

2016-2017  
**MARKETING OVERVIEW**



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Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

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# OVERVIEW

- Campaign Theme
- Demographics By Persona
- Media Buys
- Marketing Strategy

# CAMPAIGN THEME

Reflecting on the Past

Find your *happy place* in The Great Waterway

Discover the sophisticated elegance of our historic main streets and view the natural wonders of our landscapes. Farm-to-table restaurants, boutique shops, theatre that moves you and breathtaking cruises await.

Kingston

1000 Islands

Prince Edward County

Travel happy at [thegreatwaterway.com](http://thegreatwaterway.com)

The Great Waterway

Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties



FIND YOUR **HAPPY PLACE** WITH TRAVEL CHANNEL

- Original programming.
- One-of-a-kind talent.
- Valuable viewers.

travel CHANNEL

scripps networks

take a trip to your happy place.

Wonder squeezing is believing.

PSAROS  
Exciting, sustainable lifestyles.

Contact Call: 0419 984 368 Search 简体中文

Projects Investors About Us Sustainability News

Psaros / Find your happy place

HAPPY IS HERE!

At Psaros, we create happy through exciting, sustainable lifestyles. And you'll find these lifestyles in locations that are part of how you love to live.

After all, happiness is that one place you find when everything feels just right. It's a place where you feel inspired, invigorated and secure. Where life is easy. And where peace of mind is something you wake up with every day.

So where is your happy place?

VIEW THE VIDEO HERE

FIND YOUR Happy Place

— Close to Everywhere, —

# FAR FROM ORDINARY



## We're close...



1.5hrs from Toronto



1hr from Ottawa



1.5hrs from Montreal



2hrs from Syracuse

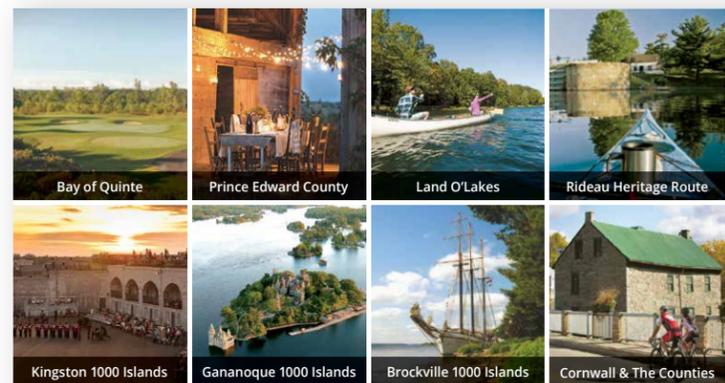
## We're different...

Let's not be one of those typical vacation destinations. Let's be diverse, unique and memorable. "**Far from Ordinary**" focuses on the unique attributes of our destinations and allows us to proudly tell our stories. The Great Waterway is merely the umbrella brand where those stories live.

# CAMPAIGN SAMPLES



# CAMPAIGN SAMPLES



— Close to Everywhere, —  
**FAR FROM ORDINARY**  
 — 🚶 🚣 🚲 🏠 —  
 ACTIVITIESAWAIT.CA

Bay of Quinte  
 Prince Edward County  
 Land O'Lakes  
 Rideau Heritage Route  
 Kingston 1000 Islands  
 Gananoque 1000 Islands  
 Brockville 1000 Islands  
 Cornwall & The Counties

EXTRAORDINARY IS CLOSER THAN YOU THINK  
 Cool urban and country vibes, water at every turn, heritage & culture; all bursting with activity.

The Great Waterway Region  
 1.5hr from Toronto   1hr from Ottawa   1.5hr from Montreal   2hrs from Syracuse

**The Great Waterway**  
 Bay of Quinte - Prince Edward County - Land O'Lakes  
 Rideau Heritage Route - Kingston - 1000 Islands  
 Cornwall and The Counties

**ONTARIO**  
*Yours to discover*

**Search. Plan. Book.**  
 Your Travel Plans Await

**ACTIVITIESAWAIT.CA**

Close to Everywhere, Far From Ordinary

**The Great Waterway**  
 Bay of Quinte - Prince Edward County - Land O'Lakes  
 Rideau Heritage Route - Kingston - 1000 Islands  
 Cornwall and The Counties



— Embark on a —  
**DIFFERENT KIND OF DAY**  
 #FarFromOrdinary  
 #TheGreatWaterway #VisitKingston1

