

# Tourism Northern Ontario Marketing Plan 2015/2016



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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 of Tourism Northern Ontario 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
Fishing and Hunting	Fishing and Hunting	Fishing and Hunting
Touring: Motorsports (ATV, motorcycle, boating), Auto and Rail	Touring: Motorsports (ATV, motorcycle, boating), Auto and Rail	Touring: Motorsports (ATV, motorcycle, boating, snowmobile), Auto
Festival and Events	Festival and Events	Festival and Events
Attractions (urban and rural)	Attractions (urban and rural)	Attractions (urban and rural)
Georgian Bay Coastal Route	Winter Tourism	Great Lakes Cruising
Meetings, Conventions, Sport Tourism	Meetings, Conventions, Sport Tourism	Meetings, Conventions, Sport Tourism
Geographic Markets – 13A	Geographic Markets – 13B	Geographic Markets – 13C
Southern ON & GTA (including new Canadians)	Southern ON & GTA (including new Canadians)	Near U.S. Border States (e.g. Minnesota, Wisconsin & Illinois)
Quebec	Near U.S. Border States (Michigan, Wisconsin)	Inter-regional markets (i.e., urban-centres within the sub-region/ adjacent sub-region)
Inter-regional markets (urban-centres within the sub-region/ adjacent sub-region)	Inter-regional markets (urban-centres within the sub-region /adjacent sub-region)	Southern ON & GTA, prairie provinces of Manitoba and Saskatchewan



In addition, Tourism Northern Ontario will support the region’s and sub-regions’ marketing effectiveness through the collaboration and delivery of programs to enhance the availability of saleable tourism product on-line, an enhanced presence on TripAdvisor, the segmentation of data for more effective and targeted marketing and the development of an on-line marketing planning, performance, reporting and sharing of best practices solution.

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 national, 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.

To further increase collaboration, alignment and effectiveness within the marketing pillar, it is time to refresh the Northern Tourism Marketing Strategy in partnership with OTMPC and industry stakeholders.

Marketing Investment by Region	\$	%
13	\$465,000	14%
13A	\$1,005,000	30%
13B	\$740,000	22%
13C	\$1,160,000	34%
<b>Total</b>	<b>\$3,370,000</b>	<b>100%</b>

Marketing Investment by Media	13 (Total Budget)	13A	13B	13C
Print	17%	35%	8%	10%
On-line	37%	27%	41%	26%
TV & Radio	14%	3%	19%	27%
Consumer Touch	7%	8%	12%	7%
FAM	5%	2%	11%	7%
OTMPC	3%	10%	0%	2%
Administration	11%	15%	7%	15%
Other Media (Billboards, performance, etc.)	4%	0%	2%	7%



# 13 | Northern Ontario

Marketing Investment by Geography	13 (Total Budget)	13A	13B	13C
Northern Ontario	12%	13%	5%	16%
Rest of Ontario	35%	53%	44%	13%
Rest of Canada	5%	1%	< 1%	12%
USA – Border States	45%	33%	47%	53%
Rest of USA	2%	0%	2%	5%
Overseas	1%	0%	2%	1%

Marketing Cash Flow 2014-15					
	Q1	Q2	Q3	Q4	Annual
13	\$180,000	\$150,000	\$100,000	\$35,000	<b>\$465,000</b>
13A	\$353,397	\$214,343	\$194,581	\$242,679	<b>\$1,005,000</b>
13B	\$59,000	\$150,500	\$433,500	\$97,000	<b>\$740,000</b>
13C	\$210,900	\$680,280	\$102,400	\$166,420	<b>\$1,160,000</b>
<b>Total</b>	<b>\$803,297</b>	<b>\$1,195,123</b>	<b>\$830,481</b>	<b>\$541,099</b>	<b>\$3,370,000</b>



## Tourism Marketing Strategy

### Overall Focus:

In the spring of 2007, the first tourism marketing strategy for Northern Ontario (2008-2012) was developed, led by the Strategic Development and Marketing Partnership for Northern Ontario. In 2011, Tourism Northern Ontario, in partnership with the Northern Office of OTMPC and on behalf of the Northern Ontario tourism industry, developed a “second generation” marketing strategy for 2012-2017 to grow and develop tourism in the region. With the many changes that have taken place since the roll-out of the regional tourism initiative and taking into account the development of other Northern Ontario pillar strategies, the Board of Directors for Tourism Northern Ontario and OTMPC’s Northern Tourism Marketing Committee believe the time is right to refresh the strategy for the next five years.

### Objectives

- Form the basis for successful working relationships among its three sub-regions and industry stakeholders.
- Guide TNO’s marketing efforts and set the stage for success within the mandated marketing pillar.
- Look to build on the success of the existing strategy in order to retool, refresh and reposition the marketing strategy for the next five years – ringing to it the context of current and foreseeable tourism needs.
- Identify challenges, new realities and recommended actions.
- Define a “roles and responsibilities” framework for tourism marketing by tourism industry stakeholders, specifically articulating the role of Tourism Northern Ontario in the marketing hierarchy.





- Identify vertical, cluster, pan-Northern, sub-regional and inter-regional marketing opportunities based on existing and planned stakeholder initiatives.
- Evaluate and prioritize identified opportunities.
- Identify success and tracking measures.

The end product will be a Northern Ontario Tourism Marketing Strategy that:

- Clarifies and aligns;
- Provides an effective approach to implementing recommendations;
- Allows various marketing activities to align and cascade without duplication for the best use of marketing dollars; and
- Acts as a resource to industry partners and stakeholders when planning and funding marketing strategies/efforts.

### Performance

TNO will measure success based on the following:

- Strategy delivered on-time and on-budget.
- Strategy addresses identified areas of focus.

### Engagement

As this is a strategy for Northern Ontario's tourism industry, it is anticipated that sufficient opportunity to engage industry stakeholders will be a priority in the development process.

## Sub-regional Marketing and Support

### Overall Focus

The main focus for Tourism Northern Ontario is to 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 and to support those initiatives with niche training and developmental and operational programs, leading to increased collaborative and marketing effectiveness.

### Objectives

- Increased effectiveness through monitoring of key performance and other indicators.
- Taking remedial action where required.
- Reduced duplication.
- Greater collaboration and partnerships.
- Increased leveraging of resources.
- Increased industry satisfaction with TNO-supported marketing activities.
- Increase the inventory of saleable packages on-line.
- Increased visibility of the region(s) with TripAdvisor.
- Improved marketing effectiveness through data segmentation.

### Performance

- Marketing plans developed, approved, implemented, monitored and reported on according to contract terms, conditions and identified performance measures.
- Industry awareness and satisfaction of sub-regional marketing activities.
- Training and other opportunities identified with remedial action taken
- Increased on-line inventory and sales.
- Increased web visitation which includes visitation, duration, click throughs, cost per visit, views and minutes.
- Increased performance and reporting capacities.

*\*KPM's associated with specific marketing campaigns included in sub-regional schedules*

### Engagement

Sub-regional partners will be engaged through a monthly marketing meeting with other partners engaged on an as-needed basis

*\* Please see each sub-regional marketing plan for details of the initiatives to be undertaken in 2015-16*



## Northern Ontario Web Portal

### Overall Campaign Focus

NorthernOntario.travel is a portal website that brings together influential national, 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 visiting thenorth. As a portal website, its chief goal is to drive qualified consumers to provincial, regional and other DMO- and operator-fulfillment sites and booking engines.

### 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.
- Address organizational and technological challenges by integrating portal operations and content management.

## 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 authors' social media platforms.

## Messaging

Each region and program controls its message. Each piece of content must align with the regional or experiential marketing goals. Content strategists ensure that the content is properly coded and 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. Each sub-portal follows the messaging of the region or experience it promotes; therefore, the best indicator of this messaging is in their marketing plans. However 2015/16 will see the creation of a content calendar that ensures that each of the regions and experiences aligns its content creation with strategic plans. For example, if a region has identified the US as 10% of its target market, 10% of the content it creates will need to be assigned to that. This will also encompass marketing pillars and seasonality and will be accomplished within the first two months of the next generation of the portal.



## Target Markets (geographic)

Each program and region has its own sub-section within NorthernOntario.travel and produces 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 its own sub-section within NorthernOntario.travel and as each produces its own content, each follows the marketing plans that include a content calendar which each provider develops. Broadly speaking,

portal 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.



A section of the report also 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 traditional online marketing campaigns 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.

The visitation goal this fiscal is 1,000,000 total visitors of which 500,000 visit the regional portal. Regional content leads are required to achieve a minimum of 5,000 visits per month, although most have now surpassed this. 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.

Once the booking engines are integrated into the portal, results will be monitored for three months to establish a baseline of traffic before setting a target for sales generated through the portal. As its main objective has always been increasing awareness, the sites best placed to close the sale are the tourism operators or the partner websites.

#### Timelines

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

Timelines are:

- March 31, 2015 - Issue RFP for New Service Provider.
- June 1, 2015 - New Service Provider in Place.
- June 1, 2015 - Update Content Calendar in line with Regional Strategic Plans.
- September 1, 2015 – New Website in Place With Fully Integrated Booking Engines.
- September 15, 2015 – All Content Migrated.
- September 15, 2015 - Update Analytics to Include More Detailed Demographic Info.
- December 1, 2015 - Integrate “big data” and Pixel Tracking into Website.
- December 1, 2015 – Set Targets for Booking Engines.

#### Marketing Campaign Investment by Media and Percentage and 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
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Marketing	Northern Ontario Tourism Marketing Strategy	<p>To refresh the Northern Ontario Tourism Marketing Strategy</p> <ul style="list-style-type: none"> <li>- To grow and develop tourism in the region.</li> <li>- Form the basis for successful working relationships among its three sub-regions and industry stakeholders.</li> <li>- Assist TNO to further develop its marketing effectiveness as one of the four destination development pillars mandated by MTCS.</li> </ul>	<p>Define and confirm OTMPC Partnership.</p> <p>Procure and retain professional services.</p> <p>Undertake review of current strategy, SWOT analysis, and industry consultation to develop marketing strategy.</p> <p>OTMPC and TNO review and acceptance of strategy.</p> <p>Develop implementation plan to begin 2016-17.</p>	<ul style="list-style-type: none"> <li>- Strategy delivered on-time and on-budget.</li> <li>- Strategy addresses identified areas of focus.</li> <li>- Industry satisfaction.</li> </ul>	New		\$25,000	\$25,000		\$50,000
Marketing	Sub-regional Marketing	<p>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.</p> <p>Increased effectiveness through monitoring of key performance and other indicators.</p> <p>Reduce duplication.</p>	<p>Secure services of procured marketing lead organizations for 2014-15</p> <p>Sub-regional marketing plans developed and implemented.</p> <p>Provide ongoing support and training opportunities.</p> <p>Monitor performance and take remedial action where required.</p>	<ul style="list-style-type: none"> <li>- Marketing plans developed, approved and implemented according to contract terms and conditions.</li> <li>- Industry awareness and satisfaction of sub-regional marketing activities.</li> <li>- Training opportunities identified and remedial action taken.</li> </ul> <p><i>*KPM's associated with specific marketing campaigns included in sub-regional schedules</i></p>	Continued	\$623,297	\$1,045,123	\$730,481	\$506,099	\$2,905,000

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Segment	Area of Effort	Objectives	Initiatives & Activities	Key Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Marketing	Sub-regional Marketing Support	Increase the inventory of saleable packages on-line.	Review to-date outcomes of on-line packaging and sales training and on-line reservation system implementation.	<ul style="list-style-type: none"> <li>- Increased on-line inventory and sales.</li> <li>- Increased web visitation.</li> <li>- Increased performance and reporting capacities.</li> </ul>	Continued	\$30,000	\$25,000			
			Identify future opportunities, course of action and implement as required.			\$25,000				
		Increase the visibility of the region(s) with TripAdvisor.	Confirm partnership with OTMPC, Region 12 and sub-regional partners, and effect an operational plan developed with TripAdvisor.			\$25,000				
			Procure and retain professional services to work in partnership with sub-regions to segment current marketing data to further target marketing activities as well as identify new opportunities.			\$80,000				

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Segment	Area of Effort	Objectives	Initiatives & Activities	Key Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
		Improved efficiencies and capacities in marketing planning, performance, reporting and sharing of best practices.	Procure and retain professional services to work in partnership with the sub-regions to develop an on-line planning, performance, reporting and sharing of best practices tool to improve marketing effectiveness and accountability.				\$25,000			\$105,000
Marketing	Internet Website Development and Marketing	Create a definitive online resource for positive and engaging information for Northern Ontario and ensure the highest possible search engine ranking for relevant key words.	Secure services of procured provider to host, maintain and further enhance the Northern Ontario Web Portal for 2014/15 fiscal and to act as content strategist to develop content strategy, manage content providers, review portal content and provide monthly performance reports.	<ul style="list-style-type: none"> <li>- Increased on-line content, visitation, duration and click throughs.</li> <li>- Cost per visit, per referral and per minute.</li> <li>- Industry and partner satisfaction.</li> </ul>	Continued	\$25,000	\$25,000	\$25,000		

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Segment	Area of Effort	Objectives	Initiatives & Activities	Key Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
		<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 cooperation and skill-sharing amongst multiple tourism offices.</p> <p>Foster partnership between Ontario's regional tourism organizations and OTMPC Northern Office experiential programs.</p>	Secure services of procured content providers to develop, to post and to manage professional sub-regional and francophone content on the Northern Ontario Web Portal.			\$75,000	\$75,000	\$50,000	\$35,000	\$310,000
	<b>Total</b>					\$803,297	\$1,195,123	\$830,481	\$541,099	\$3,370,000

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# Tourism Northern Ontario Marketing Plan 2015/2016 13A Northeastern Ontario



*Northeastern  
Ontario*  
CANADA



## Introduction

The Northeastern Ontario Tourism (NeONT) 2015-16 Marketing Campaign will place Northeastern Ontario in the minds of the consumer as the place for nature and outdoor experiences with urban amenities and attractions close at hand. Marketing will be focused in NeONT's best bet markets, positioning Northeastern Ontario as home to BIG easily accessible nature and outdoors experiences.

The strengths of the region include:

- Iconic scenery and outdoor experiences
- Premier fishing product
- Opportunities for combined urban and rural experiences
- Exceptional attractions, festivals and events.
- Rich in history and culture
- A wealth of year-round touring opportunities
- Easily accessible from major markets

To align with Tourism Northern Ontario's (TNO) marketing strategy, marketing efforts will focus on the following:

- Fishing and Hunting
- Nature and Outdoors
- Attractions and Festivals
- Motorsports and Touring
- Meetings, Conventions and Sports Tourism

NeONT will continue to partner with OTMPC where the market fit is strong and will continue to reach out to establish, build and nurture relationships with NeONT's regional tourism partners.

## Messaging

Messaging will focus on the region's key strengths as listed above, aligning with the "Northeastern Ontario... Undeniably Big, Unbelievably Close" overreaching brand. In all cases, there will be a call to action driving visitors to NeONT's website linking them directly to tourism operators, packages and trip inspirations.

Geographic Area	Investment
Northern Ontario	18%
Ontario	50%
Canada	2%
USA (Border States)	30%
<b>Total</b>	<b>100%</b>

### Integrated Tactics

NeONT will use integrated media campaigns with creative products designed to present a cohesive integration of content and context across multiple platforms, such as print, video, online, collateral, events, etc. NeONT's integrated campaigns encompass brand, story, advertising, call to action, etc. NeONT's goal will be to create a unified message across multiple platforms to amplify specific messages, increase market penetration, consumer response and action and enhance campaign tracking, maximizing the value of the marketing investment.

Media	Investment
Print	40%
Broadcast	3%
Partnerships	9%
FAMs	2%
Consumer Touch	8%
On-Line	20%
Meridian	2%
Campaign Management Engagement	15%
<b>Total</b>	<b>100%</b>

### Performance, Tracking and Measurement

On-line tools and resources have been put in place to enable all campaigns to be monitored closely, which will enable NeONT to track and compare annual campaigns in order to demonstrate that the marketing dollars spent on behalf of the region are having a positive impact.

- Establish benchmark for number of visitors to NeONT's website
- Increase in click throughs to operators
- Increase in user time on site
- Increase in shares of information from website
- Increase in partner participation in programs
- Number of media FAM tours undertaken including media value
- Number of NeONT's operator contacts made
- Number of engagements generated from all media types

Tracking tools to be employed to test efforts in all media for advertising effectiveness, brand and advertising awareness, product enquiry and engagement and attitudes toward the brand and competition include:

- Unique phone numbers monitored in-house or via paid response service to track and capture leads into a CRM system
- Unique and memorable URLs to track leads to specific pages
- Consumer surveys to determine route to contact

A component will also be added to NeONT's consumer research program to analyze top-of-mind awareness, unaided brand awareness, brand fit, brand image, purchase/travel intent, cost/value perception, aided and unaided ad awareness, aided and unaided advertising content recall, promotion awareness and media habits. This will take the form of an additional survey branch

in existing research or could be developed into a longitudinal study with a consumer panel to be tracked over time. The specific methodology will depend on the ability to adequately qualify participants. In addition, media scans will be utilized to quantify and value the impact of earned media and public relations efforts for all campaigns.

### Stakeholder Engagement

Municipal and private sector partners were fully engaged in the development of the three-year Strategic Business and Marketing Plan for the Northeastern Ontario Region through stakeholder consultations including meetings, interviews and webinars. The resulting plan outlines clear direction for the NeONT marketing committee and Board of Directors on prioritizing marketing segments and initiatives. These committees are a broad cross section of the industry within the Northeast region and comprise representatives from municipal, private operators, attractions and sectors. NeONT engages the stakeholders through survey's, monthly newsletters, meetings, Year in Review reports and the Annual General Meeting.

### Leveraging Partnership Opportunities

NeOnt has set aside funds this year to develop and leverage new partnership opportunities that will allow it to have incentivized calls to action in many of NeONT's campaigns. NeONT will be working to develop incentive offers from partners including discounts, buy one, get one free incentives,

coupons, etc. These will be developed with interested partners in attractions, accommodations, entertainment, hospitality, etc. In addition it is planned to offer additional draws and incentive fulfillments. These opportunities will be used to help increase audience participation and engagement across all platforms.



## General Marketing

### Overview

The general marketing pillar encompasses initiatives that cross one or more pillars and provide and tools for marketing, tracking and reporting.

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The general marketing pillar encompasses initiatives that cross one or more pillars and provide and tools for marketing, tracking and reporting.

