontario in the development of the marketing plans. Through industry marketing committees the region is able to benefit from the experience and expertise of key industry leaders. Plans are built and communicated to the region through teleconference, face to face meetings, and outreach at industry events and functions. Plans are available on-line and in print. Results are measured and reported to Tourism Northern Ontario, the sub-regional Board and industry.



Northwest Ontario's touring and outdoor adventure programs were developed through a series of steps, beginning with a review of 2013/14 programs where applicable and analysis of 2013 spring and summer key indicators including hotel occupancy, border crossing data air carrier load factors. This was followed up with a joint marketing lead summit with OTMPC's Northern Partnership office and OTMPC corporate marketing staff to identify common themes, marketing partnership opportunities and best bet markets and programs that will maximize leveraging opportunities and ensure programs align and cascade within the mandate of the Regional Tourism model. From these meetings, a draft plan including budget allocations was developed and circulated to key tourism industry stakeholders and every known community economic development and tourism office within the Northwest for comment, followed by a conference call presentation and period for feedback ending December 15, 2013. From this process, the plan was finalized and submitted to Tourism Northern Ontario for presentation to MCTS. The process focuses significantly on consumer insight data and alignment with OTMPC's Northern Marketing plan to ensure it's a relevant consumer focused program.

### Alignment

In 13C, approximately \$140,000 is contributed annually to the TNO campaigns from the core budgets of the marketing leads.

All activities in TNO sub-regional marketing plan align closely with the DMOs' internal destination marketing plans. Examples include:

- Joint planning of consumer show market selection to avoid duplication and maximize market penetration.
- Striving for synergies in branding
- Significant sharing and cross-marketing especially on social media channels and at consumer shows.
- Linking to the region for outdoor experiences and positioning Thunder Bay as the gateway
- Promoting regional corporate retreat and incentive travel and bidding on sports events

# 1. Fishing and Hunting

## Overall Focus

Ontario's Sunset Country Travel Association has been the "Marketing Lead" for the fishing and hunting product segments in sub-region 13C, (Northwest Ontario) since 2011-12. With an annual budget of almost \$700,000, much has been accomplished over the first three years. Working in close partnership with industry and DMO stakeholders, the marketing efforts launched in years one and two have accomplished many of the goals and objectives that were initially set out.

From a source market perspective, Northwest Ontario is highly dependent on overnight travelers from the United States who typically account for 80% of the guests that visit for three nights or longer. Americans are far and above the most important source of pleasure travelers for Northwest Ontario – much more so than any of the other sub-regions in RTO Region 13. Many lodges here have guest lists that are composed exclusively of Americans so the importance of the US market cannot be overstated.

## Media Plan

Based on results seen from years one to three, our media campaign will emphasize targeted ad buys aimed at the "avid" market – those who regard fishing and hunting as major recreational activities and who enjoy a lifestyle rooted in the outdoors. There will be a secondary focus on targeting family groups within this avid segment in addition to a primary focus on male-dominated fishing or hunting parties. In summary, key elements of the plan are:

## Celebrity Endorsement

Continued endorsement of Northwest Ontario by US-based Angler and Television legend *Al Lindner*.

## Television

Television has been and continues to be our main vehicle for getting the *Northwest Ontario* destination brand front and center of anglers and hunters in the US Midwest. With American legend angler Al Lindner's celebrity endorsement, (which has included the filming of 4 episodes of the acclaimed series *Lindner's Angling Edge* each year for the past three years) Northwest Ontario has top-of-mind awareness by anglers in the Midwest. The show airs on the *Outdoor Channel*, *Fox Sports North* and other regional cable networks. With the dozen half hour shows featuring lakes and lodge locations in Northwest Ontario, along with hundreds of 30 second commercials over the first three years, just about everybody in the Midwest that's interested in fishing knows about Northwest Ontario as a destination. We plan to continue our agreement for 2014-15. The agreement includes traditional commercials and the on-location shoots but has additionally added value with Al Lindner acting as a celebrity endorsement and the crew from *Angling Edge* making appearances at our booth at the Northwest Sports Show in Minneapolis.



The major presence on *Lindner's Angling Edge* has been augmented with targeted buys focusing on specific regions and states. *Midwest Outdoors Television* has been a strong producer in the critical markets of Chicago, Minnesota and Wisconsin. Here a combination of 6 minute segments and 30 second commercials has delivered a strong response to [www.NorthwestOntario.com](http://www.NorthwestOntario.com). *Midwest Outdoors* has been a consistent producer of traffic to the campaign website and noticeable bumps in visitor numbers occur each time an episode featuring Northwest Ontario airs.

*Due North Outdoors*, hosted by Bill Scherk has been used to penetrate Minnesota – our number one source of anglers. *Due North Outdoors* has filmed and aired two hunting and one fishing show featuring Northwest Ontario locations in 2012-13 in addition to airing our 30 second commercial. We have worked with *Due North Outdoors* for two years now and plan to continue in 2014-15.