**KINGSTON**  
 — fresh made daily —

Kingston, Ontario is steeped in history, yet constantly evolving - the home for impassioned curators and creators, a place that embraces new ideas - it's authentic, vibrant and never stops surprising. #freshmadedaily

#shoptillyoudrop  
 #islandcruising  
 #getoutside

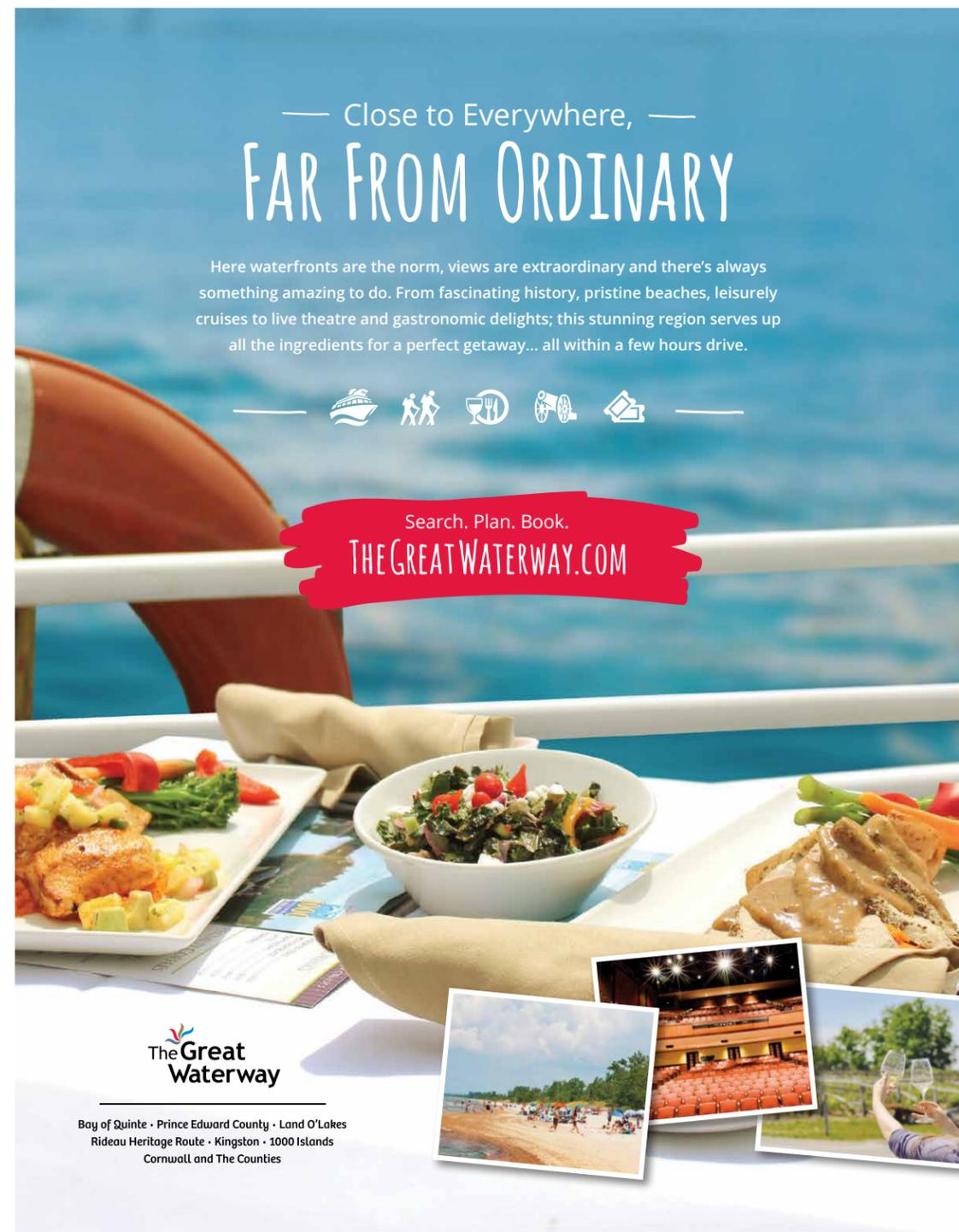
Photo credits  
 (Boat) Laura Meggs  
 (Canoe) Valeria Bezugla