- Continued development and improvement of website in order to maintain best practices.
- On-line tools that will ensure that marketing initiatives are effective, allowing for adjustment of campaigns throughout marketing year.
- Continuous building of photography and video library for use in marketing campaigns.
- Regional lure.
- Cross market awareness multi-ad campaign through high profile publication.
- License fee for regional on-line reservation system.

### Target Markets

Best bet markets for the each marketing pillar will be targeted.

- Targeting the U.S. markets within an 8 to 12 hour driving distance (Michigan, Ohio, Pennsylvania, New York)

- Targeting Southern Ontario/GTA, in particular Southwestern Ontario (London, Waterloo, Guelph, Kitchener).
- Targeting urban centres within Northern and Northeastern Ontario (Sault Ste. Marie, Sudbury, Timmins, North Bay).

Geographic Area	Investment
Northern Ontario (Region 13)	15%
Ontario	45%
USA (Border States)	40%
<b>Total</b>	<b>100%</b>

Demographics for these markets include:

- Avids (enthusiasts) and nature consumers seeking rest and respite, often travelling in social groups.
- Boomers, empty nesters, urban adventure travellers seeking relaxation, rejuvenation and discovery.
- Families seeking easy to buy and use outdoor adventures and child friend family bonding time.
- Young urban professionals, singles and couples, seeking respite from fast lifestyles, unexpected and new adventure experiences.



## Media Campaign

The recently completed Digital Strategy recommends that a yearly refresh/update of the website be undertaken to ensure that the site follows user trends and information processes based on results learned through the reports generated with the information garnered from the on-line tools.

NeONT will continue to update, increase and expand the video library and photography library for use by NeONT in regional promotions and also for use by partners. Fresh and new images enable NeONT to lure the youth market.

The regional lure guide is a story-based promotional piece that offers trip inspirations and suggestions, luring the consumer to seek more information by visiting the website and driving to the operator. This is the primary promotional

piece for the region and stories are based on the marketing pillars. The guide will be distributed at shows, through the Provincial and regional information centres and as fulfillment for inquiries.

The cross market ad campaign will feature a series of full-page ads in Food & Drink magazine, a high income, high profile magazine with a long shelf life. The overreaching brand *Northeastern Ontario... Undeniably Big, Unbelievably Close* with different experiential brandings per ad driving to the website and operators will be incorporated.

Consumer surveys allow NeONT to follow up with consumers met at shows or who have signed up to receive NeONT's newsletter. The survey will determine if they have visited or plan to visit NeONT.



Stakeholder surveys allow NeONT to monitor stakeholder engagement, program participation and overall satisfaction on a yearly basis. This will help to ensure that the initiatives being undertaken on behalf of the region are having a positive impact.

Ad tracking and media scans enable NeONT to gather information on the success of the campaign and adjust as needed.

The Meridian online reservation system is seeing a slow uptake within the region. Turnaround time from awareness to implementation is longer than predicted. The Travel Industry Council of Ontario (TICO) issues have caused concerns around costs and manpower when offering packaging options. With one year remaining on the three-year contract for licensing, the Meridian online reservation system will be evaluated at the end of the 2015-16 year.

Sudbury is utilizing the system in full package mode. Discussions with the two other municipalities have revealed that they are at various stages of commitment. Partners with NeONT are utilizing the Simple system whereby the consumer goes directly to the operator site from the Meridian listing. This does not allow for packaging but it does provide NeONT with ROI numbers for click throughs to partner websites.

Media	Investment
On-Line	22%
Print	56%
Meridian	7%
Campaign Management Engagement	15%
<b>Total</b>	<b>100%</b>

### Performance, Tracking and Measurement

- On-line tools and resources have been put in place to enable all campaigns to be monitored.
- Number of lure guides distributed.
- Increase in number of visitors to NeONT's website.
- Increase in click throughs to operators.
- Increase in user time on site.
- Increase in shares of information from website.
- Increase in partner participation in programs.

## Media Recommendations, Targets and Rationale

### Print Advertising:

#### **Food & Drink – Four Insertions**

AUDIENCE: Food & Drink covers two of the major 'Best Bet' markets for each marketing pillar - GTA, Southwestern Ontario and urban Northern and Northeastern Ontario.

DEMOGRAPHICS: Boomers, empty nesters, urban adventure, rest seekers, nature consumers, families, avid outdoors enthusiasts, young urban professionals, singles and couples.

VALUE: Reaches 2.4 million readers in Ontario, with more than one million alone in the Toronto area.

TRACKING and CONVERSION: While the primary purpose of the Food & Drink campaign is global brand awareness tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement
- Each ad will be promoted across all channels
- Specific promotional opportunities to be developed

#### METRICS:

Circulation - 512,000 English Edition and 23,000 French Edition

Readership - 2,400,000 active readers per issue

Cost Per Impression - \$0.0078

Conversion Target - 2,500 enquiries (aggregate of phone/web/email/entries/etc.)



Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
General Marketing	On-Line	Continued development and improvement of website in order to maintain best practices Incorporation of on-line tools to better track and report success of campaigns, reach, sharing, tracking and click throughs	Through the monitoring of the on-line tools usage of the website will be determined  Monitor traffic and watch click throughs  Adjustments and updates can then be made to the sight  Purchase the use of on-line tools. Upload them onto NeONT's website and social media platforms for tracking purposes, re-distribution of content and partners usage of NeONT's content	Monitor and establish benchmarks for:  - Unique website visits and click throughs to operators  - User time on site  - shares of information from website	New	\$20,000	\$20,000	\$20,000	\$17,328	\$77,328

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Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Print	<p><b>Video and Photography Library:</b> Continuous building of photography and video library for use in marketing campaigns</p> <p><b>Lure Publication:</b> Regional lure guide driving to the website and operators</p> <p><b>Cross-Market Ad Campaign:</b> multi-ad campaign through high profile publication</p>	<p>Conduct video and photography shoots for each pillar to build library for use in print publications, on-line and partner sharing of assets</p> <p>Commission and creation of stories to share experiences in NeONT region to inspire travel to the region</p> <p>Design of publication to best feature the region and lure travelers</p> <p>Printing, production and shipping of the publication</p> <p>Inviting visitors to Northeastern Ontario through a high profile publication aimed at NeONT's demographics covering all marketing pillars. Creating awareness of region and product offering</p> <p>4 ads in English edition of the Food &amp; Drink Magazine and 1 ad in the French Edition of the magazine</p>	<ul style="list-style-type: none"> <li>- Increase in usable assets for campaigns</li> <li>- Distribution/downloads/shares</li> <li>- Increase in number of visitors to NeONT's website/click throughs</li> <li>- Increase in user time on site</li> </ul>	Continuous	\$44,000	\$70,950	\$59,000	\$18,397	\$192,347

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Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Meridian	License fee for regional on-line reservation system	Assist new partners with getting on the Simple system  Work with partners on the simple system to get them to add to their package offerings  Work with partners to encourage them to move to the full on-line booking system.  Work with Cities to develop more packaging options	- Increase in partner participation in programs  - Share tracking and click throughs information	Continuous				\$24,000	\$24,000
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives	Consult and communicate with industry; implement tracking tools; monitoring and reporting; ROI evaluations	- Planning and reporting on time  - Number of stakeholders engaged  - Stakeholder satisfaction with activities	Continuous	\$21,825	\$10,000	\$10,000	\$10,000	\$51,825
	<b>TOTALS</b>					<b>\$85,825</b>	<b>\$100,950</b>	<b>\$89,000</b>	<b>\$69,725</b>	<b>\$345,500</b>

## 1. Fishing and Hunting

### Overview

Fishing is a premier product in Northeastern Ontario and as such will receive primary focus for this pillar. Hunting, while still significant, will receive a lesser degree of focus.

NeONT has a strong repeat US clientele for this pillar. This high yield market is the mainstay for lodges and resorts within the region. A growing southern Ontario clientele base needs to continue to be developed.

### Objectives

- Maintain existing clientele while attracting new visitors.
- Continue to promote NeONT's premier fishing product and variety of adventures all that are easily accessible.

### Target Markets

Best bet markets for the fishing and hunting pillar within Northeastern Ontario are avid anglers and North American hunters.

Targeting the U.S. markets within an 8- to 12-hour driving distance (Michigan, Ohio, Pennsylvania, and New York) and focusing the campaign on men, 45 to 75, in the middle to upper income bracket will maintain and build clientele base.

Targeting Southern Ontario/GTA, in particular Southwestern Ontario (London, Waterloo, Guelph, and Kitchener) and focusing the campaign on men, 30 to 60, in the middle to upper income will maintain and grow this base.

The High Yield Angler's report values women and youth and fly-fishers as a growth market with high potential.

Geographic Area	Investment
Northern Ontario (Region 13)	5%
Ontario	40%
USA (Border States)	55%
<b>Total</b>	<b>100%</b>

### Messaging

The overreaching brand Northeastern Ontario... *Undeniably Big, Unbelievably Close* with the experiential branding of BIG Game; BIG Catch and BIG Fish are being utilized for this pillar.

## Media Campaign

The Fishing and Hunting media campaign will feature traditional print advertising in key Ontario and U.S. publications targeted at avids.

Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives.

Media-planned broadcast spots will be built around selected shows reflected within the particular pillar.

Consumer touch shows in Toronto and US Border States will engage best bet target markets utilizing the regional lure guide to drive them to the website site and operators. Print and broadcast will be supported with FAM tours for story development.

Build social/digital content through promoted posts and bloggers focusing on premier fishing, youth and women.

Utilizing paid on-line advertng on Facebook, search engine marketing with Google ads and banner ads on avid, youth and women's sites.

Integrate on-line marketing to support and broadcast for greater reach and provide ROI.





Media	Investment
Print	33%
Partnership	14%
FAMs	3%
Consumer Touch	13%
On-line	22%
Campaign Management Engagement	15%
<b>Total</b>	<b>100%</b>

**Performance, Tracking and Measurement**

- On-line tools and resources have been put in place to enable all campaigns to be monitored.
- Number of contacts/changes in database.
- Consumer engagement at avid shows.
- Increase in number of visitors to NeONT’s website.
- Increase in click throughs to operators.
- Increase in user time on site.
- Increase in shares of information from website.
- Increase in partner participation in programs.

**Media Recommendations, Targets and Rationale**

**Print Advertising:**

**Integrated Media: Ontario Out of Doors - Two Insertions + DPS**

AUDIENCE: Targets one of the major ‘Best Bet’ markets for this marketing pillar - GTA, Southwestern Ontario

DEMOGRAPHICS: Outdoor enthusiasts, avid hunters, avid anglers.

VALUE: Over 650,000 Ontario Out of Doors readers in Ontario. No other source reaches a greater audience of anglers and hunters in the province.

TRACKING and CONVERSION: Tracking efforts will be integrated into the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Tracking will be integrated with broadcast and online efforts.
- Specific promotional opportunities to be considered.

**METRICS:**

Circulation - 99,000 (98 M in Ontario)

Readership - 651,000 active readers per issue

Cost Per Impression - \$0.01923

Conversion Target - 2,000 enquiries (aggregate of phone/web/email/entries/etc.)

**Game and Fish Magazine - Two Insertions (NR)**

AUDIENCE: Game and Fish covers one of the major ‘Best Bet’ markets for this marketing pillar - Nearby US states

DEMOGRAPHICS: Outdoor enthusiasts, avid hunters, avid anglers based in the North Eastern USA.



## 13A | Northeastern Ontario Tourism

VALUE: Over 800,000 *Game and Fish* readers in the NE USA.

TRACKING and CONVERSION: Tracking efforts will be integrated into the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be considered.

METRICS:

Circulation - 213,407 (NE Region)

Readership - 800,000 active readers per issue (NE Region)

Cost Per Impression - \$0.0019

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

**Paid On-line Advertising (SEO/SEM/Social):**

***American Outdoorsman* (Online publication)**

AUDIENCE: *American Outdoorsman* covers one of the major 'Best Bet' markets for this marketing pillar - Nearby US states

DEMOGRAPHICS: Outdoor enthusiasts, avid hunters, avid anglers based in the USA.

VALUE: Over 250,000 *American Outdoorsman* readers in the USA.

TRACKING and CONVERSION: Tracking efforts will be integrated into the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be considered.



**METRICS:**

Circulation - 120,000 (national paid registered users)

Readership - 250,000 active readers per issue

Cost Per Impression - \$.0220

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

**Integrated Media: Ontario Out of Doors**

VALUE: Tied to *Ontario Out of Doors* Print Magazine print campaign. Online campaign will support and extend the value of the broadcast and print effort.

TRACKING and CONVERSION: Tied to print and broadcast campaign tracking.

Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Fishing and Hunting	Print	Maintain existing clientele while attracting new visitors  Continue to promote NeONT's premier fishing product and variety of adventures all that are easily accessible	The Fishing and Hunting media campaign will feature traditional print advertising in key Ontario and U.S. publications targeted at avids  On-line tools and resources have been put in place to enable all campaigns to be monitored	- Establish benchmark in number of visitors to NeONT's website/ click throughs to operators  - Increase in shares of information from website  - Increase in user time on site	Continuous	\$20,000	\$18,290		\$20,000	\$58,290
	Partnership	Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives	Leveraged Partnership opportunities	- Increase in number of visitors to NeONT's website/click throughs to operators  - Increase in user time on site  - Increase in partner participation in programs		\$16,500	\$4,625	\$4,625		\$25,750

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	FAMs	Print will be supported with FAM tours for story development	To be determined on writers schedules	<ul style="list-style-type: none"> <li>- Number of FAM</li> <li>- Number of Stories generated</li> <li>- Reach/value of FAMs</li> </ul>	Continuous	\$1,000	\$3,000	\$1,000		\$5,000
	Consumer Touch	<p>Consumer touch shows in Toronto and US Border States</p> <p>Maintain existing clientele while attracting new visitors</p> <p>Continue to promote NeONT's premier fishing product and variety of adventures all that are easily accessible</p>	Consumer touch shows in Toronto and US Border States will engage best bet target markets utilizing regional lure guide to drive them to the website site and operators	<ul style="list-style-type: none"> <li>- Consumer engagement at avid shows</li> <li>- Increase in number of visitors added to NeONT's database</li> <li>- Increase in partner participation in programs</li> </ul>	Continuous			\$10,000	\$14,000	\$24,000
	On-line	Build social/digital content through promoted posts and bloggers	Build social/digital content through promoted posts and bloggers focusing on premier Fishing and Hunting product focusing on premier fishing, youth and women	<ul style="list-style-type: none"> <li>- Number of promoted posts</li> <li>- Numbers of Blogger Stories generated</li> <li>- Reach/value of stories</li> </ul>	New	\$4,050	\$4,050	\$4,050	\$4,050	\$16,200

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
		Utilizing paid on-line adverting on Facebook, Search engine marketing with Google ads and banner ads	Utilizing paid on-line adverting on Facebook, Search engine marketing with Google ads and banner ads on Fishing and Hunting focusing on avid, youth and women	- Reach of tactic - Click throughs to website	New	\$11,000	\$11,000	\$910		\$22,910
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives		- Number of stakeholders engaged - Percentage stakeholders satisfied with activities	Continuous	\$6,713	\$6,713	\$6,713	\$6,711	\$26,850
	<b>TOTALS</b>					<b>\$59,263</b>	<b>\$47,678</b>	<b>\$27,298</b>	<b>\$44,761</b>	<b>\$179,000</b>

## 2. Nature and Outdoors

### Overview

Water, rocks and trees, great expanses of natural outdoor playgrounds, the iconic Canadian experience: this is the true essence of Northeastern Ontario and the number one reason stated by visitors for the visit.

### Objectives

- Keeping the focus on tying the outdoor experience to fixed roof accommodations to attract high yield nature-based tourists.
- Emphasis on premier products and experiences.
- Driving the consumer to the website [www.northeasternontario.com](http://www.northeasternontario.com)

### Target Markets

Best bet markets for the Nature and Outdoors in Northeastern Ontario is Southern Ontario, GTA, Ottawa and US Border States (brings in a higher yield consumer).

Targeting Nature Lovers, Family Memory Builders, Up and Coming Explorers and Mellow Vacationers tying to an experience Nature-Based Tourists (average age 55) and young couples.

Emerging trend of “glamping” and tipi tenting is an opportunity for NeONT, attracting those who want to engage in an outdoor experience but do not want to rough it.

Geographic Area	Investment
Southern Ontario	65%
GTA/Ottawa	10%
US Border States	25%
<b>Total</b>	<b>100%</b>

### Messaging

The overarching brand *Northeastern Ontario... Undeniably Big, Unbelievably Close* with the experiential branding of BIG Water, BIG Forests, BIG Views, and BIG Pictures is being utilized for this pillar.

### Media Campaign

The Nature and Outdoor print advertising will be featured in key Ontario and US publications targeting avids. Passive outdoor experiences, authentic experiences and “no roughing it” experiences will be targeted through non-avid publications.

Media-planned broadcast spots will be built around selected shows reflected within the particular pillar.

Partnerships with OTMPC Video Monitors and Union Station backlit in key Ontario locations in the heart of NeONT’s best bet market will draw Southern

# 13A | Northeastern Ontario Tourism

Ontario commuters and visitors alike. Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives.

Print and broadcast will be supported with FAM tours for story development.

Consumer touch shows in Toronto and Ottawa will engage best bet target markets utilizing the regional lure guide to drive them to the website site and operators.

Build social/digital content through promoted posts and bloggers focusing on nature and outdoor adventures.

Utilize paid on-line adverting on Facebook, search engine marketing with Google ads and banner ads on avid and soft adventure sites.

Integrate on-line marketing to support print and broadcast for greater reach and provide ROI.

Media	Investment
Print	37%
Broadcast	9%
Partnerships	10%
FAM	3%
Consumer Touch	9%
On-Line	18%
Campaign Management Engagement	15%
<b>Total</b>	<b>100%</b>

## Performance, Tracking and Measurement

- On-line tools and resources have been put in place to enable all campaigns to be monitored.
- Number of contacts/changes in database.
- Consumer engagement at avid shows.
- Increase in number of visitors to NeONT's website.
- Increase in click throughs to operators.
- Increase in user time on site.
- Increase in shares of information from website.
- Increase in partner participation in programs.

## Media Recommendations, Targets and Rationale

### Print Advertising:

#### Integrated Media: *Explore Magazine* - NeONT's Insertions

AUDIENCE: *Explore* covers two of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario and urban Northern and Northeastern Ontario.

