



# Marketing & Communications



[www.destinationnorthernontario.ca](http://www.destinationnorthernontario.ca)

Ontario 

## OBJECTIVE

Destination Northern Ontario's (DNO) main goal in its marketing activities is to increase awareness of Northern Ontario as a travel destination and increase conversion in target markets.

Destination Northern Ontario aligns itself with Destination Ontario's marketing model and leverages partnership whenever possible.

## NORTHERNONTARIO.TRAVEL

Destination Northern Ontario engages consumers through their content program resulting in over 2.7 million visits to the NorthernOntario.Travel website annually.

- ✓ **200+** new content pieces published annually
- ✓ **1.2 million** visits through search engines.
- ✓ **645,000** leads to partners.
- ✓ Portal received **4 million** visits with a CTR of **18%** and a cost per click of .33 cents) in 2021-22.
- ✓ **62** itineraries, **23** atlases and **4,200+** points of interest (i.e. thematic interactive maps) uploaded to the Trip Planner.

 Photos: Destination Ontario / Destination Northern Ontario





## SUCCESS STORIES

### CONSUMER MARKETING



**2 MILLION**

- ✓ Destination Northern Ontario invests approximately **\$2 million** annually in marketing the region through partnership, sub-regional marketing activity and pan-northern campaigns.



**OVER 12**

- ✓ Destination Northern Ontario works with **over 12** travel associations, communities and destination marketing organizations throughout the region to market its priority products and experiences; touring, angling and hunting, culture and heritage, nature and adventure hit domestically, in transborder markets and internationally.



- ✓ Destination Northern Ontario works with operators through the **Fast Track to Success Marketing Co-op program** providing .50c dollars to implement marketing recommendations at their business.

### INDUSTRY COMMUNICATIONS



**15,000**

- ✓ **Over 15,000** social media followers (Facebook, LinkedIn, Twitter, Instagram)



**1,500+**

- ✓ The annual Northern Ontario Tourism Summit has engaged **over 1,500** tourism representatives and business owners since its inception in 2014.



**27%**

- ✓ An average newsletter open rate of **27%** (the industry standard is 15%).



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