**JOIN**  
 Insider Rewards  
 to access exclusive offers & deals!

**ACTIVITIESAWAIT.CA**

INSIDER REWARDS

# CAMPAIGN SAMPLES



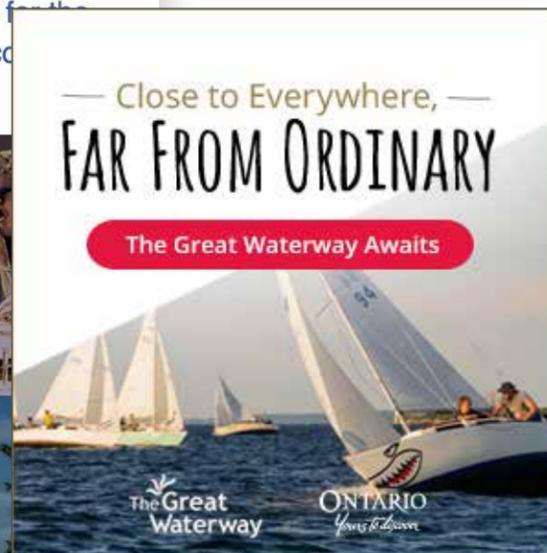
# CAMPAIGN SAMPLES

**The Great Waterway**  
Yesterday at 9:19am · 🌐

Road trip! Happening in the next two weeks are [Countylicious \(Spring\)](#) and [Gananoque Literary Festival](#), not to mention musical performances at [The Waring House](#), [The Empire Theatre](#) and [The Isabel Bader Centre for the Performing Arts](#). Here's the scoop: <http://www.thegreatwaterway.ca/.../events-in-the-great-wate.../>



👍 Like    💬 Comment    ➦ Share



Krista, your next getaway awaits, in The Great Waterway. View web version. [Click here](#)

ONTARIO CANADA #DISCOVERON EXPLORE PLAY PLAN

SHARE f t e

**The Great Waterway**  
Bay of Quinte - Prince Edward County - Land O'Lakes  
Rideau Heritage Route - Kingston - 1000 Islands  
Cornwall and The Counties

**THE GREAT WATERWAY BECKONS**  
From the hip rural charm of Prince Edward County, majestic 1000 Islands beauty, or urban Kingston, we're authentic, vibrant...always entertaining. Everything you need to plan that perfect getaway.

PLAN A VISIT >

**FAR FROM ORDINARY**  
Pristine beaches, signature cruises, live theatre & gastronomic delights - everywhere you go **Activities Await**, start planning your trip now.

EXPLORE MORE >

**INSIDER REWARDS**  
Get Rewards Now!

# CAMPAIGN SAMPLES

36 Results

VIEW ON MAP | VIEW MY WISHLIST

 <p>Ambassador Hotel and Conference Centre - JM's Restaurant &amp; Lounge</p> <p>INFO</p>	 <p>Evergreen Golf Course</p> <p>INFO</p>	 <p>Geneva Crepe Cafe and Bistro</p> <p>INFO</p>	 <p>Fort Henry National Historic Site of Canada</p> <p>INFO</p>
 <p>Glen Lawrence Golf Club</p> <p>INFO</p>	 <p>Safari Cake Boutique</p> <p>INFO</p>	 <p>By Chadsey's Cairns Winery &amp; Vineyard</p> <p>INFO</p>	 <p>Miracle Green Farms</p> <p>INFO</p>
 <p>The Grange of Prince Edward Vineyard &amp; Estate Winery</p> <p>INFO</p>	 <p>From the Farm Cooking School</p> <p>INFO</p>	 <p>Rideau Winery Inc.</p> <p>INFO</p>	 <p>Trail Estate Winery</p> <p>INFO</p>
 <p>Rosehall Run</p> <p>INFO</p>	 <p>AquaTerra</p> <p>INFO</p>	 <p>Le Chien Noir Bistro</p> <p>INFO</p>	 <p>Dianne's Fish Shack &amp; Smokehouse</p> <p>INFO</p>
 <p>Harper's Burger Bar</p> <p>INFO</p>	 <p>Atomica Pizza &amp; Wine Bar</p> <p>INFO</p>	 <p>The Loaf 'N' Ale</p> <p>INFO</p>	 <p>The Waterfront River Pub &amp; Terrace</p> <p>INFO</p>

BACK TO LISTING Destination: Bay of Quinte | Categories: Entertainment, Culture & Heritage, Sightseeing & Tours | Tags: Heritage & Museums

## NATIONAL AIRFORCE MUSEUM OF CANADA



SHARE: [f](#) [g+](#) [t](#) [i](#) | [ADD TO MY WISHLIST](#)

The National Air Force Museum of Canada (NAFMC) believes everyone should have access to our country's Air Force history. There is no admission charge to visit the museum. However, the daily operations of the Museum depend on your generous donations and patronage.