DEMOGRAPHICS: Outdoor enthusiasts, boomers, empty nesters, nature consumers, families seeking outdoor adventures and avid outdoors enthusiasts.

VALUE: Over 40,000 *Explore* readers in Ontario. The publication is sold and distributed exclusively through specialty outdoor retailers across Canada.





TRACKING and CONVERSION: Tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be developed.

METRICS:

Circulation - 15,103 (10.3 M in Ontario)

Readership - 65,000 active readers per issue

Cost Per Impression - \$0.10

Conversion Target - 1,000 enquiries (aggregate of phone/web/email/entries/etc.)

### **Ontario Parks**

AUDIENCE: Ontario Parks audience is 88% Ontario (GTA, Southwestern Ontario and urban Northern and Northeastern Ontario)

DEMOGRAPHICS: Boomers, empty nesters, urban adventure, rest seekers, nature consumers, families, avid outdoors enthusiasts, singles and couples.

VALUE: Reaches 585,000 English; 50,000 French readers in Ontario

TRACKING and CONVERSION: tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be developed.

METRICS:

Circulation – 685,000

Readership – 1.3 million active readers per issue

Cost Per Impression - \$0.0145

Conversion Target - 1,000 enquiries (aggregate of phone/web/email/entries/etc.)

### **Integrated Media: Canadian Geographic Travel - Three Insertions (EE)**

AUDIENCE: *Canadian Geographic Travel* covers two of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario and urban Northern and Northeastern Ontario

DEMOGRAPHICS: Boomers, empty nesters, urban adventure, rest seekers, nature consumers, families, avid outdoors enthusiasts, singles and couples.

VALUE: Reaches 2.4 million readers in Ontario, with more than one million alone in the Toronto area.

TRACKING and CONVERSION: While the primary purpose of the Canadian Geographic Travel campaign is global brand awareness tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be developed.

METRICS:

Circulation - 147,252 (68,199 in Ontario)

Readership - 750,000 active readers per issue

Cost Per Impression - \$0.0173

Conversion Target - 1,000 enquiries (aggregate of phone/web/email/entries/etc.)

## **Broadcast:**

### **Integrated Media: Outdoor Life Network**

AUDIENCE: OLN programming that covers the major 'Best Bet' markets for each marketing pillar - GTA, Southwestern Ontario and urban Northern and Northeastern Ontario

DEMOGRAPHICS: Boomers, empty nesters, urban adventure, nature consumers, families, avid outdoors enthusiasts, singles and couples.

VALUE: Potential to reach beyond specific 'Best Bet' markets with inexpensive national reach.

TRACKING and CONVERSION: Tracking efforts will be integrated into the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Tracking will be integrated with online efforts.
- Specific promotional opportunities to be considered.

### METRICS:

Ratings - GRPs will be dependent on media buy

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

## **Paid On-line Advertising (SEO/SEM/Social):**

### **Integrated Media: Explore Online**

VALUE: Tied to Explore Magazine print campaign. Online campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to print campaign tracking.

## **Integrated Media: Canadian Geographic Travel**

VALUE: Tied to *Canadian Geographic Travel Magazine* print campaign. Online campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to print campaign tracking.

## **Integrated Media: OLN Online**

VALUE: Tied to ONL online campaign. Broadcast campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to broadcast tracking.

## **Integrated Media: Canadian Geographic Travel**

VALUE: Tied to *Canadian Geographic Travel Magazine* print campaign. Online campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to print campaign tracking.

## **Integrated Media: OLN Online**

VALUE: Tied to ONL online campaign. Broadcast campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to broadcast tracking.

Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Nature and Outdoors	Print	<ul style="list-style-type: none"> <li>- Keeping the focus on tying the outdoor experience to fixed roof accommodations to attract high yield nature based tourists</li> <li>- Emphasis on premier products and experiences</li> <li>- Driving the consumer to the website <a href="http://www.northeasternontario.com">www.northeasternontario.com</a></li> </ul>	<ul style="list-style-type: none"> <li>- On-line tools and resources have been put in place to enable all campaigns to be monitored</li> <li>- Increase in number of visitors to NeONT's website</li> <li>- Increase in click throughs to operators</li> </ul>	<ul style="list-style-type: none"> <li>- On-line tools and resources have been put in place to enable all campaigns to be monitored</li> <li>- Increase in number of visitors to NeONT's website</li> <li>- Increase in click throughs to operators</li> </ul>	Continuous	\$72,823				\$72,823
	Broadcast	Media planned broadcast spots to be built around selected shows reflected within the particular pillar	<p>Integrated media – Outdoor life network</p> <p>On-line tools and resources have been put in place to enable all campaigns to be monitored</p>	<ul style="list-style-type: none"> <li>- Increase in number of visitors to NeONT's website/ click throughs to operators</li> <li>- Increase in user time on site</li> <li>- Increase in shares of information from website</li> </ul>	New		\$17,827			\$17,827

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Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Partnerships	Partnerships with OTMPC. Partnership opportunities with regional stakeholders	OTIC Video Monitor – Union Station Union Station Backlit Leveraged Partnership opportunities	<ul style="list-style-type: none"> <li>- Increase in number of visitors to NeONT’s website/ Increase in click throughs to operators/user time on site</li> <li>- Increase in shares of information from website</li> <li>- Increase in partner participation in programs</li> </ul>	New	\$6,000	\$13,750			\$19,750
	FAMs	Print and Broadcast will be supported with FAM tours for story development	To be determined on writers schedules	<ul style="list-style-type: none"> <li>- Number of FAM</li> <li>- Number of Stories generated</li> <li>- Reach/value of FAMs</li> </ul>	Continuous	\$1,000	\$2,000	\$2,000		\$5,000
	Consumer Touch	Consumer touch shows to engage best bet target markets Maintain existing clientele while attracting new visitors  Continue to promote NeONT’s premier nature and outdoor product	Consumer touch shows in Toronto and Ottawa will engage best bet target markets utilizing regional lure guide to drive them to the website site and operators	<ul style="list-style-type: none"> <li>- Consumer engagement at avid shows</li> <li>- Increase in number of visitors added to NeONT’s database</li> <li>- Increase in partner participation in programs</li> </ul>	Continuous			\$5,000	\$13,000	\$18,000

Continued on next page...

Segment	Area of Effort	Objectives	Initiatives and Activities	Performance Measures	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	On-Line	Build social/digital content through promoted posts and bloggers  Utilizing paid on-line advertng on Facebook, Search engine marketing with Google ads and banner ads	Build social/digital content through promoted posts and blog Utilizing paid on-line advertng on Facebook, Search engine marketing with Google ads and banner ads on avid and soft adventure sites bloggers focusing on premier product offerings	- Number of promoted posts  - Reach/value of stories.  - Click throughs to website	New	\$8,725	\$8,725	\$8,725	\$8,725	\$34,900
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives		- Number of stakeholders engaged  - Percentage stakeholders satisfied with activities	Continuous	\$7,425	\$7,425	\$7,425	\$7,425	\$29,700
	<b>TOTALS</b>					<b>\$95,973</b>	<b>\$49,727</b>	<b>\$23,150</b>	<b>\$29,150</b>	<b>\$198,000</b>

## 3. Motorsports/Touring

### Overview

Motorsports and touring is a regional initiative with a secondary focus for NeONT. The focus of this pillar is to work with a few key projects through partnerships with OTMPC, OFSC and regional partners.

### Objectives

- Maintain and increase product offering.
- Maintain existing clientele while attracting new visitors.
- Continue to promote NeONT's premier touring product and variety of adventures.

### Target Market

Best bet target markets for NeONT are the Northern American snowmobile tourists and Northern American motorcycle tourists. Both of these markets travel to enjoy their sport.

Targeting Southern Ontario and GTA, Quebec and US Border states for both snowmobiling and motorcycling plus Manitoba for motorcycling. Focusing on adult males and couples - Mellow vacations, older couples, empty nesters and recreational motorsports enthusiasts.

Geographic Area	Investment
Northern Ontario (Region 13)	30%
Ontario	60%
Quebec	10%
<b>Total</b>	<b>100%</b>

### Messaging

The overreaching brand Northeastern Ontario... Undeniably Big, Unbelievably Close with the experiential branding of BIG Trails; BIG Ride and BIG Snow are being utilized for this pillar.

### Media Campaign

The motorsport and touring print advertising will be featured in key Ontario and US publications targeting avids driving to the website and click throughs to operators.

This will be supported with FAM tours for story development.

There will be partnerships with OTMPC, OFSC, Direction Ontario and industry to develop and promote touring routes leveraging dollars and reach. Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives.

Consumer touch shows in Toronto will engage best bet target markets utilizing regional lure guide and route maps to drive them to the website site and operators.

Build social/digital content through promoted posts and bloggers focusing on premier touring routes.

Utilizing paid on-line advertng on Facebook, Search engine marketing with Google ads and banner ads on avid sites.

Integrate on-line marketing to support print for greater reach and provide ROI.

Media	Investment
Print	25%
Partnerships	22%
FAMs	6%
Consumer Touch	14%
Social/Digital Content	9%
On-line/Social/SEM	9%
Consulting/Admin	15%
<b>Total</b>	<b>100%</b>

## Performance, Tracking and Measurement

- On-line tools and resources have been put in place to enable all campaigns to be monitored.
- Number of contacts/changes in database.
- Consumer engagement at avid shows.
- Increase in number of visitors to NeONT's website.
- Increase in click throughs to operators.
- Increase in user time on site.
- Increase in shares of information from website.
- Increase in partner participation in programs.



## Media Recommendations, Targets and Rationale

### Print Advertising:

#### Integrated Media: *Motorcycle Mojo* - Three Insertions

AUDIENCE: *Motorcycle Mojo* covers one of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario motorcycle enthusiasts + USA.

DEMOGRAPHICS: Adult males and couples - Mellow vacations, older couples, empty nesters, recreational motorsports enthusiasts.

VALUE: Over 25,000 readers in Ontario.

TRACKING and CONVERSION: Tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Tracking will be integrated with online efforts.
- Specific promotional opportunities to be developed.

#### METRICS:

Circulation - 13,695 (500 in USA)

Readership - 70,000 active readers per issue

Cost Per Impression - \$0.1142

Conversion Target - 250 enquiries (aggregate of phone/web/email/entries/etc.)

#### GoSnowmobiling - One Insertion

AUDIENCE: *GoSnowmobiling* covers one of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario snowmobile enthusiasts + USA.

DEMOGRAPHICS: Adult males and couples - Mellow vacations, older couples, empty nesters, recreational motorsports enthusiasts.

VALUE: Over 120,000 readers in Ontario. The magazine is sent to all members of the Ontario Federation of Snowmobile clubs (OFSC).

TRACKING and CONVERSION: Tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Specific promotional opportunities to be developed.

#### METRICS:

Circulation - 65,000 (1M in USA)

Readership - 120,000 active readers per issue

Cost Per Impression - \$0.066

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

### Paid On-line Advertising (SEO/SEM/Social):

#### Integrated Media: *Motorcycle Mojo*

VALUE: Tied to *Motorcycle Mojo* print magazine print campaign. Online campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to print campaign tracking.



**SuperTrax/SnowTrax - Online**

AUDIENCE: SuperTrax covers one of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario snowmobile enthusiasts + USA.

DEMOGRAPHICS: Adult males and couples - Mellow vacations, older couples, empty nesters, recreational motorsports enthusiasts.

TRACKING and CONVERSION: Tracking efforts will be integrated into each of the online ads.

- A unique, trackable URL will be embedded in each advertisement
- Each ad will be promoted across all channels
- Specific promotional opportunities to be developed

**METRICS:**

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Motorsports and Touring	Print	<ul style="list-style-type: none"> <li>- Maintain and increase product offering</li> <li>- Maintain existing clientele while attracting new visitors</li> <li>- Continue to promote NeONT's premier touring product and variety of adventures</li> </ul>	The motorsport and touring print advertising will be featured in key Ontario and US publications targeting avids driving to the website and click throughs to operators	<ul style="list-style-type: none"> <li>- On-line tools and resources have been put in place to enable all campaigns to be monitored</li> <li>- Increase in number of visitors to NeONT's website</li> <li>- Increase in click throughs to operators</li> <li>- Increase in user time on site</li> <li>- Increase in shares of information from website</li> <li>- Increase in partner participation in programs</li> </ul>	Continuous	\$10,800	\$10,795	\$8,000		\$29,595

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Partnerships	Develop partnerships with industry to promote the route - Maintain and increase product offering - Maintain existing clientele while attracting new visitors - Continue to promote NeONT's premier touring product and variety of adventures	Partnerships with OTMPC, OFSC, Direction Ontario and Industry to develop and promote touring routes leveraging dollars and reach. Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives	- On-line tools and resources have been put in place to enable all campaigns to be monitored - Increase in number of visitors to NeONT's website - Increase in click throughs to operators - Increase in user time on site - Increase in shares of information from website - Increase in partner participation in programs	Continuous	\$14,000			\$12,000	\$26,000
	FAMs	FAM tours to support print and partnership initiatives	Dependent on writers schedules	- Increase in number of visitors to NeONT's website - Increase in click throughs to operators - Increase in user time on site - Increase in shares of information from website	Continuous	\$3,250	\$3,250		\$1,000	\$7,500

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Consumer Touch	Consumer touch shows will engage best bet target markets utilizing regional lure guide and route maps to drive them to the website site and operators	Consumer touch shows in Toronto will engage best bet target markets utilizing regional lure guide and route maps to drive them to the website site and operators	<ul style="list-style-type: none"> <li>- Number of contacts/ changes in database</li> <li>- Increase in number of visitors to NeONT's website/ click throughs to operators</li> <li>- Increase in partner participation in programs</li> </ul>	Continuous			\$5,500	\$11,065	\$16,565
	On-Line	<p>Build social/digital content through promoted posts and bloggers</p> <p>Utilizing paid on-line adverting on Facebook, Search engine marketing with Google ads and banner ads</p>	<p>Build social/digital content through promoted posts and bloggers focusing on premier motorsports product offering</p> <p>Utilizing paid on-line adverting on Facebook, Search engine marketing with Google ads and banner ads on motorsports</p>	<ul style="list-style-type: none"> <li>- Number of promoted posts</li> <li>- Reach/value of stories.</li> <li>- Click throughs to website</li> </ul>	New	\$5,375	\$5,375	\$5,375	\$5,365	\$21,490
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives		<ul style="list-style-type: none"> <li>- Number of stakeholders engaged</li> <li>- Percentage stakeholders satisfied with activities</li> </ul>	Continuous	\$4,500	\$4,500	\$4,500	\$4,350	\$17,850
	<b>TOTALS</b>					<b>\$37,925</b>	<b>\$23,920</b>	<b>\$23,375</b>	<b>\$33,780</b>	<b>\$119,000</b>

#### 4. Attractions and Festivals

##### Overview

Attractions and festivals provide things to do and see while in the region, encourage participation and exploration of NeONT’s communities, culture, and people and provide a learning experience all of which enhances the overall product and appeal of the region. Attractions and festivals play an integral role in increasing length of stay, which increases overall tourism economic impact.

##### Objectives

- Create awareness of year-round product offerings to enhance stays in the Northeast.
- Link attractions and festivals to create itineraries and NeONT’s options for independent and group travel moving the visitor throughout the region.
- Encourage VFR market to extend stay and move the visitor throughout the region.

##### Target Markets

Best bet markets for the Attractions and Festivals pillar within Northeastern Ontario young families and VFR.

Targeting Northern Ontario, Southern Ontario and GTA – Traveling Families; 30–45 Age group; middle to upper income.

Targeting US Border States - families and couples family. 40 – 60 age group; middle to upper income coming to the region primarily for fishing but looking for things to do with the family.

Geographic Area	Investment
Northern Ontario (Region 13)	30%
Southern Ontario/GTA	50%
USA Border States	20%
<b>Total</b>	<b>100%</b>

##### Messaging

The overreaching brand *Northeastern Ontario... Undeniably Big, Unbelievably Close* with the experiential branding of BIG Memories; BIG Thrills and BIG Gatherings being utilized for this pillar.

**Media Campaign**

The Attractions and Festivals media campaign will feature traditional print advertising in key Ontario/U.S. publications targeted at families.

Media-planned broadcast spots will be built around selected shows reflected within the particular pillar.

Partnerships with OTMPC Video Monitors and Union Station backlit in key Ontario high traffic location enables commuting parents of target families to have a daily reminder of attractions and festivals offerings. Partnership opportunities with regional stakeholders and associated collateral materials will be developed for the measurement and tracking of key initiatives.

Print and broadcast will be supported with FAM tours for story development.

Build social/digital content through promoted posts and bloggers focusing on premier attractions and festivals and events.

Utilizing paid on-line advertng on Facebook, search engine marketing with Google ads and banner ads on family focused sites.

Integrate on-line marketing to support print and broadcast for greater reach and provide ROI.

Media	Investment
Print	38%
Broadcast	8%
Partnerships	20%
FAMs	4%
On-Line	14%
Campaign Management Engagement	15%
<b>Total</b>	<b>100%</b>

## Performance, Tracking and Measurement

- On-line tools and resources have been put in place to enable all campaigns to be monitored.
- Increase in number of visitors to NeONT's website.
- Increase in click throughs to operators.
- Increase in user time on site.
- Increase in shares of information from website.
- Increase in partner participation in programs.

## Media Recommendations, Targets and Rationale

### Print Advertising: *Parents Canada* - Three Insertions:

AUDIENCE: *Parents Canada* covers one of the major 'Best Bet' markets for this marketing pillar - GTA, Southwestern Ontario .

DEMOGRAPHICS: Traveling families, 30–45 age group, middle to upper income, weekend and day trippers.

VALUE: Over 350,000 readers in Ontario. Mothers and couples looking for family activities to fill up the summer activity calendar.

TRACKING and CONVERSION: Tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement
- Each ad will be promoted across all channels
- Specific promotional opportunities to be developed

### METRICS:

Circulation - 122,500 (78.5M in Ontario)

Readership - 600,000 active readers per issue

Cost Per Impression - \$0.0154

Conversion Target - 750 enquiries (aggregate of phone/web/email/entries/etc.)

### Integrated Media: *On the Go Magazine* - Two Insertions

AUDIENCE: *On the Go* covers one of the major 'Best Bet' markets for this marketing pillar - the Greater Toronto Area

DEMOGRAPHICS: Parents, young couples, middle aged couples, middle to upper income folks, commuters. Content provides readers with a much needed break from the monotony of their daily commute, advertisers have the rare opportunity to reach consumers during one of the only unoccupied times in their day.