Michigan, which is an important source market for the eastern areas of sub-region 13C, has seen a Northwest Ontario presence through 30 second commercials and 4, ½ hour shows filmed at Northwest Ontario locations (mostly in the North of Superior region) on the show *Fishing 411 with Mark Romanack*. Mark is very well-known in the state of Michigan. We are now into our third year and anticipate repeating the buy again in 2014-15.

We are now into our second year promoting fly-fishing. This is a newer and non-traditional market and we have utilized TV as the vehicle to create a buzz about Northwest Ontario as a new and exciting fly-fishing destination. Working with *The New Fly Fisher*, a number of shows have been shot in the region in addition to the airing of our 30 second TV commercial on the show each week. This initiative is bearing fruit as operators are reporting increased queries by consumers about the opportunities available. This agreement will likely continue in 2014-15.

- Heavy reliance on television as a vehicle for building awareness and engagement by our target audience with a strong call to action to [www.NorthwestOntario.com](http://www.NorthwestOntario.com) where they can book their trip.
- Targeting of the core US Midwest States through TV buys on avid programming, *Midwest Outdoors TV*, *Lindner's Angling Edge*, *Lund Ultimate Fishing Experience*, *Fishing 411*, *Due North Outdoors*. (Note: specific shows selected will depend on results observed from 2013-14 campaign)
- Create awareness in the Quebec market of the NWO angling experience through a limited TV buy with the TV show *Mordu de la Peche* (in partnership with *Direction Ontario*).
- Target Winnipeg and Manitoba-based anglers with an extended (3 Month) TV campaign on *CBC Manitoba* specifically on *Hockey Night in Canada* broadcasts.



## Internet

For the purposes of this plan, Internet advertising is defined as the purchase of banner advertisements and other website based features (“website profiles” are an example) on a target website that link to [www.NorthwestOntario.com](http://www.NorthwestOntario.com). With the emphasis over the first three years in driving all campaign response to the [www.NorthwestOntario.com](http://www.NorthwestOntario.com) website, banner advertisements have been an important source of traffic. Most banner ads promote the angling product with some focusing on hunting.

Internet banner ads are useful marketing tools because they serve a dual purpose of generating awareness through website user “impressions” in addition to generating direct traffic from “Click-throughs” to the campaign landing page. For this reason banner ads have been and will continue to be a major tactical tool in the 2014-15 marketing plan. The selection of websites for banner ad placement is dependent on numbers (click-throughs) generated the previous years. The cost of each placement is divided by total click-throughs and a cost-per-click figure generated. Generally, those with the lowest CPC are bought again and those with a high CPC dropped.

In 2013-14, we are working with **Adtegrity**, a digital advertising solutions provider that uses a proprietary cross-screen advertising technology to optimize placement and reduce costs using display, mobile and video on a wide range of targeted websites. The company uses its staff and its technology to help digital advertisers strategize, place and track the performance of their ads. A key advantage is the flexibility to change placements based on what is working best and what is not, thereby maximizing the impact of the digital advertising campaign. An additional benefit from utilizing this technology is that a full set of analytics will be available (more than just CPC data) after the campaign is completed.

At the time of writing of this plan, the tracking data for the digital ad campaign from 2013/14 is still unknown, since the current campaign runs in Q4 of the 2013-14 Government fiscal year. (Q1 of 2014) However, based on numbers from previous years likely placements in 2014-15 will include:

- [Lake-Link.com](http://Lake-Link.com)
- [Outdoornews.com](http://Outdoornews.com)
- [Worldfishingnetwork.com](http://Worldfishingnetwork.com)
- **Adtegrity** cross-screen digital campaign (multiple, targeted websites)

In addition to separate placement on the websites listed above, Northwest Ontario receives recognition and links on all the websites of the TV shows we advertise on.

## Social Media Marketing

Northwest Ontario has embraced social media as an engagement tool and over the first few years, has made great strides in building a loyal base of followers – primarily on Facebook and secondarily, on Twitter. Social media is unique in that it allows for engagement with consumers both in the immediate and the longer term. Additionally, the “virality” of social media leads to on-line third-party endorsements of our posts and our pages by our followers to their friends. The potential for this medium should not be underestimated.

Social media websites such as Facebook also provide a vehicle to reach new markets at a very low cost.

So for example, Northwest Ontario has purchased and targeted Facebook ads to countries such as Germany, the UK, the Netherlands and France with a very strong uptake in terms of the number of new likes. As a result, engagement on our Facebook pages has an international flavor very few other pages in North America have.

For these and other reasons, social media will continue to be a key component of the Northwest Ontario marketing strategy going forward. For 2014-15 social media marketing will include:

- Continued building of our following on our two Northwest Ontario Facebook pages through the purchase of display ads (we currently have one page for fishing and one for hunting). Our current combined “likes” across the two pages is over 30,000. We hope to exceed 50,000 followers by the end of the 2014-15 Campaign.
- We plan to utilize video – specifically YouTube much more in 2014-15. Working with our partners at Lindner Media, we first need to create sufficient, high quality video content to make the effort worthwhile. It is expected this could occur over summer with the launch of the campaign in Q3 or Q4 (Government F.Y.) of 2014-15.
- While Northwest Ontario is on Twitter, our “tweets” are essentially auto-fed to the network based on our Facebook posts. So with each new Facebook post we also do a new “tweet”. This strategy will continue in 2014-15.