Originally founded in 1984 as the RCAF Memorial Library and Museum, the National Air Force Museum of Canada (NAFMC) has developed and expanded to where it now enjoys a national reputation, the largest number of aircraft on static display and the most skilled team of restoration volunteers of any military museum in the country.

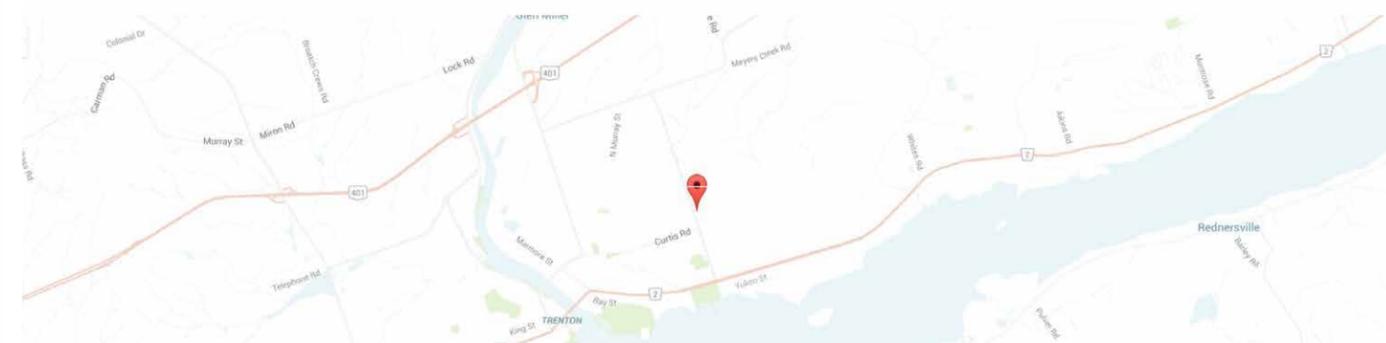
 **220 RCAF Road, Trenton**

Hours of Operation: Summer (May 1 to Sept 30) Open Daily 10am-5pm; Winter (Oct 1 to Apr 30) Open Wed-Sun 10am-5pm  
Phone: 613-965-7223 / 1-866-701-7223

[Email](#) | [Website](#) | [f](#) | [t](#)

Relocated in 1994 to the former curling rink on RCAF Rd, 8 Wing/Canadian Forces Base Trenton, the museum presents more than 3,500 artifacts and memorabilia depicting major historical events, notable aviation achievements, as well as the social history of Canada's Air Force.

Two subsequent building expansions, the Rotary Restoration Shop in 1996 and in 2005, an additional 7,000 m2 of display space, evolved around the acquisition and restoration of one of the most versatile bombers of the