VALUE: Over 216,000 readers in GTA.

TRACKING and CONVERSION: Tracking efforts will be integrated into each of the ads.

- A unique, trackable URL will be embedded in each advertisement.
- Each ad will be promoted across all channels.
- Tracking will be integrated with video network efforts.
- Specific promotional opportunities to be developed.

### METRICS:

Circulation - 80,000

Readership - 216,000 active GTA readers per issue

Cost Per Impression - \$0.0173

Conversion Target - 500 enquiries (aggregate of phone/web/email/entries/etc.)

**Broadcast:**

**Integrated Media: On the Go Video Network - Two Months**

VALUE: Tied to On the Go print magazine print campaign. Broadcast and online campaign will support and extend the value of the print effort. Screens centrally located in the PATH Centre, generating over 3,000,000 impressions per month.

TRACKING and CONVERSION: Tied to print campaign tracking.

**Paid On-line Advertising (SEO/SEM/Social):**

**Integrated Media: Attractions Ontario Online**

VALUE: Tied to Zoomer magazine print and broadcast campaign. Online campaign will support and extend the value of the print effort.

TRACKING and CONVERSION: Tied to print campaign tracking.

Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Attractions and Festivals	Print	<p>The Attractions and Festivals media campaign will feature traditional print advertising in key Ontario/U.S. publications targeted at families</p> <p>Create awareness of year round product offerings to enhance stays in the Northeast</p> <p>Link attractions and festivals to create itineraries and NeONT's options for independent and group travel moving the visitor throughout the region</p> <p>Encourage VFR market to extend stay and move the visitor throughout the region</p>	<p>Three print ads in Parents Canada Magazine</p> <p>Integrated Media buy in Attractions Ontario</p> <p>Integrated Media buy in On the Go Magazine</p> <p>On-line tools and resources have been put in place to enable all campaigns to be monitored</p>	<ul style="list-style-type: none"> <li>- Increase in number of visitors to NeONT's website/Increase in click throughs to operators</li> <li>- Increase in user time on site</li> <li>- Increase in shares of information from website</li> </ul>	Continuous	\$27,520	\$9,020	\$9,020		\$45,560

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	Broadcast	Media planned broadcast spots to be built around selected shows reflected within the particular pillar  Create awareness of year round product offerings to enhance stays in the Northeast  Link attractions and festivals to create itineraries and NeONT's options for independent and group travel moving the visitor throughout the region  Encourage VFR market to extend stay and move the visitor throughout the region	Integrated Media buy in On the Go  On-line tools and resources have been put in place to enable all campaigns to be monitored	- Increase in number of visitors to NeONT's website/Increase in click throughs to operators  - Increase in user time on site  - Increase in shares of information from website	New	\$9850				\$9850
	Partnerships	Partnerships with OTMPC. Partnership opportunities with regional stakeholders  Create awareness of year round product offerings to enhance stays in the Northeast  Link attractions and festivals to create itineraries and NeONT's options for independent and group travel moving the visitor throughout the region  Encourage VFR market to extend stay and move the visitor throughout the region	OTIC Video Monitor – Union Station  Union Station Backlit  Leveraged Partnership opportunities  On-line tools and resources have been put in place to enable all campaigns to be monitored	- Increase in number of visitors to NeONT's website/Increase in click throughs to operators/ Increase in user time on site  - Increase in shares of information from website  - Increase in partner participation in programs	New	\$12,000	\$6,000	\$6,000		\$24,000

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# 13A | Northeastern Ontario Tourism

Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	FAMs	Print and Broadcast will be supported with FAM tours for story development	To be determined on writers schedules	<ul style="list-style-type: none"> <li>- Number of FAMs undertaken</li> <li>- Numbers of Stories generated</li> <li>- Reach/value of stories</li> </ul>	Continuous	\$1,000	\$3,000	\$1,000		\$5,000
	On-Line	<p>Create awareness of year round product offerings to enhance stays in the Northeast</p> <p>Link attractions and festivals to create itineraries and NeONT's options for independent and group travel moving the visitor throughout the region</p> <p>Create awareness of year round product offerings to enhance stays in the Northeast</p> <p>Link attractions and festivals to create itineraries and NeONT's options for independent and group travel moving the visitor throughout the region</p>	<p>Build social/digital content through promoted posts and bloggers focusing on premier attractions and festivals and events</p> <p>Utilizing paid on-line advertng on Facebook, Search engine marketing with Google ads and banner ads on family focused sites</p>	<ul style="list-style-type: none"> <li>- Number of promoted posts</li> <li>- Reach/value of stories</li> <li>- Click throughs to website</li> </ul>	New	\$5,600	\$9,200	\$1,940		\$16,740
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives		<ul style="list-style-type: none"> <li>- Number of stakeholders engaged</li> <li>- Percentage stakeholders satisfied with activities</li> </ul>	Continuous	\$4,500	\$4,500	\$4,500	\$4,350	\$17,850
	<b>TOTALS</b>					<b>\$60,470</b>	<b>\$31,720</b>	<b>\$22,460</b>	<b>\$4,350</b>	<b>\$119,000</b>

## 5. Meetings, Conventions, Group & Sports Tourism

### Overview

Research undertaken for the Strategic Business and Marketing Plan for the region found that marketing in the MCG&ST pillar should not be a regional initiative. Instead NeONT should work on developing an MOU for DMO's/ Municipality to represent NeONT in marketing-related initiatives.

Working with the successful Partner NeONT will ensure saleable itineraries are developed, regional best bet target markets are reached, contacts shared with all regional partners, branding consistency, cross-promotion and ROI requirements are met and that initiative is reflective of the entire region.

Uniting the region under the MCG&ST pillar provides a stronger product and incentive for group and independent travel throughout the region.

### Objectives

- Position Northeastern Ontario as a Meeting, Conventions, Group & Sport Tourism destination in order to increase visitation and spending.
- Create awareness of itineraries, venue options and hosting capacities within the product offering of NeONT
- Facilitate municipalities and DMO's finding synergies through sharing contacts, unified collateral and saleable itineraries.

### Target Markets

Best bet markets for the MCG&ST pillar within Northeastern Ontario are NeONT's operators, travel planners, group NeONT's planners, meeting planners and sports event planners.

Targeting Northern Ontario, Southern Ontario and USA planners.

Geographic Area	Investment
Northern Ontario (Region 13)	30%
Southern Ontario/GTA	50%
USA Border States	20%
<b>Total</b>	<b>100%</b>

### Messaging

The overreaching brand *Northeastern Ontario... Undeniably Big, Unbelievably Close* with the experiential branding of BIG Heart; BIG Hospitality and BIG Personality being utilized for this pillar.

**Media Campaign**

Marketplaces in Canada and USA will engage best bet target markets utilizing saleable itineraries and planning materials to facilitate initiative.

(Note: Industry Committee currently has research underway in the 14-15 marketing plan to develop saleable itineraries; recommend attendance at marketplaces for 2015-16 fiscal year; develop collateral to support initiative. Report to be received by March 31, 2015 with final recommendations for 2015-16).

Print collateral for itineraries and other materials/promotional pieces as required for selected marketplaces.

Build social/digital content through promoted posts and bloggers focusing on premier itineraries, facilities, touring and hosting opportunities.

Utilizing paid on-line advertng on Facebook, search engine marketing with Google ads and banner ads on group travel and event planning-focused sites.

Media	Investment
Marketplaces	55%
Print Collateral	15%
Social/Digital Content	9%
On-line/Social/SEM	5%
Consulting/Admin	15%
<b>Total</b>	<b>100%</b>

**Performance, Tracking and Measurement**

- Number of meetings/appointments conducted at marketplaces
- Number of qualified leads developed
- Visitation levels to region/operators

**Media Recommendations, Targets and Rationale**

Awaiting a report from the Industry lead committee completing research, building itineraries, identifying three to five marketplaces and developing/ maintaining a facility inventory.



Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
Meetings, Conventions, Group and Sports Tourism	Marketplaces	<ul style="list-style-type: none"> <li>- Position Northeastern Ontario as a Meeting, Conventions, Group and Sport Tourism destination in order to increase visitation and spending</li> <li>- Create awareness of itineraries, venue options and hosting capacities within the product offering of NeONT</li> <li>- Facilitate Municipal and DMO's finding synergies through sharing contacts, unified collateral and saleable itineraries</li> </ul>	Research currently underway in the 14-15 marketing plan to develop saleable itineraries; recommend attendance at marketplaces for 2015-16 fiscal year; develop collateral to support initiative. Report to be received by March 31, 2015 with final recommendations for 2015-16	<ul style="list-style-type: none"> <li>- Number meetings/ appointments conducted at marketplaces</li> <li>- Number of qualified leads developed</li> </ul>	New	\$14,475		\$10,000		\$24,475
	Print Collateral	Print collateral for itineraries and other materials/promotional pieces as required for selected marketplaces	<ul style="list-style-type: none"> <li>Itineraries</li> <li>Facility listings</li> </ul>	<ul style="list-style-type: none"> <li>- Number of qualified leads developed</li> <li>- Visitation levels to region/ operators</li> </ul>	New	\$4,840		\$2,000		\$6,840

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Segment	Area of Effort	Objectives	Initiatives and Activities	Measure Results	New or Continuous Activity	Q1	Q2	Q3	Q4	Total
						April-June	July-Sept	Oct – Dec	Jan – Mar	
	On-Line	Build social/digital content through promoted posts and bloggers focusing on premier itineraries, facilities, touring and hosting opportunities  Utilizing paid on-line advertng on Facebook, Search engine marketing with Google ads and banner ads on group travel and event planning focused sites	Promoted posts. Content Campaign - bloggers Social ads – mainly Facebook Google Ads Banners	- Number of promoted posts - Click throughs to website - Reach/value of stories	New	\$1,628	\$1,628	\$1,628	\$1,626	\$6,510
	Campaign Management Engagement	Plan, manage, implement and track Pillar initiatives		- Number of stakeholders engaged - Percentage stakeholders satisfied with activities	Continuous	\$1,670	\$1,670	\$1,670	\$1,665	\$6,675
	<b>TOTALS</b>					<b>\$22,613</b>	<b>\$3,298</b>	<b>\$15,298</b>	<b>\$3,291</b>	<b>\$44,500</b>

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Donna MacLeod, Executive Director



# Tourism Northern Ontario Marketing Plan 2015/2016 13B Sault Ste. Marie-Algoma

**Algoma**  
That real.



## Introduction

The campaigns in 13B will aim to place this region in the minds of consumers, sports event organizers and convention/meeting planners 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;
- Rich heritage and culture;
- Conic attractions;
- High quality accommodations, sports facilities and meeting spaces; and
- 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" or the "Naturally Gifted" brands. 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 motorcoach market and sports/convention segments, messaging will focus on Sault Ste. Marie as a hub for a variety of unique experiences, and venues.

## 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 visitor days generated and direct spending as a result of package sales.
- Number of media FAMs undertaken including unpaid media value.
- Number of tour operator and motor coach contacts made.
- Number of groups visiting SSM and city attractions.
- Number of sports organizers/meeting planners' leads generated.
- Number of sports tournaments/convention bids made.
- Number of visitor days and direct spend value on events hosted.
- 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 have recently updated their five-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.

Algoma will once again engage operators through meaningful communication via multiple avenues, email newsletters sent monthly to partners and quarterly to the industry as a whole, operator outreach through community and ad hoc committee meetings, consumer touch shows and through an annual report presented at its AGM and broadly distributed within the region. Algoma is built on stakeholder engagement and speaking to the industry is integral to the success of not only its marketing programs but the association as a whole.

## 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 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.iew



## 1. Fish/Hunt

### Overview

To deliver a fishing campaign that will entice consumers to consider planning their fishing trip to the region for 2015/2016, Algoma will undertake a consumer marketing campaign and utilize Algoma's flagship 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 Algoma will promote the uniqueness of the area and its fishing product.

### Objectives

- Increase the time on site and page views by 15%.
- 10% Increase in website traffic statistics.
- Increase search engine results for the period of January through March, increasing Google search by 10%.
- Increase traffic through click throughs to Algoma fishing operators by 10%.
- Increase number of operators that are utilizing the online booking system by 25%.
- Increase the sales on the booking system by 50%.
- Increase the number of likes for social media mediums by 10%.

- Increase the number of click throughs from our social media sites to the Algoma site by 10%.
- Increase media FAMs hosted with media value increased by 5%.
- Increase the number of consumer interactions at sport shows by 5% per show attended.

### Overall Campaign Focus

#### Train in Fishing

The Wilderness by Rail campaign showcases a unique product whereby a consumer can reach a remote fishing operator without flying. This product allows the region to be unique with our fishing offerings. This campaign will utilize predominantly 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 and trackable through the unique URL and also 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) gives a picture of Algoma's success in this program.

#### Fly in Fishing

Algoma will invest predominantly online. Building on the success of internet traffic tracking for years one and two of this program, Algoma will utilize [www.algomaflyinfishing.com](http://www.algomaflyinfishing.com). Algoma will utilize the tagline of That Remote to endeavour to reach consumers with a message that this iconic experience is one the will answer their wishes to have a truly secluded fishing vacation.

**Fly Fishing**

The fly fishing campaign will focus on this unique non-traditional Algoma consumer and build on the partnership developed with Tourism Sault Ste. Marie, the Ontario Tourism Marketing Partnership and the New Fly Fisher Show in the 2014/2015 marketing season. Algoma will continue to develop the provincial Recreational Fly Fishing records and also target this market with its 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 look in Canada to Labrador and Newfoundland. However, over the past seven years, Algoma has been working with operators to diversify to answer the needs of this consumer. Through this program, lodges in Algoma are working to align their businesses with this niche program. Through these business and operational changes,

Algoma is now poised to move ahead with packaging, group travel and attendance at very niche sports shows. This year, Algoma will once again utilize the URL [www.algomaflyfishing.com](http://www.algomaflyfishing.com) and closely track the visitors to this URL.

**General Fish and Hunt**

General fishing and hunting will focus on the location in proximity to target markets, the richness of species and the size of the catches in the region. Algoma will continue to build on the past successes of its online campaigns and track utilizing unique URLs and will utilize the tag lines of That big, That close and others to message to consumers that the region has the product they are looking for and that its location, species and diverse operators suit their needs.



## Media Campaign

Algoma's media campaigns will combine a small print, digital/online, social media, consumer touch and paid search in order to have an effective reach to consumers planning and researching short- and moderate-stay activities. Algoma will continue to concentrate on media that is flexible and able to be updated with short lead times to reflect the changing product offering through all seasons, should this be required.

Print ads will be utilized very minimally, in key publications that align with Algoma's demographics. The budget will remain low for print once again this year with the bulk of the budget being targeted online.

An online ad campaign will provide cost-effective marketing and provide a broad reach while also offering Algoma the ability to target specific audiences. This campaign will include standard banner ads and side bar ads as required, as well as a targeted Google Adword campaign. Online advertising offers Algoma a tracking opportunity that is seamless and brings conclusive reporting on the effectiveness of each ad placed. Tracking mechanisms will also be implemented that will allow changes to the campaign while in market. Ultimately, campaign success will be gauged by measuring the number of web user visitations to operator sites from the Algoma site.

Algoma will continue to have specific destination landing pages that will be updated with promotional content as required. All properties (member and non-

member) will continue to be listed in the business directory on Algoma's site and in the Algoma print fulfillment piece. All municipalities located within this region will be listed and linked on Algoma's site, thus providing geographic references within the region itself.

All media will be focused on the region's priority markets, as identified in the Northern Ontario Marketing Strategy and through the OTMPC research completed in 2012. Search engine marketing will be used throughout the year to maintain year-round presence for [www.algomacountry.com](http://www.algomacountry.com). The majority of the dollars invested in search engine buy-ins will be aligned with the prime booking time for vacations and the last minute traveller.

Algoma will continue to engage social media, building on its successes in 2014/2015. Facebook advertising will once again be utilized in an effort to grow Algoma's presence in this important tactic. However, Algoma's social media presence also includes blogging, Twitter and YouTube. Algoma will build on its success in YouTube advertising last year and utilize this medium instead of television commercial placement. YouTube advertising will be targeted based on geography and demographic interests. Through the social media campaign Algoma will ensure alignment with the Digital Strategy and the Northern Portal. Where appropriate, Algoma will explore partnership opportunities with other organizations such as Regional Tourism Organizations, the OTMPC and private and public partners to align and optimize marketing efforts.

Algoma will work closely with the Ontario Tourism Marketing Partnership to ensure alignment and that there are no duplicating tactics in any particular market.

Media	Investment
Print & Print Media	5%
On-line/Social/SEM	52%
Television & Radio	0%
Consumer Touch (Trade & Travel Shows)	10%
FAMs	16%
OTMPC	0%
Campaign Management & Engagement	15%
Reservation System	2%
<b>Total</b>	<b>100%</b>

### Messaging

Algoma's campaign messaging will align with its new brand, That Real. For fishing, Algoma will utilize such taglines as That Big, That Remote, 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* as well as the tag line of *That Train*. This tagline allows the train to align with the Algoma brand.



Print and online will be more tactical in approach based on product offerings for industry partners. Creative developed for 2014-2015 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 site and all names collected will be asked for permission to become a part of Algoma's consumer data base.

## 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

Geographic Area	Investment
Northern Ontario (Region 13)	5%
Ontario	35%
Rest of Canada	0%
USA (Border States)	60%
Rest of USA	0%
Overseas	0%
<b>Total</b>	<b>100%</b>

Demographic Information	
Primary Core	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, predominantly Michigan and Ohio. Ontario 905 area code is an opportunity for growth as is fishing. The Consumer Segmentation Research does not identify the "Buddy Getaway" segment but this is likely a combination of Sport and Nature Lover.
To be maintained	Although the consumer segmentation research does not recognize the "Buddy Getaway" segment as stated above, Algoma's target consumer is aligned with a combination of the sports lover and nature lover. The sports lover is a participant. The nature lover is attracted to nature and the outdoors. Although the nature lover is predominantly non avid, Algoma's consumer is a combination of the two.
Growth and opportunity market	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. Algoma feels the nature lover could participate as an avid in fly fishing. An avid fly fisher participates in catch and release; they do not wish to leave a foot print and prefer to protect natural resources.