### Search Engine Marketing

Search Engine Marketing, or SEM, is a process whereby marketers research the content and keywords people use to find information on what we offer. The marketing side of it comes into play in terms of buying placement (paid ads) on search engine results pages in the first page of results. SEM is a key element in generating direct and qualified traffic to the campaign website – all based on likely keywords and keyword phrases that consumers are likely to type into the search engine bar when looking for info on the types of travel experiences we offer.

We have undertaken limited SEM over the first three years of the campaign and plans are to increase the spend on this activity significantly in 2014-15. Targeted Search Engines will include:

- Google.com
- Bing.com

## Direct Mail

Direct mail has the advantage of reaching a pre-qualified audience with a solid branding message and a strong call to action. In the first three years of the Northwest Ontario fish-hunt campaigns, we have targeted avid outdoorsmen, anglers and hunters. Working with a US direct mail company called *Marketshare*, we have sent out almost 4 million cards since 2011-12.

The actual response rate may seem relatively low (<0.005% to 0.075%) but given the large number of cards in each mail out, and the noticeable quality of the customers returning the cards, direct mail has been a solid source of website traffic and leads for tourist operators in each of the first three years. We plan to continue direct mail in 2014-15 as follows:

- 350,000 cards in North American Fishing Club Card Deck
- 1,000,000 cards in the Ultimate Outdoorsmen Card Deck (two mail-outs of 500K each)
- 500,000 cards in the North American Hunting Club Card Deck

## Consumer Shows

While the overall impact and effectiveness of consumer sport shows has certainly waned over the past two decades, they still are regarded by tourist operators in the northwest as important marketing venues. Sports shows are unique in the fact they offer face to face contact with potential tourists and give staff at the booth the opportunity to really sell the area as a prime fishing and hunting destination. Sports shows also represent excellent opportunities to distribute regional travel guides.

Sport shows are also excellent locations to build on brand awareness and with the large 20'x30' travel booth we have developed, Northwest Ontario often dominates the shows it attends – certainly from a visual basis. Tourist operators feel that shows are important along with the benefits these venues provide as already mentioned, Northwest Ontario has attended shows in large US and Canadian markets over the first three years of the fish-hunt campaign. In 2014-15 we plan to attend the following consumer sport shows:

- Chicagoland Outdoors Show (Schaumburg, IL)
- Toronto International Sportsmen's Show (Toronto, ON)
- Northwest Sport Show (Minneapolis, MN)

## Print Advertising

Print ads, like consumer sports shows, are not as effective as they once were. Affected in a significant way by the rise of digital media, print ads play an increasingly less important role in our marketing campaigns. But print ads still have a role to play in our annual marketing, especially for our brand building/awareness objectives. Variations on print advertising, such as the “Augmented Print Ads” we did in 2013-14, can also combine the traditional benefits of print with other emerging media such as mobile.



In the first three years of the campaign, Northwest Ontario has done limited print advertising and all traditional print ads have been in highly targeted print media that reaches the avid audience. It is too early to tell how our efforts for 2013-14 on the augmented print side turn out, (the campaign runs from January to the end of March, we expect to continue the project if the tracking data fro the past year shows it was effective in achieving our objectives.

For 2014-15, the Northwest Ontario campaign will target anglers and hunters in the US Midwest and in Manitoba in the following publications:

- Outdoor News (9 states)
- Midwest Outdoors (6 states)
- Hooked Magazine (Manitoba)
- Augmented Print Campaign (combined with a mobile app)\*

\*We will engage *Augmented Marketing* again in 2014-15 to repeat our “augmented print campaign” if tracking data shows it reached its intended objectives.

### Project Coordination and Administration

Undertaking a marketing plan with a budget close to \$700,000.00 involves a tremendous amount of work and consistent monitoring and management. Over the first three years, Ontario’s Sunset Country has charged 15% of the total allocation of \$696,000.00 as a management and coordination fee to cover the costs of these tasks. This represents excellent value for money given these tasks include:

- Strategy development
- Brand development and management
- Development of creative concepts
- Coordinating/involving regional partners (in conjunction with Tourism Thunder Bay)
- Media research – what vehicles offer the best opportunities to achieve our strategies?
- Media buying
- Coordination of on-location filming and other tasks that create and develop the content underpinning the plan
- Staffing of NWO booth at consumer shows
- Project reporting and measurement

There are other important tasks involved in the annual development and implementation of a marketing plan of this scope and scale. The examples listed above are just that, examples. There are many day to day tasks that have consumed tremendous amounts of SC staff time, hence the fee to cover this time and the overall effort.

## Performance, Tracking and Measurement

As stated earlier, measurement and tracking are important elements of the marketing plan on an annual basis. The results from the various initiatives we undertake each year serve as guideposts for decisions made the following year. 2014-15 also represents the first year the common performance measures sent down from MTCS come into play. At the time of the writing of this plan, the MTCS measures were still not concrete, so once the desired tracking data being sought is known, we will adjust our campaign to incorporate these wherever possible.