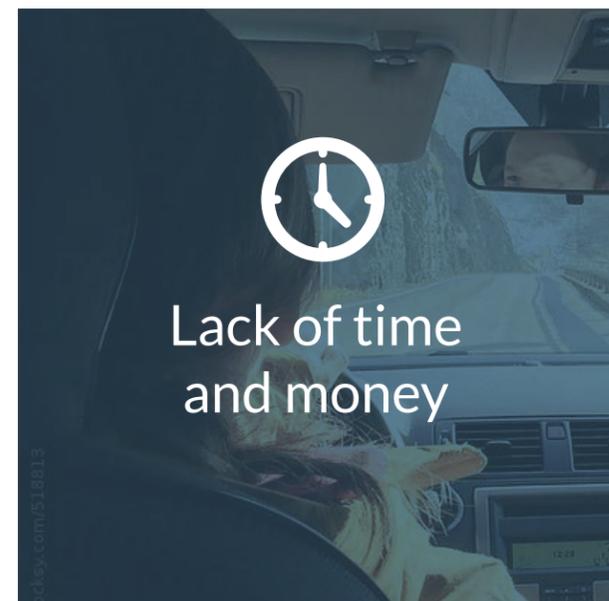
# DEMOGRAPHICS

BY PERSONA

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# TRAVELLER MOTIVATIONS

Based on Destination Awareness Study - 2014



82%  
of visitors visit TGW  
as their primary  
destination

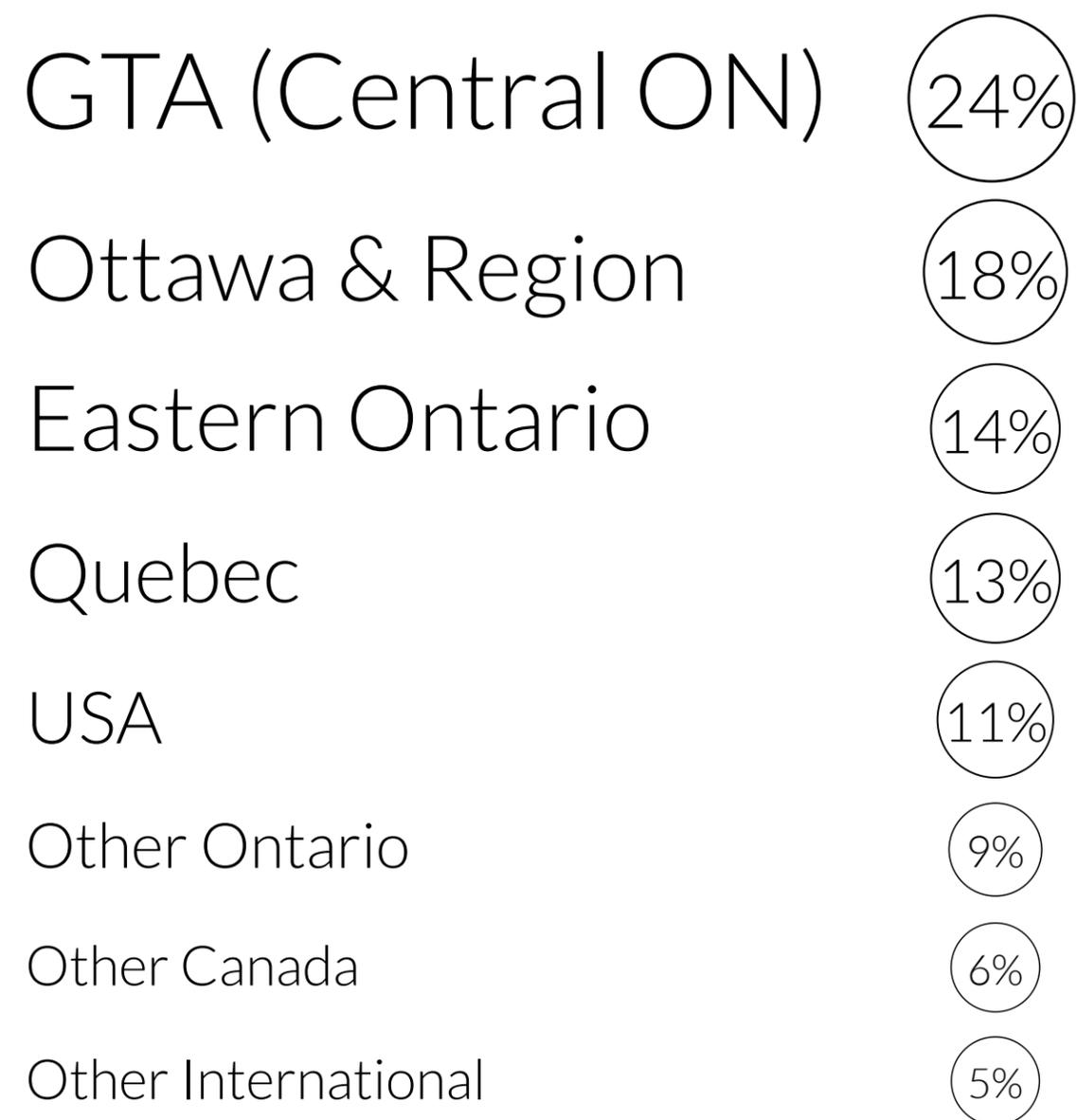


The average party  
size was 3, but the  
primary audience  
is couples

51 percent of  
interested visitors  
are under  
**44**  
and have never  
visited