### Performance, Tracking and Measurement

- Cost per click for web advertising.
- Number of visits based on investment into Google Adwords.
- Number of click throughs from YouTube advertising.
- Web traffic, time on site.
- Click throughs to operators.
- Sales on booking system.
- Number of Operators utilizing the full booking system.
- Number of ads developed.
- Number of social media followers in multiple mediums.
- Based on social media investment, how much traffic is pushed to the Algoma site and the cost for each visit.
- Number of media fans hosted, delivered and reported on
- Value of media.
- Number of consumer interactions at consumer touch shows.
- Number of consumers that opt into our data base.

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 and Hunting	Consultant Services	<ul style="list-style-type: none"> <li>- To work with purchasing agency of record to develop plan utilizing the buying power of the consultant that will result in savings</li> </ul>	<ul style="list-style-type: none"> <li>- Agency procured</li> <li>- Plan developed</li> <li>- Plan approved</li> <li>- Plan implemented</li> </ul>	<ul style="list-style-type: none"> <li>- 2 meetings held with agency</li> <li>- 1 plan developed and implemented</li> <li>- Media report delivered on time and on budget</li> </ul>	Continuous			\$10,000		\$10,000
	Online	<ul style="list-style-type: none"> <li>- To increase visitation to the Algoma site</li> <li>- To upgrade our online presence to better serve consumers</li> <li>- To increase click throughs to operators</li> <li>- Increase followers on various social media platforms</li> <li>- Cost per conversion</li> </ul>	<ul style="list-style-type: none"> <li>- Develop creative in house</li> <li>- Purchase media advertising as per plan</li> <li>- Track all ads make changes as required</li> <li>- Implement social media campaign</li> </ul>	<ul style="list-style-type: none"> <li>- Number of ads developed, to be based on marketing plan</li> <li>- Increase by 8% web visits, click through to operators, time and page view of site</li> <li>- Tracked increases in our social media platforms to be increased by 8%</li> </ul>	Continuous	\$5,000	\$15,000	\$75,000	\$10,000	\$105,000
	Print	<ul style="list-style-type: none"> <li>- To identify publications best matched to demographic and markets and speak to the readers through ad placement during the planning stages of travel</li> <li>- To work with media buyer to utilize their media buying power</li> </ul>	<ul style="list-style-type: none"> <li>- Develop ads in house</li> <li>- Work with media buyer</li> <li>- Purchase of print ads in best bet markets based on solid research</li> </ul>	<ul style="list-style-type: none"> <li>- Number of ads developed</li> <li>- Number of ads placed</li> <li>- Increase by 2% web visits, click through to operators, time and page view of site</li> </ul>	Continuous			\$10,000		\$10,000

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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	
	Consumer Touch	<ul style="list-style-type: none"> <li>- To expose our fishing and hunting product directly to consumers in a sport show environment in our best bet markets</li> <li>- To utilize the sport shows to engage operators and educate them on the programs, partnerships and future planning for TNO</li> </ul>	<ul style="list-style-type: none"> <li>- Plan, attend and report on show attendance</li> <li>- Tracking of names and opt ins to data base</li> <li>- Develop handout in house, distribute and discuss with operators information on our partnership with TNO</li> </ul>	<ul style="list-style-type: none"> <li>- Number of shows attended based on success of 2014.2015</li> <li>- Number of names opting into data base increased by 5%</li> <li>- Number of engaged consumers increased by 5% measured on a per show basis</li> </ul>	Continuous		\$5,000	\$10,000	\$5,000	\$20,000
	Media Fams	<ul style="list-style-type: none"> <li>- To Plan, host and report on familiarization tours that speak to our target markets and our target demographics</li> <li>- To Increase in kind contribution of operators into fam tours</li> <li>- To increase the media value</li> </ul>	<ul style="list-style-type: none"> <li>- Engage media</li> <li>- Plan, implement and report on media fams</li> <li>- Purchase of print ads in best bet markets based on solid research</li> <li>- Purchase/partner with television media</li> </ul>	<ul style="list-style-type: none"> <li>- Increase by 10% the number of fam tours completed, the amount of in-kind partners and media worth, number of fams completed increase in fams to be 10%</li> <li>- Value of funds leveraged to be maintained</li> <li>- Number of partnerships with operators hosting fams to be increased by 10% to be based on number of fams</li> </ul>	Continuous			\$22,500		\$22,500

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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	
	Reservation System	<ul style="list-style-type: none"> <li>- Increase the number of businesses participating on the system</li> <li>- Increase sales on the online system</li> <li>- To allow consumers to book their vacations online</li> </ul>	<ul style="list-style-type: none"> <li>- Continue to communicate with industry about system</li> <li>- Sign up interested operators</li> <li>- Set up and deliver training sessions with Meridian</li> <li>- Track all sales</li> </ul>	<ul style="list-style-type: none"> <li>- Number of businesses opting into the system, tracked via simple and full system by 25% overall</li> <li>- Increase the sales on the booking system by 50% overall</li> </ul>	Continuous			\$5,000		\$5,000
	Campaign Management and Engagement	<ul style="list-style-type: none"> <li>- To Report on time</li> <li>- To deliver complete reports</li> <li>- Increase knowledge of TNO and programs partnerships</li> <li>- To report on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure all reporting aligned with TNO</li> <li>- Program delivered on time</li> <li>- Program delivered on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Number of reports received on time</li> <li>- Number of reports approved</li> <li>- Increase in the knowledge of TNO and their programs via survey distributed by MTCS by 5%</li> </ul>	Continuous		\$10,000	\$12,000	\$8,000	\$30,000
	<b>TOTAL EXPENDITURES</b>					\$5,000	\$30,000	\$144,500	\$23,000	\$202,500

## 2. Nature and Adventure

### Overview

To deliver a Nature and Outdoor campaign that will entice consumers to consider planning their outdoor trip to the region Algoma for 2015-2016 will undertake a consumer marketing campaign and utilize its flagship 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 the region's best bet markets where Algoma will promote the uniqueness of the area and its nature and adventure product.

### Objectives

- Increase the time on site and page views by 15%
- 10% Increase in website traffic statistics
- Increase search engine results for the period of January through March increasing Google search by 10%
- Increase traffic through click throughs to Algoma operators by 10%
- Increase number of operators that are utilizing the online booking system by 25%
- Increase the sales on the booking system by 50%
- Increase the number of likes for social media mediums by 10%
- Increase the number of visitors to the Algoma site through social media avenues by 10%



- Increase the number of click throughs from social media avenues particularly Facebook by 10%
- Host a minimum of 2 nature and adventure media fam tours
- Increase the media worth in comparison to last year by 10%

## Overall Campaign Focus

Once again Algoma will invest predominantly online and on the success of internet traffic tracking through [www.algomatourism.com](http://www.algomatourism.com). Algoma's outdoor campaign will utilize breathtaking photography of 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, downhill and cross country skiing. Photography will be the primary means of capturing the interest of this consumer.

## Media Campaign

Algoma's media campaigns will combine a small print, digital/online, social media, consumer touch and paid search in order to have an effective reach to consumers planning and researching short and moderate stay activities. Algoma will continue to concentrate on media that is flexible and able to be updated with short lead times to reflect the changing product offering through all seasons, should this be required.

Print ads will be utilized very minimally, in key publications that align with Algoma's demographics. The budget will remain low for print once again this year with the bulk of the budget being targeted online.

An online ad campaign will provide cost-effective marketing and provide a broad reach while also offering Algoma the ability to target specific audiences. This campaign will include standard banner ads and side bar ads as required, as well as a targeted Google Adword campaign. Online advertising offers Algoma a tracking opportunity that is seamless and brings conclusive reporting on the effectiveness of each ad placed. Tracking mechanisms will also be implemented that will allow changes to the campaign while in market. Ultimately, this campaign success will be gauged by measuring the number of web user visitations to operator sites from the Algoma site.

Algoma will continue to have specific destination landing pages that will be updated with promotional content as required. All properties (member and non-member) will continue to be listed in the business directory on Algoma's site and in the Algoma print fulfillment piece. All municipalities located within this region will be listed and linked on Algoma's site, thus providing geographic references within the region itself.

All media will be focused on the region's priority markets, as identified in the Northern Ontario Marketing Strategy and through the OTMPC research completed in 2012. Search engine marketing will be used throughout the year to maintain year-round presence for [www.algomacountry.com](http://www.algomacountry.com). The majority of the dollars invested in search engine buy-ins, will be aligned with the prime booking time for vacations and the last minute traveler.

Algoma will continue to engage social media building on its successes in 2014/2015. Facebook advertising will once again be utilized in an effort to grow Algoma’s presence in this important tactic. However, Algoma’s social media presence also includes blogging, Twitter and YouTube. Algoma will build on its success in YouTube advertising last year and utilize this medium instead of television commercial placement. YouTube advertising will be targeted based on geography and demographic interests. Through its social media campaign Algoma will ensure its alignment with the Digital Strategy and the Northern Portal. Where appropriate, Algoma will explore partnership opportunities with other organizations such as Regional Tourism Organizations, the OTMPC and private and public partners to align and optimize marketing efforts.

Algoma will work closely with the Ontario Tourism Marketing Partnership to ensure alignment and that there are no duplicating tactics in any particular market.

**Messaging**

Algoma’s campaign messaging will align with Algoma’s new brand, That real. For outdoor, Algoma will utilize such taglines as That calm, That scenic, That breathtaking 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 2014.2015 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.

Media	Investment
Print & Print Media	15%
On-line/Social/SEM	52%
Television & Radio	0%
Consumer Touch (Trade & Travel Shows)	0%
FAMs	10%
OTMPC	3%
Campaign Management & Engagement	15%
Reservation System	5%
<b>Total</b>	<b>100%</b>



**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

Geographic Area	Investment
Northern Ontario (Region 13)	6%
Ontario	47%
Rest of Canada	0%
USA (Border States)	47%
Rest of USA	0%
Overseas	0%
<b>Total</b>	<b>100%</b>

Demographic Information	
Primary Core	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 part of a couple. The nature lover is predominantly non-avid, and this aligns with the nature lover seeking fixed roof accommodations. This consumer is attracted to nature and outdoors but looking for a more controlled experience.
To be maintained	Algoma's target consumer is aligned with a combination of the sports lover and nature lover. The sports lover is a participant and more likely to participate than watch. The nature lover is attracted to nature and the outdoors. Algoma's market is a combination of the two as Algoma has product that would be attractive to both the non-avid and avid.
Growth and opportunity market	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 the messaging but be that the only way to experience this is in Algoma.

**Performance, Tracking and Measurement**

- Cost per click for web advertising
- Number of visits based on investment into Google Adwords
- Number of click throughs from YouTube advertising
- Web traffic, time on site
- Click throughs to operators
- Sales on booking system
- Number of Operators utilizing the full booking system

- Number of ads developed
- Number of social media followers in multiple mediums
- Based on social media investment, how much traffic is pushed to the Algoma site and the cost for each visit
- Number of media fams hosted, delivered and reported on
- Value of media
- Number of consumer interactions at consumer touch shows
- Number of consumers that opt into our data base

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 Outdoor	Consultant Services	- To work with purchasing agency of record to develop plan utilizing the buying power of the consultant that will result in savings	- Agency procured - Plan developed - Plan approved - Plan implemented	- 2 meetings held with agency, 1 plan developed - Plan implemented - Media report delivered on time and on budget	Continuous			\$5,000		\$5,000
	Online	- To increase visitation to the Algoma site - To increase click throughs to operators - Increase followers on various social media platforms - To upgrade our online presence to better serve consumers - Cost per conversion	- Develop creative in house - Purchase media advertising as per plan - Track all ads make changes as required - Plan, implement and track social media campaign.	- Increase Facebook likes by 10% - Number of ads developed minimum of three - Increase by 5% visitation to website, increase click throughs to partners and time on site by 10%	Continuous			\$28,000	\$5,000	\$33,000

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	
	Media Fams	<ul style="list-style-type: none"> <li>- To bring the messaging of our touring product directly to consumers through multiple avenues of trusted media</li> <li>- To have a fulfillment piece that can be placed in the hands of consumers at sport shows, through online asks and from telephone requests</li> </ul>	<ul style="list-style-type: none"> <li>- Engage media</li> <li>- Plan, implement and report on fam tour</li> </ul>	<ul style="list-style-type: none"> <li>- Number of media engaged, fams completed, reported, media value, and leveraged in-kind increased by 10%</li> </ul>	Continuous		\$7,500			\$7,500
	Print	<ul style="list-style-type: none"> <li>- To increase our exposure in trusted print pieces that speak directly to our best markets</li> </ul>	<ul style="list-style-type: none"> <li>- Develop ads in house</li> <li>- Purchase of print ads in best bet markets based on solid research</li> </ul>	<ul style="list-style-type: none"> <li>- Number of ads developed</li> <li>- Number of ads placed</li> <li>- Increase by 10% web visits, click through to operators, time and page view of site</li> </ul>	Continuous			\$5,000		\$5,000
	Collateral	<ul style="list-style-type: none"> <li>- Printing of a compelling map of the region and beyond depicting must do soft outdoor product</li> </ul>	<ul style="list-style-type: none"> <li>- Printing and delivery of map on time and on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Number of maps printed and distributed</li> </ul>	Continuous				\$2,000	\$2,000

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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	
	Reservation System	<ul style="list-style-type: none"> <li>- To increase the number of businesses participating on the system</li> <li>- To increase sales on the online system</li> <li>- To allow consumers to book their vacations online</li> </ul>	<ul style="list-style-type: none"> <li>- Continue to communicate with industry about system</li> <li>- Sign up interested operators</li> <li>- Set up and deliver training sessions with Meridian</li> <li>- Track all sales</li> </ul>	<ul style="list-style-type: none"> <li>- Number of businesses opting into the system, tracked via simple and full system by 25% overall</li> <li>- Track online sales to be increased overall by 50%</li> </ul>	Continuous			\$5,000		\$5,000
	Campaign Management and Engagement	<ul style="list-style-type: none"> <li>- To report on time</li> <li>- To deliver complete reports</li> <li>- Increase knowledge of TNO and programs partnerships</li> <li>- To report on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure all reporting aligned with TNO</li> <li>- Program delivered on time</li> <li>- Program delivered on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Number of reports received on time</li> <li>- Number of reports approved</li> <li>- Increase in the knowledge of TNO and their programs via survey distributed by MTCS</li> </ul>	Continuous			\$10,000		\$10,000
	<b>TOTAL EXPENDITURES</b>						\$7,500	\$53,000	\$7,000	\$67,500



### 3. Touring

#### Overview

To deliver a multi-faceted touring campaign that will entice consumers to consider planning their trip to Algoma and around Lake Superior, including both winter and summer touring, Algoma will undertake a consumer marketing campaign in an effort to grow the touring product in this region. The campaign will focus on the priority markets of the GTA and Michigan and highlight touring experiences that are offered throughout the region. This program will predominantly market three distinctive experiences within the umbrella of the touring segment program: motorcycle touring both around Lake Superior and the ancillary routes and sledding in the winter.

#### Objectives

- Increase the traffic to RideLakeSuperior.com by 20%
- Increase the number of likes on the Ride Lake Superior Facebook page by 10%
- Increase the number of visitors to Sledding micro sites by 10%
- Increase the number of sledding permit sales for this region by 10%
- Host a minimum of three touring fairs increasing the media fair value by 10%
- Increase the media value by 10%
- Increase the number of visitors to the Algoma site through social media avenues by 10%
- Increase the number of interactions at Consumer Touch shows by 10%

percent at each show attended

- Increase the number of opt ins to our data base by 5%

#### Overall Campaign Focus

##### **Motorcycle Touring**

The motorcycle campaign will see the continuation of Algoma's successful partnership with the promotion of 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 website, where experiences will be presented with one click to connect to an accommodation partner for booking. 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 are 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 the fulfillment piece for this program. Driving tours and events are an important component of this program in an effort to extend stays and to entice future travel. Many of the events in this region are small local events.

Algoma will utilize a distinctive url as a redirect to Algoma motorcycle touring information. This url will be utilized as a tracking system for the regional motorcycle product in Algoma.

##### **Snowmobile**

Algoma will continue with its new sledding programs developed in 2014-2015. In an effort to better position this area as a sledding destination, Algoma will go into market with small campaigns in defined target markets utilizing online,

YouTube and social media predominantly. Algoma is hoping to once again work with the passenger train providers to ensure the unique sledding experience of Track to Trails is messaged to consumers. Changes in the operators of the train moving into the 2015 season will see a new partnership with this new provider. This experience allows the consumer to consider an experience only available in Algoma.

### Media Campaign

Algoma's media campaigns will combine small print, digital/online, social media, consumer touch and paid search in order to have an effective reach to consumers planning and researching short- and moderate-stay activities. Algoma will continue to concentrate on media that is flexible and able to be updated with short lead times to reflect the changing product offering through all seasons, should this be required.

Print ads will be utilized very minimally, in key publications that align with Algoma's demographics. The budget will remain low for print once again this year with the bulk of the budget being targeted online.

An online ad campaign will provide cost-effective marketing and provide a broad reach while also offering Algoma the ability to target specific audiences. This campaign will include standard banner ads and side bar ads as required, as well as a targeted Google Adword campaign. Online advertising offers Algoma a tracking opportunity that is seamless and brings conclusive reporting on the effectiveness of each ad placed. Tracking mechanisms will also be implemented that will allow changes to the campaign while in market. Ultimately, this

campaign success will be gauged by measuring the number of web user visitations to operator sites from the Algoma site.

Algoma will continue to have specific destination landing pages that will be updated with promotional content as required. All properties (member and non-member) will continue to be listed in the business directory on Algoma's site and in the Algoma print fulfillment piece. All municipalities located within this region will be listed and linked on Algoma's site, thus providing geographic references within the region itself.



All media will be focused on the region's priority markets, as identified in the Northern Ontario Marketing Strategy and through the OTMPC research completed in 2012. Search engine marketing will be used throughout the year to maintain year-round presence for [www.algomacountry.com](http://www.algomacountry.com). The majority of the dollars invested in search engine buy-ins will be aligned with the prime booking time for vacations and the last minute traveler.

Algoma will continue to engage social media building on its successes in 2014/2015. Facebook advertising will once again be utilized in an effort to grow Algoma's presence in this important tactic. However, Algoma's social media presence also includes blogging, Twitter and YouTube. Algoma will build on its success in YouTube advertising last year and utilize this medium instead of television commercial placement. YouTube advertising will be targeted based on geography and demographic interests. Through our social media campaign we will ensure Algoma's alignment with the Digital Strategy and the Northern Portal. Where appropriate, Algoma will explore partnership opportunities with other organizations such as Regional Tourism Organizations, the OTMPC and private and public partners to align and optimize marketing efforts.