For the 2014-15 Northwest Ontario fish-hunt marketing plan, the following measures will be used to evaluate effectiveness:

- Total visitors to campaign website (objective is to generate a 10% increase over 2013-14)
- Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14)
- Number of packages booked on the Meridian Reservation System
- Number of travel information inquiries received (follow-up requests for regional guides)
- Incorporating MTCS performance measures once they are known.

### Meridian Reservation System Fee

We have to pay the monthly fee for using the Meridian System.

## Conclusion

This marketing plan should be considered “high level” at this point. Both the mix and dollar allocations proposed should be considered as preliminary and are subject to change based on the observed results from the 2013-14 marketing plan. These results will begin to filter in starting in April 2014 and adjustments will be made (if necessary) at that time. position Northwest Ontario as the place to go on a vacation together and reconnect as a family in the outdoors while fishing or hunting.

- ***The promise: Northwest Ontario is an affordable and exciting outdoor destination that will deliver a high quality experience and the region is a great setting to spend time with your family or friends on a vacation.***
- Ensure a call to action in advertising media and direct consumer response to the [www.NorthwestOntario.com](http://www.NorthwestOntario.com) website where the tourist operators offering vacation packages are listed and linked. Drive as many referrals from [www.NorthwestOntario.com](http://www.NorthwestOntario.com) through to the tourist operator websites as possible. Emphasize this is where consumers research and book their trips. Referrals to operator websites will be a key metric in the campaign.
- Incorporate specific MTCS performance measures as they become more concrete. Structure marketing initiatives in such a way to collect data for these performance measures.
- Ensure internal tracking and measurements are in place to compare performance of the 2014-15 marketing plan relative to previous year's efforts. Key metrics to track include:

- Total visitors to websites from various buys – track performance of individual buys where possible.
- Total visitors referred to operator websites.
- Total packages booked through new Meridian Reservation System – now online and functional on [www.NorthwestOntario.com](http://www.NorthwestOntario.com).

Media	Investment
Print & Print Media	5%
On-line/Social/SEM	29%
TV	43%
Consumer Touch/Media/FAMS	4%
Consulting/Admin	15%
Other	4%
	100%

Geographic Area	Investment
Northern Ontario (Region 13)	15%
Ontario	4%
Rest of Canada	9%
USA (Border States)	70%
Rest of USA	2%
Overseas	0%
	100%

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Fishing & Hunting	Television	Generate broad awareness of the Northwest Ontario destination brand through television Convey brand promises Ensure a call to action	Traditional commercials and on-location shoots – Lindner’s Angling Edge and The New Fly Fisher  Targeted buys focusing on specific regions and states (Chicago, Minnesota, Wisconsin, Michigan)	Total visitors to campaign website (objective is to generate a 10% increase over 2013-14)  Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14)  Number of packages booked on the Meridian Reservation System  Number of travel information inquiries received (follow-up requests for regional guides)  Incorporate MTCS performance measures	Continued			\$300,000		\$300,000
	Internet Web Social Media SEM	Generate broad awareness of the Northwest Ontario destination brand through on-line activities Convey brand promises Ensure a call to action	Banner ads and other web- based features in: <ul style="list-style-type: none"><li>• Lake-Link.com</li><li>• Outdoornews.com</li><li>• Worldfishingnet work.com</li><li>• Adtegrity cross-screen digital campaign (multiple, targeted websites)</li></ul> Meridian reservation system fee renewal  Maximize SEM through Bing.com and Google.com  Work to build following on Facebook and Twitter and utilize video on YouTube	Total visitors to campaign website  Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14)  Number of packages booked on the Meridian Reservation System  Number of travel information inquiries received (follow-up requests for regional guides)  Incorporate MTCS performance measures	Continued	\$44,500	\$4,500	\$164,500	\$4,500	\$218,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Fishing & Hunting	Direct Mail	Generate broad awareness of the Northwest Ontario destination brand through direct mail activities Convey brand promises Ensure a call to action	350,000 cards in North American Fishing Club Card Deck 1,000,000 cards in the Ultimate Outdoorsmen Card Deck (two mail-outs of 500K each) 500,000 cards in the North American Hunting Club Card Deck	Total visitors to campaign website (objective is to generate a 10% increase over 2013-14) Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14) Number of packages booked on the Meridian Reservation System Number of travel information inquiries received (follow-up requests for regional guides) Incorporate MTCS performance measures	Continued					\$10,000	\$10,000
	Consumer Touch	Generate broad awareness of the Northwest Ontario destination brand through consumer touch activities Convey brand promises Ensure a call to action	<ul style="list-style-type: none"> <li>• Chicagoland Outdoors Show (Schaumburg, IL)</li> <li>• Toronto International Sportsmen's Show (Toronto, ON)</li> <li>• Northwest Sport Show (Minneapolis, MN)</li> </ul>	Total visitors to website Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14) Number of packages booked on the Meridian Reservation System Number of travel information inquiries received (follow-up requests for regional guides) Incorporate MTCS performance measures	Continued					\$30,000	\$30,000