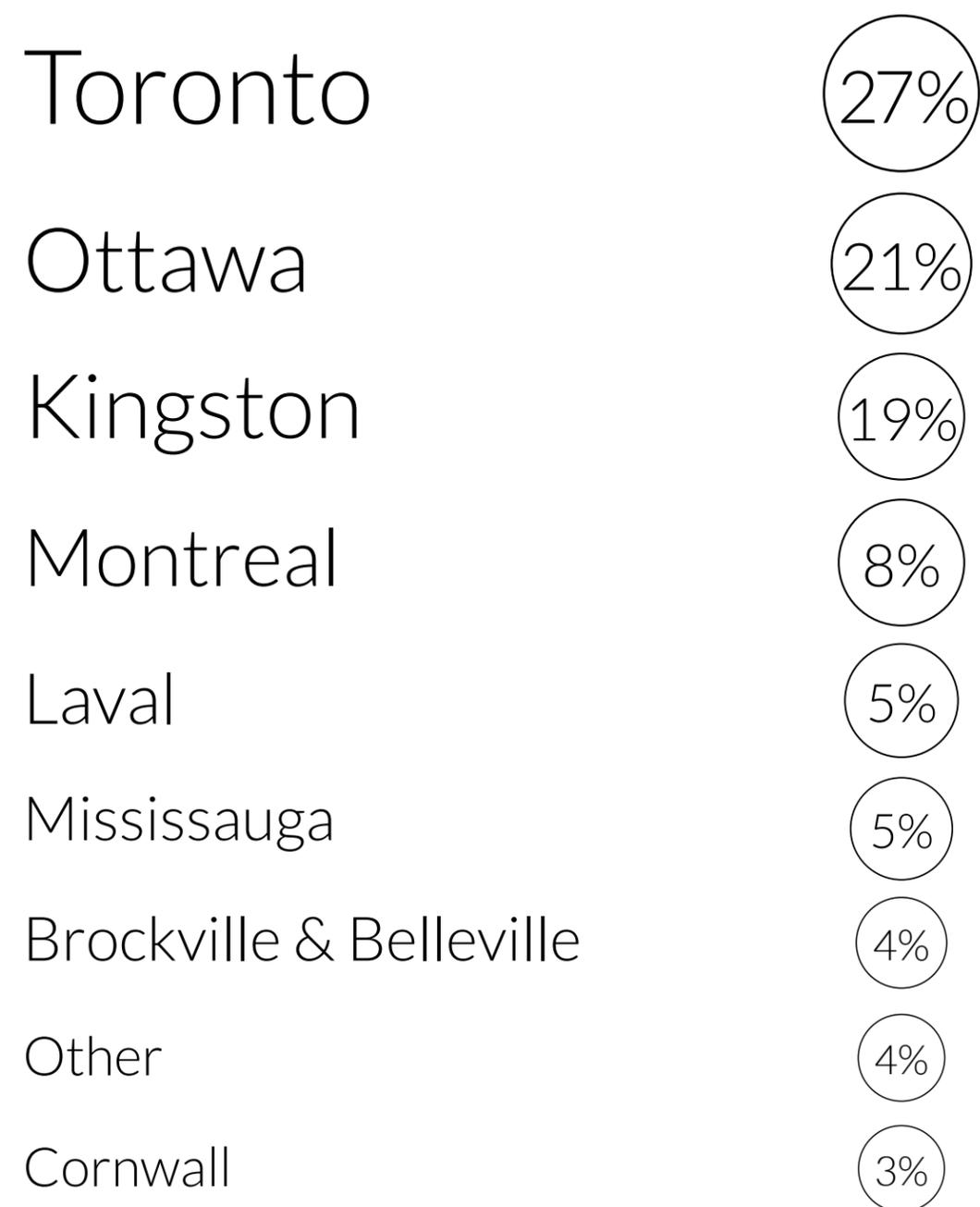
# OUR VISITORS

By Location - 2012 Survey



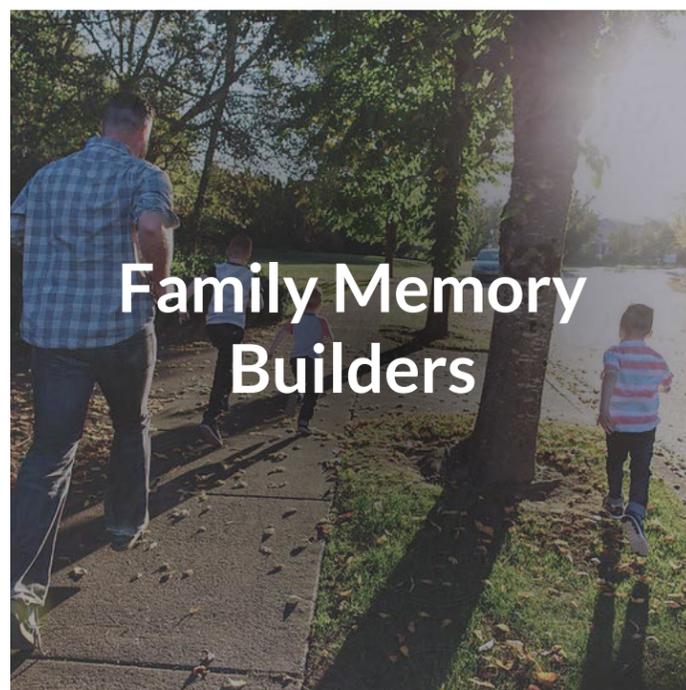
# OUR VISITORS

By Web Traffic | 2015-2016