Algoma will work closely with the Ontario Tourism Marketing Partnership to ensure alignment and that there is no duplicating of tactics in any particular market.

**Messaging:**

Algoma will continue with its multiple-pronged sledding program in an effort to better position this area as a sledding destination because of the unique product located here. Boondocking, the Sled Train and newly-signed loops will be the predominant message to consumers.

Media	Investment
Print & Print Media	10%
On-line/Social/SEM	39%
Television & Radio	0%
Consumer Touch (Trade & Travel Shows)	20%
FAMs	10%
OTMPC	2%
Campaign Management & Engagement	15%
Reservation System	4%
<b>Total</b>	<b>100%</b>

**Target Markets**

**Predominantly Michigan**

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

Geographic Area	Investment
Northern Ontario (Region 13)	0%
Ontario	40%
Rest of Canada	0%
USA (Border States)	60%
Rest of USA	0%
Overseas	0%
<b>Total</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, predominantly Michigan. Algoma's domestic consumer, particularly for motorcycling is located in the GTA and the 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 participant and more likely to participate than watch. The nature lover is attracted to nature and the outdoors. Although the nature lover is predominantly non avid, Algoma's touring consumer is a combination of the two. With the remoteness of Algoma's trails and roads, the consumer must enjoy nature and the remote experience whether traveling by sled, car or motorcycle. For touring a mix of Buddy Getaway and couples travel to this area. Larger groups are certainly predominant with this segment.
Growth and opportunity market	In looking at the GTA specifically for motorcycle touring, while the region which is traditionally looked at as too far and somewhat remote for other experiences, there is a real taste for the journey around Lake Superior. This opportunity of product-consumer match in this hard-to-reach market is evident for motorcycling.

**Performance, Tracking and Measurement**

- Cost per click for web advertising
- Number of visits based on investment into Google Adwords
- Number of click throughs from YouTube advertising
- Web traffic, time on site
- Click throughs to operators
- Sales on booking system
- Number of Operators utilizing the full booking system
- Number of ads developed
- Number of social media followers in multiple mediums
- Based on social media investment, how much traffic is pushed to the Algoma site and the cost for each visit
- Number of media fans hosted, delivered and reported on
- Value of media
- Number of consumer interactions at consumer touch shows
- Number of consumers that opt into our data base

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	Online	<ul style="list-style-type: none"> <li>- To increase visitation to the Ride Lake Superior site</li> <li>- To increase click throughs to operators</li> <li>- Increase followers on various social media platforms</li> <li>- Cost per conversion</li> <li>- To upgrade our online presence to better serve consumers</li> <li>- To increase the number of visitors to our snowmobile microsite and our Algoma motorcycle page</li> </ul>	<ul style="list-style-type: none"> <li>- Develop creative in-house</li> <li>- Purchase media advertising as per plan</li> <li>- Track all ads make changes as required</li> </ul>	<ul style="list-style-type: none"> <li>- Increase by 10% the Ride Lake Superior Facebook page</li> <li>- Increase traffic by 20% to RLS, increase visitors to the snowmobile microsite by 10%, increase click throughs to partner sites, time on site by 10%</li> <li>- Increase the number of sledding permit sales for this region by 10%</li> </ul>	Continuous		\$10,000	\$30,000		\$40,000

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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	
	Media Fams	<ul style="list-style-type: none"> <li>- To bring the messaging of our touring product directly to consumers through multiple avenues of trusted media</li> <li>- To have a fulfillment piece that can be placed in the hands of consumers at sport shows, through online asks and from telephone requests</li> </ul>	<ul style="list-style-type: none"> <li>- Engage media</li> <li>- Plan, implement and report on fam tour</li> </ul>	<ul style="list-style-type: none"> <li>- Host a minimum of three touring fams</li> <li>- Increase the media fam value by 10%,</li> <li>- Increased leverage in kind by 10%</li> </ul>	Continuous		\$10,000			\$10,000
	Print	<ul style="list-style-type: none"> <li>- To increase our exposure in trusted print pieces that speak directly to our best markets</li> </ul>	<ul style="list-style-type: none"> <li>- Develop ads in house</li> <li>- Purchase of print ads in best bet markets based on solid research</li> </ul>	<ul style="list-style-type: none"> <li>- Number of ads developed</li> <li>- Number of ads placed</li> <li>- Increase by 10% web visits, click through to operators, time and page view of site</li> </ul>	Continuous		\$8,000			\$8,000
	Collateral	<ul style="list-style-type: none"> <li>- To have a fulfillment piece that can be placed in the hands of consumers at sport shows, through online asks and from telephone requests</li> </ul>	<ul style="list-style-type: none"> <li>- Printing and delivery of map on time and on budget</li> <li>- Updating of map</li> </ul>	<ul style="list-style-type: none"> <li>- Number of maps printed, increased distribution by 10%</li> </ul>	Continuous		\$2,000			\$2,000

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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	
	Consumer Touch	<ul style="list-style-type: none"> <li>- To expose our touring product directly to consumers in a sport show environment in our best bet markets</li> <li>- To utilize the sport shows to engage operators and educate them on the programs, partnerships and future planning for TNO</li> </ul>	<ul style="list-style-type: none"> <li>- Plan, attend and report on show attendance</li> <li>- Tracking of names and opt ins to data base</li> <li>- Develop handout in house, distribute and discuss with operators information on our partnership with TNO</li> </ul>	<ul style="list-style-type: none"> <li>- Number of shows attended based on success of 2014.2015</li> <li>- Number of names opting into data base increased by 5%</li> <li>- Number of engaged consumers increased by 5% measured on a per show basis</li> </ul>	Continuous		\$5,000	\$10,000	\$5,000	\$20,000
	Reservation System	<ul style="list-style-type: none"> <li>- To allow consumers to book their vacations online</li> <li>- Increase the number of businesses participating on the system</li> <li>- Increase sales on the online system</li> </ul>	<ul style="list-style-type: none"> <li>- Continue to communicate with industry about system</li> <li>- Sign up interested operators</li> <li>- Set up and deliver training sessions with Meridian</li> <li>- Track all sales</li> </ul>	<ul style="list-style-type: none"> <li>- Number of businesses opting into the system, tracked via simple and full system by 25% overall</li> <li>- Track online sales to be increased overall by 50%</li> </ul>	Continuous			\$5,000		\$5,000
	Campaign Management and Engagement	<ul style="list-style-type: none"> <li>- To report on time</li> <li>- To deliver complete reports</li> <li>- Increase knowledge of TNO and programs partnerships</li> <li>- To report on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure all reporting aligned with TNO</li> <li>- Program delivered on time</li> <li>- Program delivered on budget</li> </ul>	<ul style="list-style-type: none"> <li>- Number of reports received on time</li> <li>- Number of reports approved</li> <li>- Increase in the knowledge of TNO and their programs via survey distributed by MTCS</li> </ul>	Continuous		\$5,000	\$5,000	\$5,000	\$15,000
	<b>TOTAL EXPENDITURES</b>						\$40,000	\$50,000	\$10,000	\$100,000

## 4. Attractions

### Overview

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 the 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 hosting an online reservation system that will offer two- and three-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 Campaign Focus

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 the web portal
- Create increased awareness among consumers through increased use of online and social media channels
- Establish easily-purchased vacation packages featuring attractions and accommodations
- Sell a minimum of 5,000 two- or three-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
- Increase number of overseas tour operators that offer SSM/Algoma products in their tariffs



## Website Functionality and Presentation

Two upgraded websites will be critical for this initiative. One will continue to feature the upgraded Agawa Canyon Tour Train, but also include a number of secondary attractions and events, making two and three 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 home page of each.

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

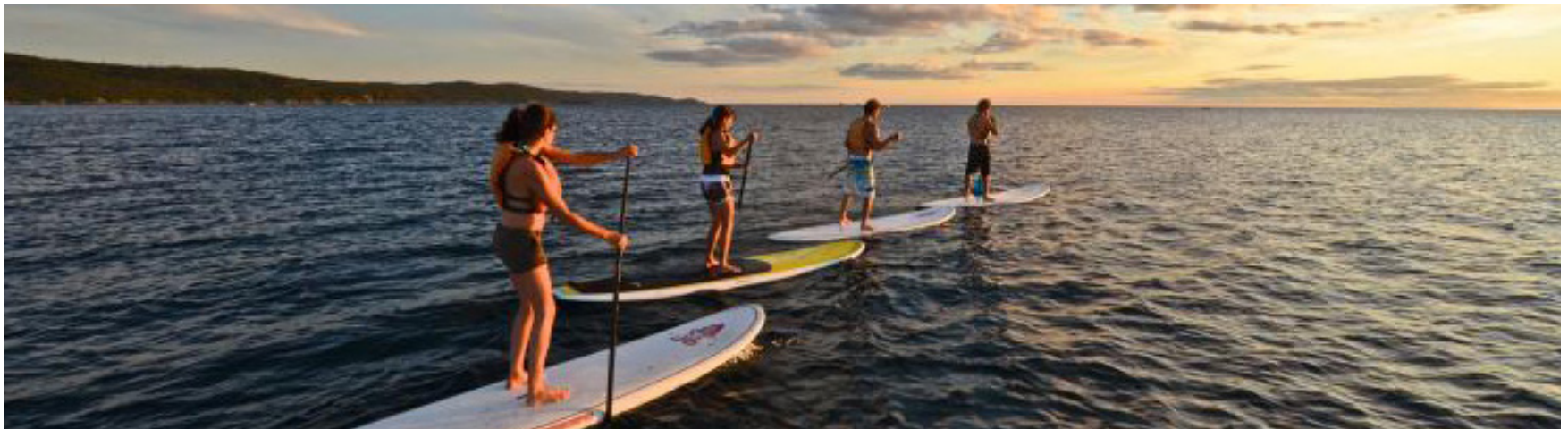
## Media Campaign

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. “Value-added” couponing will be utilized in targeted media outlets where appropriate.

Online ads made available through OTMPC and the Canadian Tourism Commission (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.

Geographic Area	Investment
Northern Ontario (Region 13)	5%
Ontario	45%
Rest of Canada	-
USA (Border States)	40%
Rest of USA	5%
Overseas	5%
<b>Total</b>	<b>100%</b>

### Messaging

The marketing campaign for consumers will focus on packaged getaways providing two- and three-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 “Make a Date with Adventure”.

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 the Canadian Bushplane Heritage Centre.

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

From a motorcoach and tour operator perspective, the messaging will focus on the ability to use Sault Ste. Marie as a “hub” for three- to five- day itineraries, featuring attractions throughout Sault Ste. Marie and the Algoma region. Focus for itineraries will include: “Group of 7 Itinerary” and “Lake Superior Drive Itinerary”.

### 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.

In the past two years, there has been renewed interest from the U.S. market 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 travel. Combined with an OTMPC decision to re-enter the U.S. market for the first time in 10 years, this provides a great opportunity to further develop that market. 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.

Media	Investment
Print & Print Media	30%
On-line/Social/SEM	30%
Television & Radio	10%
Consumer Touch (Trade & Travel Shows)	15%
FAMs	10%
OTMPC	5%
Campaign Management & Engagement	-
Other	-
<b>Total</b>	<b>100%</b>

### 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.
- Number of packages developed and sold online.
- Number of visitor days generated and direct spending as a result of package sales.
- Number of media fams undertaken including unpaid media value.
- Number of tour operator and motor coach contacts made.
- Number of groups visiting SSM and city attractions.

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	Develop a Tactical Plan that builds on the success of the 2014-2015 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. Extended activities focused on social media and online	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					

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	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 and social media channels  Continue to increase number of consumer packages that can be purchased on line  Build on success of 2014 campaign that utilized social media channels to push out content and information to consumers	Number of unique visits to web portals, time spent on site and click throughs  Sale of consumer packages through online reservation system, and direct to hotels  Subscriptions to email lists and social media e.g., Facebook	Continued		\$5,000	\$35,000	\$5,000	\$45,000
Ontario All markets	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  Consideration for contesting to increase traffic	Number of inquiries,  Traffic to web portals, sale of consumer vacation packages through online reservation system and direct to hotels	Continued		\$20,000	\$55,000	\$5,000	\$80,000
Ontario 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  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

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	Media Relations	Identify appropriate media outlets and organize	Generate targeted list of appropriate media Attend Canada Media Marketplace Attend Go Media Market Place Attend Travel Media Association of Canada	Appointments established at marketplaces Leads generated Number of FAM's and stories generated	Continued	\$10,000			\$10,000	\$20,000
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 2013-14 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.  Integrate with Media Relations and Travel Trade/ Motor Coach	Agency procured and retained  Tactical plan developed and confirmed	Continued					

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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	
USA All markets	Internet 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 spend on site and click throughs  Sale of Consumer packages through online reservation system and direct to hotels  Traffic generated to web portals  Subscriptions to email lists and social media e.g., Facebook	Continued		\$5,000	\$25,000	\$5,000	\$35,000
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 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 through online reservation system and direct to hotels	Continued		\$10,000	\$45,000	\$5,000	\$60,000

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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	
USA All Markets	Collateral Materials	Produce appropriate brochures and magazines, highlighting the attractions and city products in 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, maps and guides distributed Number of unique visits to web portal Number of packages sold to consumers	Continued					
USA All Markets	Media Relations	Identify appropriate media outlets and generate unpaid media	Generate targeted list of appropriate media, and attend appropriate media marketplaces Develop/Host FAM Tours	Appointments established at marketplaces Leads generated Number of FAM’s and stories generated	Continued	\$5,000			\$5,000	\$10,000
Travel Trade and Motorcoach	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					

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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	
Marketing: traditional media, online, web based	Enhance existing marketing activities by providing tour operators, with a planning tool for building itineraries into region	Develop enhanced content on web portals Develop increased number of package and itineraries that could be used by tour operators	Upgrading web portals, developing content (photos/videos) Post new travel trade and motor coach packages and itineraries online Utilize appropriate media to highlight packages and itineraries available for tour operators	Number of unique visits to web portals, time spent on site, and inquiries generated Number of new tour companies that include SSM/Algoma in their tariffs Number of group tours booked on Agawa Canyon train	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 that include the Algoma Region	RendezVous Canada (International travel trade marketplace) Ontario Motor Coach Marketplace American Bus Association Marketplace National Tour Association Marketplace	Generation of at least 135 appointments Generation of 175 leads 190 packages distributed to group leaders and tour operators Inclusion of SSM/ Algoma products in tour operators tariffs Include 13B products in at least 20 tariffs Increase group travel by 15%	Continued	\$12,000		\$5,000	\$11,000	\$28,000
<b>TOTALS</b>						<b>\$48,000</b>	<b>\$61,000</b>	<b>\$171,000</b>	<b>\$52,000</b>	<b>\$332,000</b>

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## 5. Meetings, Conventions & Sports

### Overview

Tourism Sault Ste. Marie will undertake a targeted 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 web portal 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 and lodges, as well as unique attractions, such as the Agawa Canyon Tour Train, the Canadian Bushplane Heritage Centre and the new Heritage Discovery Centre will also be highlighted for Incentive Travel considerations.

### Overall Campaign Focus

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.



## 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
- Continue to build partnerships with “Local Champions” to identify and bid on sports events and conventions
- Showcase the high-quality accommodation facilities in Sault Ste. Marie that have received almost \$40 million in upgrades in the past three 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 2015).

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 2015 conference is scheduled for June.

**Ignite Business Event Expo** – is a relatively new conference and tradeshow for Canadian business and event planners that will be held in June 2015 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 2015

## FAM Trips

Event and meeting planner FAM trips are scheduled for July and August 2015. Each attendee will be pre-qualified for the Sault Ste. Marie market, with a maximum of eight attendees per FAM trip, three 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, the 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 website provides a more interactive experience for the meeting planners and event organizers and features the addition of the new MC&ST video.

Media	Investment
Print & Print Media	20%
On-line/Social/SEM	20%
Television & Radio	-
Marketplaces	30%
FAMs	10%
Special Projects	20%
Campaign Management & Engagement	-
Other (Specify)	-
<b>Total</b>	<b>100%</b>

**Target Markets**

The MC&ST segment will continue to focus on regional, provincial and national meeting, sporting and event planners and their relevant associations.

Geographic Area	Investment
Northern Ontario (Region 13)	10%
Ontario	80%
Rest of Canada	10%
USA (Border States)	-
Rest of USA	-
Overseas	-
<b>Total</b>	<b>100%</b>

**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
- Number of events hosted, visitor days generated, value of direct visitor spend

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, Provincial, 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 Bids won	Continued					
	Internet Web Social Media	Enhance existing web portals, with a focus providing a planning tool MC&ST segment  Utilize appropriate online activities and 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 online and 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

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	
	Marketplaces	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		\$7,000	\$7,000		\$14,000
	Direct Sales/FAM Tours	Enhance data base with key meeting/conventions and sport organization contacts	Direct sales calls and electronic messaging building data base for future bid opportunities Invitations for FAM tours to TSSM	Number of leads Number of confirmed appointments Number of FAM Tours hosted	Continued		\$3,000	\$5,000		\$8,000
	IGNITE/Adrenaline Partnership	Special event at marketplace and production of special collateral material to support event	Partner with IGNITE/Adrenaline to host meeting planners and sports tourism officials at marketplace	Number of attendees Number of industry partners Number of bid opportunities identified	Continued		\$8,000			\$8,000
	<b>TOTALS</b>					<b>\$6,000</b>	<b>\$12,000</b>	<b>\$15,000</b>	<b>\$5,000</b>	<b>\$38,000</b>

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# Tourism Northern Ontario Marketing Plan 2015/2016 13C Northwest Ontario



## 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 hundreds of thousands of lakes, rivers and streams, wilderness and eclectic community culinary and cultural events and attractions 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
- Nature and Adventure
- Touring (including attractions)
- Meetings, Conventions, Sports Tourism

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 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 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 2015-2016 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 online 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 , 2014/15 programs where applicable and analysis of 2014 spring and summer key



indicators including hotel occupancy, border crossing data and 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, 2014. 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 is 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 the 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 and working in close partnership with industry and DMO stakeholders, the marketing efforts launched in years one through three 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.

### Objectives

- Generate broad awareness of the Northwest Ontario destination brand through television.
- Convey brand promises.
- Ensure a call to action.