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Fishing & Hunting	Print		Print advertisements in: <ul style="list-style-type: none"> <li>• Outdoor News (9 states)</li> <li>• Midwest Outdoors (6 states)</li> <li>• Hooked Magazine (Manitoba)</li> <li>• Augmented Print Campaign (combined with a mobile app)*</li> </ul>	Total visitors to website  Total referrals to linked private sector partner websites (objective is to generate a 15% increase over 2013-14)  Number of packages booked on the Meridian Reservation System  Number of travel information inquiries received (follow-up requests for regional guides)  Incorporate MTCS performance measures	Continued					\$33,600	\$33,600
	Administration, Campaign Management & Engagement	Finance, engagement and implementation	Build, manage, implement and report on the campaign	Plan implemented on time and on budget  Results measured and reported  Number of operators engaged  Incorporate MTCS performance measures	Continued		\$52,200		\$52,200		\$104,400
	Totals					\$44,500	\$56,700	\$538,100	\$56,700		\$696,000



## 2. Nature & Adventure

Northwest Ontario's expansive geography and connection to water positions the region uniquely with domestic, US and international avid markets. The region's hundreds of thousands of lakes, rivers and streams, anchored by iconic Lake Superior and Lake of the Woods will feature prominently. The region's National and Provincial park experiences, many of which are in close proximity to hub communities, will be promoted, increasing opportunities for brand alignment with OTMPC's Outdoor programs, Ontario Parks and Parks Canada marketing initiatives.

### Objectives:

The overall objectives of the Nature and Adventure programs is to increase both awareness and conversion for domestic and U.S. avid and passive outdoor experience seekers while enhancing opportunities to increase length of stay and improve opportunities for communities to promote their connection with their natural environment experiences to improve visitor yield. Programs will lead with the "wow" factor of the outdoor experience, but include culinary and cultural elements to create more enriching vacation options through a centralized online package builder.

For the spring and summer, a broad outdoors program will be undertaken, promoting Northwest Ontario's broad range of nature based experiences including provincial and national parks and protected areas, waterways, trails, events, regional culinary and the communities that are hubs to those experiences. A creative agency has been retained to develop striking visual and digital media programs that target consumers in key experiential and geographic markets under the "backyard Exotic" theme.

For the winter, the focus will shift to promoting and celebrating the eclectic winter culture of Northwest Ontario through the evolution of the snowbetterplace campaign. The program brings together the massive collection of individual niche experiences including ice climbing to dog sledding, ice angling, snow mobiling, skiing (downhill and Nordic) ice racing, kite boarding, winter camping, culinary and festivals and events celebrating winter. The objective is to increase winter leisure visitation opportunities to Northwest Ontario, promote regionally iconic experiences to wider experiential avid markets, promote and encourage the development of greater critical mass of winter visitor experiences and increase visitor yield. A digital asset inventory will also be undertaken to support the growth of the northwest Ontario's marketing presence and ensure striking, relevant and up to date visuals.

<b>Media</b>	<b>Investment</b>
Print & Print Media	30%
On-line/Social/SEM	40%
TV	12%
Consumer Touch/Media/FAMS	8%
Consulting/Admin	10%
Other	0%
	100%

<b>Geographic Area</b>	<b>Investment</b>
Northern Ontario (Region 13)	10%
Ontario	20%
Rest of Canada	30%
USA (Border States)	30%
Rest of USA	10%
Overseas	0%
	100%

## Target Markets

For the spring/summer campaign, the target markets are avid adult Canadian and US outdoor enthusiasts 25-65 including canoeists, kayakers, sailors, mountain bikers, hikers, photographers, birders, campers, RVers, climbers, watersport enthusiasts. Geographic markets include Manitoba, Ontario, Minnesota, Wisconsin, Michigan and Illinois.

For the winter campaign, the target markets are:

- Avid and recreational outdoor enthusiasts
- 25-65 years of age couples
- Families

Experiential source markets include:

- Avid Canadian and US outdoor oriented digital media channels

Geographic source markets include:

- Northwest Ontario
- GTA and Ottawa
- Manitoba
- Minnesota, Wisconsin, Michigan and Illinois

## Media Campaign

For spring/summer the media focus is on:

- digital and social media marketing program
- consumer shows
  - Midwest Mountaineering
  - Canoecopia
  - Chicago Travel and Adventure Show
- Digital and consumer show partnership with OTMPC Ontario Outdoors program
- Northernontario.travel content
- Support the National Geographic Geo Tourism partnership with Minnesota

Travel Trade – Building marketing relationships with Road Scholars, G Adventures and overseas markets focused on Great Britain and Germany – OTMPC Partnerships

For winter, the media focus is on:

- Social media channels
- Digital geographic and experiential media channels
- Travel media generated content
- Consumer show partnerships
- OTMPC digital partnerships through Ontario Outdoor program
- Consumer shows
- Fall Midwest Mountaineering
- Content posted to [northernontario.travel](http://northernontario.travel)

### Travel Media

- Winter travel media sponsored familiarization tours

### Travel Trade

- Develop longer term sales relationships through travel trade familiarization programs in partnership with OTMPC

There will be a call to action to visit [www.snowbetterplace.com](http://www.snowbetterplace.com).