- Welcome US tourists to Northwest Ontario and provide an interpretive experience and product literature.
- Ensure all project deliverables are managed and met.

### Media Plan

Based on results seen from years one to four, the 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. More importantly, they want to spend their vacation time in Northwest Ontario at a lodge and they want to fish or hunt while visiting. This avid segment has resulted in the highest yield for regional partners so the marketing plan will continue to focus on male-dominated fishing or hunting parties.

In summary, key elements of the 2015/16 plan are:

#### Celebrity Endorsement

The value of Al Lindner as the celebrity spokesperson for the region is very high. His reputation as a genuine and knowledgeable fisherman combined with his show’s presence in the US Midwest markets for over 30 years makes him an ideal fit. When he recommends Northwest Ontario as the place to fish in Canada, the viewers listen and five of the annual 13 episodes aired by *Lindner’s Angling Edge* are shot on location in Northwest Ontario.

#### Television

Television has been and continues to be the main vehicle for getting the Northwest Ontario destination brand front and center in the minds of anglers and hunters in the US Midwest. With Al Lindner’s celebrity endorsement, Northwest Ontario has top-of-mind awareness by anglers in the US Midwest.

The show airs on the Outdoor Channel, Fox Sports North and other regional cable networks. With the half-hour shows featuring lakes and lodge locations in Northwest Ontario, along with hundreds of 30-second commercials over the first four years, just about everybody in the US Midwest that is interested in fishing knows about Northwest Ontario as a destination. When a show that was filmed in Northwest Ontario airs, telephone inquiries increase significantly and there are also substantial bumps in traffic to the campaign landing site. This agreement will continue for 2015-16 and includes traditional commercials and the on-location shoots but has additional added value with Al Lindner providing endorsement and the crew from Angling Edge making appearances at the 13C 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

Midwest Outdoors has been a strong producer in the critical markets of Chicago, Minnesota and Wisconsin. Here a combination of six-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**

The importance of the Minnesota market to Northwest Ontario cannot be emphasized enough. Due North Outdoors is a ½ show focusing on fishing and hunting adventures in the USA and Canada. Hosted by Bill Scherk, this show has been utilized to penetrate Minnesota – the region’s number one source of anglers. Due North Outdoors has filmed and aired three shows in 2014-15 that were shot in Northwest Ontario and this past summer, another three episodes were filmed featuring regional partner locations and experiences.

In addition to airing the 30-second commercial, Due North writes three articles that are used in social media marketing efforts on Facebook and on the web at [www.NorthernOntario.travel](http://www.NorthernOntario.travel) under the Sunset Country section. 13C Rural has been with Due North Outdoors for three years now and plans to continue in 2015-16.

### **Fishing 411 with Mark Romanack**

Michigan is an important source market for the eastern areas of sub-region 13C, so the region has worked with Mark Romanack, a well-known celebrity angler from that state for the past four years and plans to continue the contract in 2015-16. This buy has seen a Northwest Ontario presence through 30-second commercials and Mark has shot four ½ hour shows at Northwest Ontario locations (mostly in the North of Superior region). Mark is very well-known in the state of Michigan and his shows are used to endorse Northwest Ontario in the Michigan and Ohio marketplaces.

### **John Gillespie’s Waters n’ Woods**

The search for a well-known (and well-watched) celebrity angling show in the State of Wisconsin came to a successful conclusion over the past year when 13C entered into an agreement with the popular Wisconsin-based fishing show John Gillespie’s Waters n’ Woods. John Gillespie is a fishing icon in the State of Wisconsin and he shoots a new episode for his show each week for 52 weeks out of the year. In 2014-15, 13C bought a commercial advertising package and had John film two shows at a Northwest Ontario location. Since John shoots a new show every week throughout the year, it is planned to use his show to increase awareness of winter fishing in Northwest Ontario, specifically ice fishing. Plans are to repeat the commercial buy for 2015-16.

### **Additional Television Buys**

In addition to the more involved buys described above, additional purchases were made on the following programs, all targeted at a US Midwest avid angling audience:

- Lund Ultimate Fishing Experience
- Midwest Outdoors television

### **Summary – Television**

The branding value and detailed messaging and information achieved promoting Northwest Ontario as a fishing destination through television buys is significant. A large number of travel inquiries are received each time one of the shows airs and there are also significant bumps in traffic to the



campaign website. Once the consumer reaches the website, he/she usually goes directly to the destinations page which has a list of available outfitters by town and spends several minutes looking at the listings and clicking through to the partners' websites. This is the main way to get yield as the objective is to get them to the operator listings where the partner picks it up from there and hopefully, books a trip.

**TV budget 2015-16: \$225,000 plus US exchange costs @30% = \$67,500  
Total = \$292,500**

### Internet

For the purposes of this plan, Internet advertising is defined as the purchase of banner advertisements or video ads on a target website. These ads link to [www.NorthwestOntario.com](http://www.NorthwestOntario.com). Over the first four years, banner advertisements have been an important source of traffic to [www.NorthwestOntario.com](http://www.NorthwestOntario.com). 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 2015-16 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 2014-15, 13C again worked 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 while it is running. An additional benefit from utilizing this technology is that a full set of analytics is 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 2014-15 is still unknown, since the current campaign runs in Q4 of the 2013-14 government fiscal year (Q1 of calendar year 2014). The internet campaign also includes video ads on YouTube.com and customized ads developed for the mobile-platform user through Adtegrity's cross-screen digital campaign (multiple, targeted websites).

**Internet budget 2015-16: \$65,000 plus US exchange costs @30% = \$19,500 Total = \$84,500**

### **Social Media Marketing**

Northwest Ontario has embraced social media as an engagement tool and over the first four years, great strides have been made 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 posts and pages by 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 be shown to avid anglers and hunters in overseas markets such as Germany, the UK, Italy, the Netherlands and France with a very strong uptake in terms of the number of new likes. As a result, engagement on the 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 2015-16 social media marketing will include:

- Continued building of a following on the two Northwest Ontario Facebook pages through the purchase of display ads (currently there is one page for fishing and one for hunting). The current combined “likes” across the two pages is over almost 70,000. The target is to exceed 75,000 followers by the end of the 2014-15 campaign.
- Utilize video – specifically YouTube--much more in 2015-16 to build on efforts from the current season. Working with partners at Lindner Media, and from several other suppliers, 13C successfully developed a series of high-quality videos that are now airing as ads on Youtube.com. This strategy will be repeated with new video content in 2015-16.
- While Northwest Ontario is on Twitter, its tweets are auto-fed to the network based on Facebook posts.”

**Social Media budget 2015-16: \$84,200 Canadian**

### **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 interests them



and place ads on search engines in an effort to match consumer interests with a link to campaign websites. 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 consumer's type into the search engine bar when looking for information on the types of travel experiences that are offered. 13C undertook a \$20,000 buy in 2014-15 on the popular Google.com search engine. To date, better traffic sourced from search engines in the current 2014-15 year still underway has been recorded.

Targeted Search Engines in 2015-16 will include:

- Google.com
- Bing.com

**SEM budget 2015-16: \$20,000 Canadian**

### Consumer Shows

While the overall impact and effectiveness of consumer sport shows has waned over the past two decades, they are still regarded by tourist operators in the northwest as important marketing venues. Sports shows are unique in that they offer face-to-face contact with potential tourists and give staff at the booth the opportunity to personally sell the area as a prime fishing and hunting destination. Sports shows also represent excellent opportunities to distribute regional travel guides and they are also locations to build on brand awareness. With the large 20'x30' travel booth that has been developed, Northwest Ontario often

dominates the shows it attends – certainly from a visual basis.

Northwest Ontario has attended shows in large US and Canadian markets over the first four years of the fish-hunt campaign adding Milwaukee, Wisconsin in 2014-15.

In 2015-16 it is planned to attend the following consumer sport shows:

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

**Consumer Show budget 2015-16: \$33,000 plus US exchange costs@30% = \$6900 = \$39,900**

### 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 the region's marketing campaigns. But print ads still have a role to play especially in relation to brand building/awareness objectives.

The print campaign for 2014-15 included buys in "outdoor" publications that are faithfully read by avid anglers and hunters. To date, one particular publication--Outdoor News--has performed very well and has resulted in a significant number of inquiries for regional travel guides and click-throughs to partner websites listed on [www.NorthwestOntario.com](http://www.NorthwestOntario.com).



Expenditures will be cut slightly in 2015-16 and the focus will be on the publications that generate the best response including:

- Outdoor News (nine States)
- Midwest Outdoors (five States)
- Hooked Magazine (Manitoba)

**Print Advertising budget 2015-16 \$28,500 plus US exchange costs @30% = 7500 = \$35,500**

**Northwest Ontario Welcome Centre Branding**

In partnership with the Town of Fort Frances, Northwest Ontario took the initial steps in 2014-15 to effectively brand the newly-reopened Fort Frances border welcome centre. Once an OTIC, this travel information centre is a key stop-off point for a significant number of US anglers and hunters travelling to Northwest Ontario (crossing at International Falls, Minnesota). Last year, Northwest Ontario rented space and set up its consumer show booth in the building.

Plans for 2015-16 are to expand on this effort through a complete graphic and thematic branding of the centre to promote fishing and hunting in Northwest Ontario. Plans include:

- Graphical wrapping of the display walls in the centre along a fish-hunt/ outdoors theme.
- Developing and purchasing literature distribution systems to display 13C outfitter brochures and regional guides and maps.

- Purchase of interactive display units of examples of the flora and fauna in the local forest ecosystem.
- Development of a large regional travel map display.

Northwest Ontario's contribution will be applied to display place rental for the regional outfitter brochures and cost-sharing other components (interactive displays) with the Town of Fort Frances.

**Welcome Centre Branding budget 2015-16 \$35,000 Canadian**

Media	Investment
Print & Print Media	5%
On-Line/Social/SEM	27%
TV	42%
Consumer Touch/Media/Fams	6%
Other Marketing	5%
Consulting/Admin	15%
<b>Total</b>	<b>100%</b>



### Target Markets

Geographic Area	Investment
Northern Ontario Region 13	20%
Ontario	1%
Rest of Canada	3%
USA (Border States)	70%
Rest of USA	5%
Overseas	1%
<b>Total</b>	<b>100%</b>

Once again the target demographic is avid anglers and hunters predominantly males who reside in the geographic catchment areas.

### Project Administration & Coordination

Undertaking a marketing plan with a budget close to \$700,000 involves planning, monitoring and management. Over the first four years, Ontario's Sunset Country has charged 15% of the total allocation of \$696,000 as a management and coordination fee to cover the costs of these tasks.

This represents value for money given these tasks includes:

- 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.

**Project Administration & Coordination budget 2015-16: \$104,400 Canadian**



### Project Tracking, Performance & Measurement

This is a **destination marketing plan** where the effort is designed to position the brand “Northwest Ontario” under the brand promise of There’s No Place Like This! As a result, tracking and measurement of the plan’s “success” is entirely confined to measuring the response to the campaign advertising buys and social media activities. While an effort has been made for two consecutive years and now going on a third year to get Northwest Ontario resource-based tourist outfitters to adopt the Meridian Reservation System, there has been no success at doing so. Operators insist they wish to speak to their guests prior to accepting a booking. Therefore accepting reservations and deposits on-line with no communication is something they are not willing to do. They are also unwilling to manage the on-line inventory on Meridian.

This is unfortunate since the best measure of “yield” would result from quantifying packages (and their value) booked over Meridian but if no operators are willing to use it, this task is impossible. Instead, tracking is limited to the following measures:

- Total visitors to the campaign website at [www.NorthwestOntario.com](http://www.NorthwestOntario.com)
- Total referrals from NorthwestOntario.com to the outfitter websites
- Social media activities – likes, rate of engagement etc.
- Standard Google analytics data showing origin of traffic and other web-based data
- Consumer show data (guides distributed, attendance if available)
- Stakeholder satisfaction with activities.



It is acknowledged this data collection process is not ideal but there are no alternatives readily available. Northwest Ontario is aware that TNO has contracted a consultant to establish uniform tracking and performance measures. At this time, the outcome of that effort is still not final. When it is finalized, Northwest Ontario will endeavor to comply if the data to do so is available

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-March	
13C Fishing & Hunting	TV	- 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, Waters N Woods, Due North Outdoors, Lund Ultimate Fishing Experience, Midwest Outdoors, Fishing 411  - Targeted buys focusing on specific regions and states (Chicago, Minnesota, Wisconsin, Michigan)	- Total visitors to campaign website (objective is to generate a 5% increase over 2014-15)  - Total referrals to linked private sector partner websites (objective is to generate a 10% increase over 2014-15)  - Number of packages booked on the Meridian Reservation System  - Number of travel information inquiries received (follow-up requests for regional guides)	Continuous		\$292,500			\$292,500

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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-March	
13C Fishing & Hunting	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 through Adtegrity cross-screen digital campaign (multiple, targeted websites) 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 (objective is to generate a 5% increase over 2014-15)  Total referrals to linked private sector partner websites (objective is to generate a 10% increase over 2014-15)  Number of packages booked on the Meridian Reservation System  Number of travel information inquiries received (follow-up requests for regional guides)	Continuous	\$60,000	\$109,830		\$18,870	\$188,700
13C Fishing & Hunting	Print & Print Media	- Generate broad awareness of the Northwest Ontario destination brand through print  - Convey brand promises Ensure a call to action	Print advertisements in: - Outdoor News (9 states) - Midwest Outdoors (6 states) - Hooked Magazine (Manitoba)	- Total visitors to campaign website (objective is to generate a 5% increase over 2014-15)  - Total referrals to linked private sector partner websites (objective is to generate a 10% increase over 2014-15)  - Number of packages booked on the Meridian Reservation System  - Number of travel information inquiries received (follow-up requests for regional guides)	Continuous		\$31,950		\$3,550	\$35,500



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-March	
13C Fishing & Hunting	Consumer Touch	- Generate broad awareness of the Northwest Ontario destination brand through consumer touch activities Convey brand promises Ensure a call to action	- Chicagoland Outdoors Show (Schaumburg, IL) - Toronto International Sportsmen's Show (Toronto, ON) - Northwest Sport Show (Minneapolis, MN) - Milwaukee Journal Sentinel Show (Milwaukee, WI)	- Number of Regional Guides Distributed - Number of Provincial FSIs Distributed - Show Attendance (if available)	Continuous		\$39,900			\$39,900
13C Fishing & Hunting	Welcome Centre Branding	Welcome US tourists to Northwest Ontario and provide an interpretive experience and product literature	- Wall wrapping along NWO Fish/Hunt theme - Literature Distribution System - Interactive Displays	- Visitor feedback - Visitor Surveys - Welcome Centre volume stats - Literature Distribution stats	New	\$35,000				\$35,000
13C Fishing & Hunting	Administration, Campaign Management & Engagement	Ensure all project deliverables are managed and met - 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/ industry satisfaction	Continuous		\$52,200		\$52,200	\$104,400
	<b>Totals</b>					\$95,000	\$526,380	\$0	\$74,620	\$696,000





2. Nature and Adventure
3. Touring
4. Attractions
5. Meetings, Conventions, Sports Tourism

### Overview

After a successful launch of the “Visit Northwest Ontario” visual brand identity and lure web portal in mid-2014, the program has demonstrated early successes, generating industry and consumer interest and will be continued in the 2015/16 plan, expanding successful marketing and support programs while making corrections to weaker 2014 media programs, particularly in print. The 2015/16 campaigns focus more heavily on digital content generation and promotional channels with a tighter range of programs over previous years, stronger travel media support, new investments in travel trade support, new product development investments around cycling and way finding improvements that will ultimately aid in increased visitor attraction and retention efforts.

### Overall Campaign Focus

The overall campaign focus for Northwest Ontario’s touring and outdoor adventure segments capitalizes on the region’s unique selling proposition of “big water”, book ended by Lake Superior, Lake of the Woods and Hudson’s Bay, with over 150 000 fishable lakes in between. This is a landscape unique in North America and establishes the foundation upon which the region’s world-renowned national and provincial parks, outdoor experiences, cultural and culinary events and attractions exist. The programs will focus on the highway

corridors within the region that form the backbone for access to experiences and communities as well as exceptional air transportation connectivity to Thunder Bay as a major urban hub. Campaigns will draw upon the successful program elements of 2014, build equity on the newly-launched unified visual



brand identity “Visit Northwest Ontario”, launched in spring 2014 that has been widely accepted by industry, community and is beginning to gain awareness with consumers. As a relatively recent cohesive approach to promoting the entire northwest region specifically to the touring and broad outdoor markets, strategies will be employed to strengthen brand identity and ultimately drive more visitors to the region’s experience partners for fulfillment.

The strategy also approaches the markets pragmatically. As the Northwest is a significant distance from the GTA market but relatively close to the one million plus Manitoba market and the 35 million US Midwest population, much of the campaign focus will be on building stronger awareness and conversion with close haul domestic and US markets. Southern Ontario markets will be pursued in a more focused approach while strategic partner investments in growing the UK and German markets will continue in alignment with OTMPC efforts. A new effort into neighbouring North Dakota will capitalize upon that state’s recent population and income growth.

The expanded winter campaign, snow better place, was developed in the 2013/14 program and continues to expand with ski and stay packages forming the foundation of the current campaigns, rounded out by snowmobiling, ice climbing, ice angling, dog sledding and other niche outdoor experiences that, when bundled together, offer the ability to establish the region’s winter identity to a wider market of 20-50 year old couples seeking outdoor adventures coupled with urban culinary and accommodation options. Investments in digital and social media content continue to drive upward interest in this segment, leading to new ski investments across the Northwest. The reinvestment in snowmobile trail networks over the past two years lends itself to marketing snowmobiling

within the Northwest region and into Northern Minnesota, positioning the product as open wilderness riding environment with little rider congestion.

Motorcycle touring will continue to capitalize upon the 10% annual increase in North American motorcycle ownership and be aimed primarily at the male market ages 35 to 60 with above average income based on research undertaken by TNO in 2014. The program builds on the award-winning Ride Lake Superior and builds equity within the “Norwester” feeder route. Efforts continue to asset map paved and adventure routes in the Northwest, expand industry “motorcycle ready” assessments and build more density in the programs that will connect to neighbouring Ride Lake Superior and Minnesota’s “Ride the Arrowhead” programs. The program consists of major consumer motorcycle events in the Manitoba, Minnesota, Illinois/Wisconsin and Michigan/Ohio markets, group travel outreach to motorcycle clubs in Canada and the US, strategic print and digital media and motorcycle media FAM tours. Continued investments in the motorcycle travel trade will assist in growing the European market cost effectively. The program partnership continues to expand into the US states of Minnesota, Wisconsin and Michigan, leveraging additional municipal, county, industry and state financial and in-kind support that will propel the program further forward.

The last year’s conventions program development makes attempts towards a regional approach to the MC and IT segment. Industry research and regional transportation and venue deficiencies demonstrates that the major air hub of Thunder Bay remains the single major corporate destination in Northwest Ontario. The 2015 program positions Thunder Bay’s wide range of unique venues and exceptional air corridor connectivity with Toronto, Ottawa and



Winnipeg as key strategic advantages to attracting corporate business. Marketing programs in 2015/16 focus on the domestic education, mining, First Nations, government, non-government organizations and life sciences sectors as best bet segments.

For 2015/16, 10% of the regional touring and outdoor marketing program is assigned to product development, providing for foundation resources to leverage with community partners to advance experience development in alignment with TNO research and reports, including but not limited to way finding, cycling development and new touring route development and enhancements as well as other projects deemed relevant to the northwest industry as decided by the Northwest RTO board members and emerging industry advisory outreach efforts.

Enhancing online commerce will continue to expand, with more dedicated efforts made to build industry engagement with the Meridian system, selling and tracking online commerce through the variety of local and regional sales channels.

## Objectives

### Outdoors

- Enhance the online presence and content on the Visit Northwest Ontario site, increase social media traffic on the Facebook, Twitter and Instagram.
- Targeted outdoor consumer events in key source markets.
- Increase shoulder and winter leisure travel by focusing on iconic Northwest Ontario outdoor destination drivers, woven into the event, attraction and culinary identity of the region. The campaign will focus on

short haul markets including inner regional, Minnesota and Manitoba.

- Expansion of touring promotion through alignment with OTMPC and other relevant marketing partners, promoting the region's touring routes, attractions, culinary and cultural events and accommodation options.



**Touring and Attractions**

- Expanded Northwest Ontario touring program through the enhancement of two major touring routes and loops: Lake Superior and “The Norwester Route”.
- Link the touring route to attraction, event, culinary experiences to create enriching road trip experiences that extend visitor retention rates.
- Expansion of touring promotion through alignment with OTMPC and other relevant marketing partners, promoting the region’s touring routes, attractions, culinary and cultural events and accommodation options.
- Increase awareness among domestic, US and overseas motorcycle touring enthusiasts through a multi-pronged marketing program.
- Enhanced development and promotion of Norwester Route as part of Northwestern Ontario’s overall growing motorcycle program.
- Continue to build relevant experience focused digital assets including photography and videography.
- Development of relationships with domestic, US and travel trade segment, promoting the region’s product ready tourism suppliers.

**Meetings, Conventions, Sports Tourism**

- Establish contact with appropriate meeting planners and event organizers for the purpose of generating FAM tours for the coming year.
- Multi-channel campaign to promote Thunder Bay to the Meeting and Convention sector.
- Expansion and promotion of regional unique incentive travel destinations throughout Northwest Ontario.

**Media Campaign**

Media	Investment %
Print & Print Media	16.5%
On-line/Social/SEM	18.5%
Television & Radio	5%
Consumer Touch (Trade & Travel Shows)	8.5%
FAMs	17.5%
OTMPC	4%
On-line Reservation System	5%
Campaign Management & Engagement	15%
Other (Product Development)	10%
<b>Total</b>	<b>100%</b>



### Messaging

- Visit Northwest Ontario as the overall brand and message.
- Ride Lake Superior for motorcycle touring.
- Expansion of the snowbetterplace.com campaign, part of the larger Visit Northwest Ontario brand identity.

### Target Markets:

The touring and outdoor adventure segments encompass a number of consumer demographics based on geographical source markets and best bet consumer demographics. The plan is based on matching the existing product inventory with consumer research undertaken to date through both TNS and TNO. Northern Ontario's broad range of outdoor and touring experiences generally appeal to couples in the 25-65 age range with above-medium incomes rather than families with young children.

The broad outdoor segment, focusing on classic and epic adventure seekers, encompasses a broad demographic from ages 20 to 55. Given the product inventory within the Northwest region and proximity to major markets, this activity is generally focused on adult couples and group and less on family-oriented vacations. However, some additional investment to repositioning

elements of the product to the family market will be undertaken in the marketing year to investigate the potential to reach families. This segment appeals equally to both male and female consumers. The outdoor program continues to align with OTMPC's efforts and will create greater connectivity between urban fixed-roof accommodation options and outdoor experiences. The creation of high quality, striking video and photographic assets will play an integral role in the segments digital marketing efforts, aligning with the NorthernOntario.travel portal and social media marketing channels including YouTube videos and emerging media.

The touring market, integrating culinary and cultural attractions and events, into developed touring routes, will be primarily reached through AAA and CAA media as well as select direct mail, television, radio and digital specific to the Manitoba and border markets. The program will continue the successful increase in Manitoba awareness of Northwest Ontario according to the TNS consumer insights data presented in 2013/14. This demographic is generally more affluent, with the decision making shared equally between male and female. Domestic CAA campaigns will be focused largely on the close haul market of Manitoba with a secondary focus on Ontario. The AAA campaign will target Minnesota, Wisconsin and Michigan with the expansion into North Dakota in 2015/16, citing a demonstrated increase from this largely under-exposed source market.



Geographic Area	Investment % Nature & Adventure, Touring & Attractions	Investment % Meetings, Conventions, Sports Tourism
Northern Ontario (Region 13)	10%	10%
Ontario	25%	60%
Rest of Canada-Manitoba	25%	25%
USA (Border States)	30%	5%
Rest of USA	5%	0%
Overseas	5%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Performance, Tracking and Measurement

The programs will be monitored with respect to media response throughout the program lifespans, including web visits, social media engagement, consumer engagement and requests for information. Economic conversion will be readily measured through the online reservation system booking values, supplemented by hotel occupancy and border crossing data.



Media	Outcome/Target	Performance Measure
Print & Print Media	<ol style="list-style-type: none"> <li>1. Impressions or distribution</li> <li>2. Conversions (web, phone, email, etc.)</li> <li>3. Cost per conversion-lined on on-line sales tool</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
On-line/Social/SEM	<ol style="list-style-type: none"> <li>1. Visits, likes, subscribers/downloads</li> <li>2. Click thru to operators</li> <li>3. Cost per conversion/click thru</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
Television	<ol style="list-style-type: none"> <li>1. Number of airings/views</li> <li>2. Conversions (web, phone, email, etc.)</li> <li>3. Cost per conversion</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
Radio	<ol style="list-style-type: none"> <li>1. Number of airings/views</li> <li>2. Conversions (web, phone, email, etc.)</li> <li>3. Cost per conversion</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
Consumer Touch (Trade & Travel Shows)	<ol style="list-style-type: none"> <li>1. Number of shows/client interactions</li> <li>2. Conversions</li> <li>3. Cost per conversion</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
FAMs	<ol style="list-style-type: none"> <li>1. Number of participating partners, FAMs hosted and resulting media.</li> <li>2. Value of resulting media stories</li> <li>3. Leveraged partner value in hosting FAMs</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
OTMPC Partnerships	<ol style="list-style-type: none"> <li>1. Number of partnered initiatives</li> <li>2. Value of partnered initiatives</li> <li>3. Dollars leveraged</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>

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Media	Outcome/Target	Performance Measure
On-line Reservation System	<ol style="list-style-type: none"> <li>1. Number of operators/saleable packages</li> <li>2. Number of packages sold</li> <li>3. Value of packages sold</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
Consulting, Admin & Incidental	<ol style="list-style-type: none"> <li>1. Cost of Admin \$/% of marketing budget</li> <li>2. Number/satisfaction stakeholders engaged</li> <li>3. Plan delivered on-time/on-budget</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>
Product Development	<ol style="list-style-type: none"> <li>1. Number of new product and experiences developed</li> <li>2. Leveraged support from other partners</li> <li>3. Number of stakeholders engaged</li> </ol>	<ol style="list-style-type: none"> <li>1. Percentage to target</li> <li>2. Percentage to target</li> <li>3. Percentage to target</li> </ol>





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	Print and Digital Media	Enhance the online presence and content on the Visit Northwest Ontario site, increase social media traffic on the Facebook, twitter and Instagram	<p>Promote the Visit Northwest Ontario lure portal as the call to action through a series of targeted campaigns in focused outdoor media</p> <p>Engage in house and contracted content management partners to create and post relevant and dynamic content with measurable links to industry partners</p> <p>Increase Facebook posting and conversations, boost stories and traffic, establish VNWO twitter, Pinterest and Instagram profile</p> <p>Engage in the creation of professional and self-directed video content to be used in a variety of channels</p> <p>Digital paid media placement on YouTube and banner ads on select high volume outdoor sites in Canada and the United States</p> <p>Alignment and partnership with OTMPC outdoor programs, including partnership with Ontario Parks and Parks Canada</p>	<ul style="list-style-type: none"> <li>- # of web visitors /social media subscribers</li> <li>- # of inquiries received, referrals &amp;downloads</li> <li>- #/\$ packages sold</li> </ul>	Continuous	\$9,000	\$12,000	\$9,000		\$30,000



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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	Consumer Touch Points	Targeted outdoor consumer events in key source markets	Enhanced graphics and video content showcased at the Central Canada Outdoors Show and Canoeecopia, focusing on inner regional outdoors travel and the US Midwest paddle sport market	<ul style="list-style-type: none"> <li>- # of consumers/ partners engaged</li> <li>- # of materials distributed</li> <li>- website visitation through unique URLs and social media engagement</li> </ul>	Continued	\$6,000			\$3,000	\$9,000
Outdoors	Winter Experience Campaign	Increase shoulder and winter leisure travel by focusing on iconic Northwest Ontario outdoor destination drivers, woven into the event, attraction and culinary identity of the region. The campaign will focus on short haul markets including inner regional, Minnesota and Manitoba	<p>Expansion of the <a href="http://snowbetterplace.com">snowbetterplace.com</a> campaign, part of the larger Visit Northwest Ontario brand identity.</p> <p>Enhanced focus on ski packages (alpine and Nordic), ice climbing, snowmobiling and related winter destination drivers</p> <p>Promotion of ski and stay packages and enhanced “fly, ski and stay” packages into the Winnipeg market</p> <p>Winter campaign radio spots created and aired in the Winnipeg market to key radio audiences</p> <p>Creation of digital editorial content</p>	<ul style="list-style-type: none"> <li>- # of web visitors</li> <li>- #/\$ of ski and stay packages sold</li> <li>- # of social media engagement</li> </ul>	Continued			\$20,000	\$20,000	\$40,000

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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	Expanded touring program	<p>Expanded Northwest Ontario touring program through the enhancement of two major touring routes and loops: Lake Superior and “The Norwester Route”</p> <p>Link the touring route to attraction, event, culinary experiences to create enriching road trip experiences that extend visitor retention rates.</p>	<p>Capitalize upon the low Canadian dollar and inexpensive fuel to encourage US auto touring market to plan an Ontario Road trip in 2015.</p> <p>AAA print/digital mix campaign targeting US Midwest close haul states of Minnesota and Wisconsin PLUS addition of North Dakota market, benefiting the Kenora and Rainy River Districts</p> <p>CAA print and digital mix campaign targeting Manitoba, with a secondary Ontario program</p> <p>Television in Manitoba and North Dakota growth markets utilizing digital assets captured in 2014/15 fiscal year to create quick spots in local television and online YouTube advertisements. The spots will be tied to a specific call to action url to track success of these channels</p>	<ul style="list-style-type: none"> <li>- # of AAA and CAA mailing cards processed/television redemptions</li> <li>- Web visits, social media engagement, media reach</li> <li>- #/\$ of packages sold</li> </ul>	Continued	\$21,000	\$16,000			\$37,000

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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	Expanded short haul touring program partnerships	Expansion of touring promotion through alignment with OTMPC and other relevant marketing partners, promoting the region's touring routes, attractions, culinary and cultural events and accommodation options	Engage in partnerships with OTMPC to position the region's touring routes, festivals and attractions to the Ontario and Manitoba markets  Attractions Ontario partnership, promoting the northwest region's attractions and events positioned around the foundation of the touring routes	- Website visitation and social media engagement  - #/\$ of packages sold  - \$ value of leveraged financial resources	New	\$10,000	\$10,000			\$20,000
Touring	Ride Lake Superior	Increase awareness among domestic, US and overseas motorcycle touring enthusiasts through a multi-pronged marketing program	Print media in key close haul motorcycle and touring markets  Digital media in key online motorcycle touring channels including Roadrunner, Lake Superior Magazine, Motorcyclist.com  Consumer show presence at Progressive International Motorcycle Shows in key close to medium haul markets	- # of ride maps distributed/# of consumers engaged at events  - Border crossings of US and Can riders  - # of guided motorcycle tours provided through established travel trade tour operators  - \$ leveraged partnerships	Continued	\$4,000	\$6,000	\$7,000	\$11,000	\$28,000

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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	Ride Northwest Ontario	Enhanced development and promotion of Norwester Route (highways 11, 71 and 17 west of Thunder Bay) as part of Northwestern Ontarios overall growing motorcycle program  Development and promotion of select ATV and snow mobile tourism loops  Asset map, develop and promote a number of emerging off highway loops and routes catering to a growing dual sport/ adventure motorcycle touring segment	Enhanced asset mapping of northwest Ontario motorcycle ready experiences and accommodation providers  Online mapping  Community motorcycle readiness education  Alignment with epic Ride Lake Superior as the major destination driver, promoting the Norwester route as a feeder and inner regional close haul route, in alignment with Minnesota’s Arrowhead Motorcycle program	- # of ride maps distributed/map downloads  - #website visitation and social media engagement  - # of partners engaged/assets mapped	Continued	\$2,500				\$2,500
Nature & Adventure and Touring	Media FAM Tours	Establish contact with appropriate meeting planners and event organizers for the purpose of generating FAM tours for the coming year	Visit Northwest Ontario presence at the following media marketplaces:  Canada Media Marketplace – US Media  Go Media – International Media  TMAC – Canadian Media  hosting costs of digital, television and print media FAMs	- # of FAM tours/ resulting media/ partners profiled  - \$ value of media exposure  - # of digital editorial, video and photographic assets acquired	Continuous	\$9,000	\$28,500	\$17,000	\$10,000	\$64,500

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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 and Touring	Digital Asset investment	Continue to build relevant experience focused digital assets including photography and videography	Align and partner with Municipalities, OTMPC, Parks Canada and Ontario Parks for the creation of new digital content  Creation of a series of a minimum of three new videos and “mini-docs” promoting the Visit Northwest Ontario brand  Videos will be promoted through a variety of channels including YouTube advertisements, Facebook, Twitter and used at consumer and industry events	- \$ leveraged - # of partners featured - # of videos created/#online video engagement and followers	Continued/new content		\$10,000		\$10,000	\$20,000
Nature & Adventure and Touring	Travel Trade Support	Invest in the development of travel trade ready visitor experiences in alignment with the Ontario Signature Experience program  Development of relationships with Domestic, US and travel trade segment, promoting the region’s product ready tourism suppliers	Great Lakes Cruising Coalition 2015/16 membership focusing on industry FAM tours and Lake Superior awareness events  Development of FAMs with domestic and US travel trade representatives, focusing on Northwest Ontario Signature Experiences in the outdoor (lodges, sailing, canoeing and touring product ranges  Engage in Partnerships that align with OTMPC travel trade initiatives and efforts.	- # of travel trade firms engaged/# of FAMS coordinated/# of industry partners included in FAMS - # of salable tours brought to market/# of communities benefiting - # of cruise operators engaged	New	\$5,000		\$2,000	\$4,000	\$11,000

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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	MCS Campaign	Multi-channel campaign to promote Thunder Bay to the Meeting and Convention sector  Expansion and promotion of regional unique incentive travel destinations throughout Northwest Ontario	Print campaign targeting domestic meeting and convention planners in the health sciences, education, First Nation, Government  Industry touch points including silver Shows, Tet a tet, CSAE and related relevant domestic meeting planner industry gathering  Creation of digital editorial content promoting the region as a hub for MC and IT through contracted and MC and IT media FAMS  Digital campaign including the creation of a new video promotional asset, promoting Thunder Bay and Northwest Ontario as a preferred destination for meetings and conventions  MC and IT Planners Familiarization tours	- # of industry contacts made/# leads/# FAM tours  - # of web visitors/ social media engagement  - \$ value of confirmed booking/# of hotel room nights attributed to program	Expanded/new	\$10,000	\$24,000	\$20,000	\$10,000	\$64,000

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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	
All Segments	Meridian Online reservation system	Continue to expand database of regional accommodation attractions and events utilizing the online reservation system	Annual license fee to Meridian and incidental costs (travel) associated with regional coordinator position  Meridian will continue to expand offering Hotel direct access for accommodation booking and direct online purchase of attraction and event admissions until TICO issue is resolved	- # of packages created/\$ value of packages sold  - # number of industry engaged in education  - # of partners/packages selling through on line system	Continued	\$18,000	\$4,000			\$22,000
Touring	Invest in regional touring product and experience development	Invest in product development initiatives that improve the overall visitor experience in Northwest Ontario through strategic research and business planning	Invest in a number of initiatives with partners including  Mountain and Fat Tire cycling route development in Northwest Ontario  Way finding signage planning and execution in alignment with 2014 TNO way finding strategy recommendations including gateway welcome signage and brand integration of the Visit Northwest Ontario visual identity into highway signage	- # of communities /# of cycling partners engaged/# of cycling routes developed  - \$ value of funding leveraged  - # of gateway signs erected/# of partners utilizing visual brand identity	New	\$10,000	\$20,000	\$10,000	\$6,400	\$46,400

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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	
Campaign Management and Engagement	All Segments	Continuous project management of Visit Northwest Ontario related programs	Industry, community and First Nation engagement and education programs regarding TNO  Communication platform developed and maintained on a continual basis  Travel throughout northwest Ontario to deliver workshops, program updates and host industry engagement sessions	- # of industry partners engaged/% satisfied with activities  - # of community and First Nations presentations  - \$ value of leveraged financial resources	Expanded	\$17,400	\$17,400	\$17,400	\$17,400	\$69,600
	<b>TOTALS</b>					\$115,900	\$153,900	\$102,400	\$91,800	\$464,000



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