### Performance Measures

- Number of on line reservations made and total value of purchases
- Number of web visits, bounce rate and browsing time
- Number of Nat Geo Geo tourism assets mapped
- Number of experiences and corporate partners engaged in the programs
- Number of social media interactions
- Winter border crossing statistics
- Hotel occupancy levels
- Online “passport” stamp retrieval by consumers
- Visitor center inquiries telephone/email/social media inquires
- Number of consumer interactions made at events
- Number of print collateral material distributed
- Amount of leveraged funding generated

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Nature & Adventure	Internet Web Social Media	Promote NW Ontario's range of nature-based spring/summer experiences. Target is avid adult Canadian outdoor enthusiasts in Ontario, Manitoba, Minnesota, Wisconsin, Michigan, Illinois. Theme is "Backyard Exotic". Increase winter leisure visitation and encourage development of greater critical mass of winter visitor experiences to increase visitor yield. Target is winter outdoor enthusiasts from NW Ontario, GTA and Ottawa, Manitoba; Minnesota, Wisconsin, Michigan, Illinois Support the growth of NW Ontario's marketing presence through digital still photography and video	Digital and social media marketing Digital partnership with OTMPC Ontario Outdoors program Northwesternontario.travel content Partnership with National Geographic Geo Tourism initiative (with Minnesota) www.snowbetterplace.com linked to www.visitnorthwesternontario.com Social media channels OTMPC digital partnerships through Ontario Outdoor program Content posted to northernontario.travel Partnership with OTMPC Target four season regionally-iconic visitor experiences, balanced across region	Number of web visitors Number social media engagements Number of social media subscriptions Number of online bookings Number of parks registrations Number of click throughs US/Canada Border Crossings Number photos and videos captured Number of partnership experiences profiled Number of communities profiled	Continued					
						\$57,500	\$50,000	\$42,500		\$150,000
	Consumer Touch	Promote NW Ontario's range of nature-based spring/summer experiences. Target is avid adult Canadian outdoor enthusiasts in Ontario, Manitoba, Minnesota, Wisconsin, Michigan, Illinois  Consumer shows: Midwest Mountaineering Canoeopia Chicago Travel and Adventure Show	Number of engagements with consumers Number online bookings							
								\$12,500	\$10,000	\$22,500

Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Nature & Adventure	Travel Media	Participate in Canadian and US media events, including Gomedica and Canada Media Marketplace Host qualified Travel media on Familiarization tours Partner with OTMPC to produce Northwest Ontario episode of PBS TravelScope program				\$15,000	\$20,000		\$7,500	\$42,500
	Travel Trade	Engage Canadian, US and international travel trade, Rendezvous Canada participation and follow up familiarization tours Continue regional partnership in Great Lakes Cruising Coalition marketing partnership opportunities				\$5,000			\$5,000	\$10,000
	Totals					\$77,500	\$70,000	\$55,000	\$22,500	\$225,000





# 3. Touring (including attractions and events)

Touring remains a key element of Northwest Ontario's tourism strategy, focusing on a series of developed routes catering to established auto and motorcycle routes, while nurturing the development of snowmobile, boating and ATV route through incremental marketing of newly established infrastructure. Given the geographic distances from major source markets, events and attractions will be marketed under through the touring segment, by linking urban and rural attractions and events along the linear routes to create unique itineraries that will be purchased through the online reservation system.

## **Objectives:**

### **Ride Northwest Ontario:**

This is a motorcycle tourism marketing program focusing on main "Nor'wester" touring route (Highways 11/17/71) and ancillary routes. The objective of the program is to raise awareness of the Northwest touring routes and adventure motorcycle routes and assets throughout the region, increase motorcycle visitor traffic throughout the northwest and increase visitor yield in the accommodation, culinary, attraction and event categories.

### **Ride Lake Superior:**

Continue to build and promote the award winning bi-national motorcycle tourism partnership to increase motorcycle tourism in the Algoma and Northwest Ontario regions. The objective is to attract more riders, increase the average length of stay per rider and reach new US and international markets through FIT and group segments.

### **Auto Touring:**

Promote the region's touring routes with a specific focus on Northwest Ontario's cultural events, attractions, and culinary experiences.

The objective of this program is to capitalize on the rebound within the North American touring segment in the 45 plus couples market and linking their interest in touring to the region's festival, event and attraction assets to create unique itineraries through the best bet positioning of the regions attractions.

## Target Markets

For the Ride Northwest Ontario program the target markets are:

- Avid motorcyclists – 25-65
- Canadian and US markets: Manitoba, Ontario, Minnesota, Wisconsin, Michigan and Illinois
- “Cruiser” and adventure riding segments
- Domestic, US and German markets through travel trade relationship (adventure segment)

For Ride Lake Superior the target markets are:

- Avid domestic and US riders 25-65 with above-average incomes
- Overseas – Germany (through travel trade channels)

For the auto touring segment, the target markets are:

- 45 plus mature couples seeking road trips that combine pre-determined touring routes with a collection of attractions, events and culinary experiences.
- There is a focus on AAA and CAA member marketing partnerships in Ontario, Quebec, Manitoba and US Midwest States that fit this demographic.

## Media Campaign

For Ride Northwest Ontario, the media focus is:

[www.ridenwo.com](http://www.ridenwo.com) call to action – linked to the [www.visitnorthwestontario.com](http://www.visitnorthwestontario.com) and [www.gorideontario.com](http://www.gorideontario.com) portal sites

- Digital media marketing partnerships with GoRideOntario program through OTMPC
- Consumer shows
  - Manitoba
  - Toronto
  - Minnesota
- Landing website
- Social media page
- Northernontario.travel content
- Ride maps
- Avid motorcycle print and online media
- Travel media support

## Travel Trade:

Build relationships with motorcycle tour retailers including Eagle Rider and Tour on Two

For the Ride Lake Superior program the media focus is:

[www.ridelakesuperior.com](http://www.ridelakesuperior.com)

## Consumer shows

- Minneapolis
- Chicago
- Toronto, Detroit
- Winnipeg

Digital marketing partnerships with GoRideOntario

Landing webpage

Contesting through Facebook social media platform – “Win Your Ride”

Print and digital avid media in Canadian and US motorcycle media

Motorcycle travel media support

Group Travel - Pursue marketing partnership with US based motorcycle touring companies including Eagle Rider, Tour on Two and others.

For the auto touring segment the media focus is:

[www.visitnorthwestontario.com](http://www.visitnorthwestontario.com)

Consumer events

- Minneapolis
- Chicago
- Toronto
- Winnipeg

Digital marketing partnerships with GoRideOntario

Landing webpage

Contesting through Facebook social media platform – “Win Your Ride”

Print and digital avid media in Canadian and US motorcycle media



Motorcycle travel media support

Group Travel - Pursue marketing partnership with US based motorcycle touring companies including Eagle Rider, Tour on Two and others.

### Performance Measures

Performance will be tracked by:

- # of consumer engagements at shows
- # of ride maps distributed
- # of social media impressions
- # of visitors to the landing page
- # of border crossings
- # of online reservation bookings where applicable
- # of contest entries
- # of local give-aways
- # of industry partners, communities and events listed
- # of reader responses received

Media	Investment
Print & Print Media	31%
On-line/Social/SEM	42%
TV	0%
Consumer Touch/Media/FAMS	17%
Consulting/Admin	10%
Other	0%
	100%

Geographic Area	Investment
Northern Ontario (Region 13)	10%
Ontario	20%
Rest of Canada	10%
USA (Border States)	40%
Rest of USA	20%
Overseas	0%
	100%



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total	
						April-June	July-Sept	Oct-Dec	Jan-Mar		
Touring Attractions	Web Internet Social Media	Promote motorcycle touring focusing on main "Nor'wester" touring route (highways 11/17/71) and ancillary routes, attract more riders to Ride Lake Superior route and promote the region's touring routes with a focus on cultural events, attractions and culinary through online marketing. Targeting the same avid riders as through print campaigns. The objective is to increase length of stay and reach new US and domestic markets. Geographic segmentation is Ontario, Quebec, Manitoba and US Midwest.	<p>www.ridenwo.com call to action – linked to the www.visitnorthwestontario.com and www.gorideontario.com portal sites</p> <p>Digital media marketing partnerships with GoRideOntario program through OTMPC</p> <p>Landing website</p> <p>Social media page</p> <p>Northernontario.travel content</p> <p>Online media</p> <p>Contesting through Facebook</p> <p>AAA and CAA digital media</p> <p>Northernontario.travel content</p> <p>Festivals and Events Ontario linkages</p>	<p>number of social media impressions and followers</p> <p>number of visitors to the landing page</p> <p>number of web visitors</p> <p>number of contest entries</p> <p>number of local give-aways</p> <p>number of online bookings</p> <p>number of reader responses received</p>	Continued						
						\$10,000			\$20,000	\$30,000	
	Consumer Touch Travel Media Travel Retailers	Promote motorcycle touring focusing on main "Nor'wester" touring route (highways 11/17/71) and ancillary routes, encourage more motorcyclists to tour the Ride Lake Superior route and promote the region's touring routes with a focus on cultural events, attractions and culinary through travel shows, travel media and retailer relations. Travel trade targets are adventure segment – US, domestic, German.	<p>Consumer shows: Manitoba Toronto Minnesota</p> <p>Motorcycle travel media campaigns</p> <p>Relationship-building with motorcycle tour retailers including Eagle Rider and Tour on Two</p> <p>Digital channels and direct contact</p>	<p>Number of consumers engaged at shows</p> <p>Number of ride maps distributed</p> <p>Media engagement</p> <p>Media coverage</p> <p>Number of partnerships established</p> <p>Number of members of auto touring segment reached</p>							
						\$10,000			\$20,000	\$30,000	



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Touring Attractions	Touring, Festival and Events	Increase the promotion of regional attractions and events through greater connectivity with touring routes	<p>Visitnorthwestontario.com web portal call to action focusing on event and attractions, linked to touring routes throughout the Northwest.</p> <p>Integration of Northwest online reservation system on the central cite, linking events and attractions together more robustly.</p> <p>AAA Midwest U.S. media partnership to promote touring routes around event and attraction themes</p> <p>Manitoba spring and summer promotional campaign involving print and digital media channels in Manitoba market</p> <p>Spring direct distribution Event and attraction guide distributed inner regionally, Manitoba and Northern Minnesota</p>		new	\$31,000	\$26,000			\$57,000
	Administration, Campaign Management & Engagement	Finance, engagement and implementation.	Build, manage, implement and report on the campaign	<p>Plan implemented on time and on budget</p> <p>Results measured and reported</p> <p>Number of operators engaged</p> <p>Incorporate MTCS performance measures</p>	Continued	\$10,000	\$10,000	\$10,000	\$10,000	\$40,000
	<b>Total</b>					<b>\$70,000</b>	<b>\$45,000</b>	<b>\$10,000</b>	<b>\$50,000</b>	<b>\$175,000</b>



# 4. Meetings, Conventions & Sports

## Overall Campaign Focus

The meetings and conventions activities will seek to promote Northwest Ontario as a unique and productive corporate destination. The objective is to increase the number of convention and meeting events to the Northwest, increase the yield per delegate through encouraging spousal programs and linking culinary, cultural attractions and regionally-iconic experiences as value-added propositions. For Thunder Bay there will be a focus on capitalizing on the air corridor connectivity to promote the city in the 100-600 person convention and meeting market while regionally, retreats, small meetings and incentive travel will be pursued.

## Objectives

For convention attraction, the focus will be on key domestic (Ontario and Manitoba) industries with a practical connection to Northwest Ontario in the following sectors:

- Mining
- Health Sciences
- Government
- NGO
- First Nation
- Education

The corporate retreat and incentive travel campaign will target domestic (Ontario) and U.S. executive/senior management demographics with a focus on the remote access retreats, Lake of the Woods and Lake Superior Charters.

Geographic Area	Investment
Northern Ontario (Region 13)	20%
Ontario	70%
Rest of Canada	10%
USA (Border States)	0
Rest of USA	0
Overseas	0
	100%



## Media

A call to action URL will be developed to drive corporate traffic to the Thunder Bay and visitnorthwestOntario.com sites. The production of a free-standing insert targeted to Ignite Magazine and Northern Ontario Business is also planned as well as industry meeting planner exhibitions including:

- Incentive Works
- Silver Shows
- Ignite

Other media activities will include:

- Digital corporate executive media channels
- Inflight media
- Support Meeting Planner familiarization tours

Media	Investment
Print & Print Media	31%
On-line/Social/SEM	24%
TV	0%
Consumer Touch/Media/FAMS	20%
Consulting/Admin	10%
Other	15%
	100%

## Performance, Tracking and Measurement

Performance will be tracked through a variety of methods including the following:

- # of web visits
- # of social media
- # of conference leads at shows
- # of conference bid opportunities received
- # of successful conference bids for both Thunder Bay and regional markets
- # of planners engaged in familiarization tours
- # of online reservations booked where applicable
- Hotel occupancy levels

Air load factor traffic



Segment	Area of Effort	Objectives	Initiatives & Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct-Dec	Jan-Mar	
Meetings Conventions Sports	Print	Promote NW Ontario as a unique and productive corporate destination. Objective is to increase # of conventions and meetings in NW Ontario, increase yield and link to value-added experiences through print campaigns. Focus is on key domestic markets, domestic and US corporate retreat markets.	Print inset into Ignite Magazine and Northern Ontario Business  In flight media.  Call to action URL	Number of bookings where applicable  Hotel occupancy  Air load factor traffic  Number web visits		\$15,000	\$10,000			\$25,000
	Internet Web Social Media	Promote NW Ontario as a unique and productive corporate destination. Objective is to increase # of conventions and meetings in NW Ontario, increase yield and link to value-added experiences through online activities and campaigns. Focus is on key domestic markets, domestic and US corporate retreat markets..	Digital corporate media channels	Number of web visits  Number of social media engagements  Number of online bookings where applicable		\$5,000	\$10,000			\$15,000
	Consumer Touch Travel Trade FAMs	Promote NW Ontario as a unique and productive corporate destination. Objective is to increase # of conventions and meetings in NW Ontario, increase yield and link to value-added experiences through participation in meeting planner shows and FAMS. Focus is on key domestic markets, domestic and US corporate retreat markets	Industry meeting planner shows:  Incentive Works  Silver Shows  Ignite  Support meeting planner FAM tours  Educational forums for local event and corporate planners to provide tools and advice on bidding on and hosting convention events, encouraging them to be champions for growing convention and meeting markets.	Number of conference leads at shows  Number of conference bid opportunities gained  Number of successful bids  Number of planners engaged on FAM tours  Number of local corporate event planners engaged with in educational forums	Continued	\$10,000	\$7,600			\$17,600
	Administration								\$6,400	\$6,400
	<b>Total</b>					<b>\$30,000</b>	<b>\$27,600</b>		<b>\$6,400</b>	<b>\$64,000</b>

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