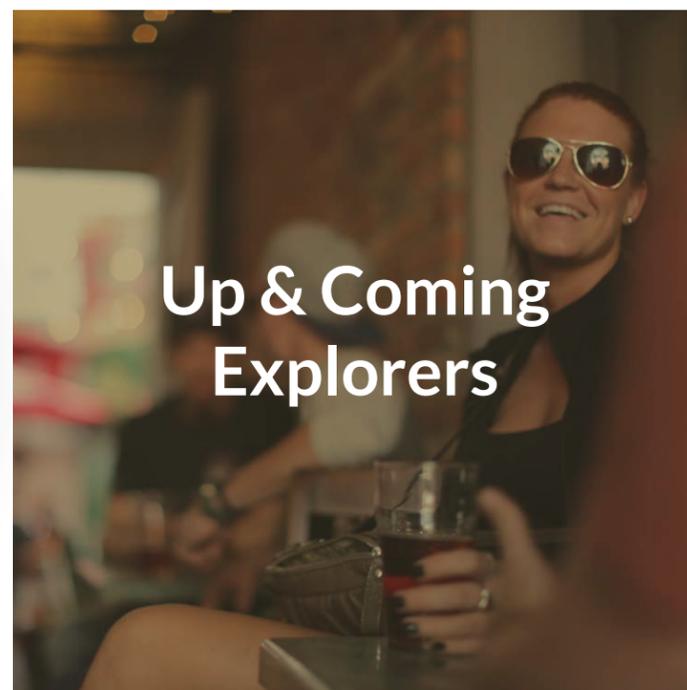


# OUR VISITORS

By Segment



**Family Memory  
Builders**



**Up & Coming  
Explorers**

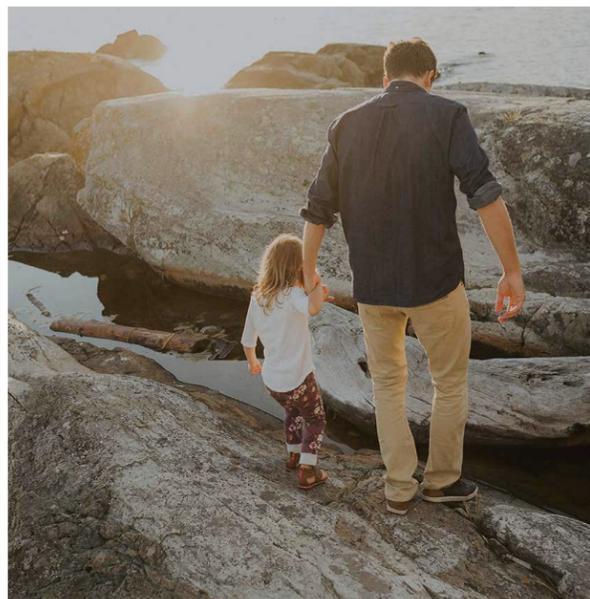


**Outgoing  
Mature Couples**

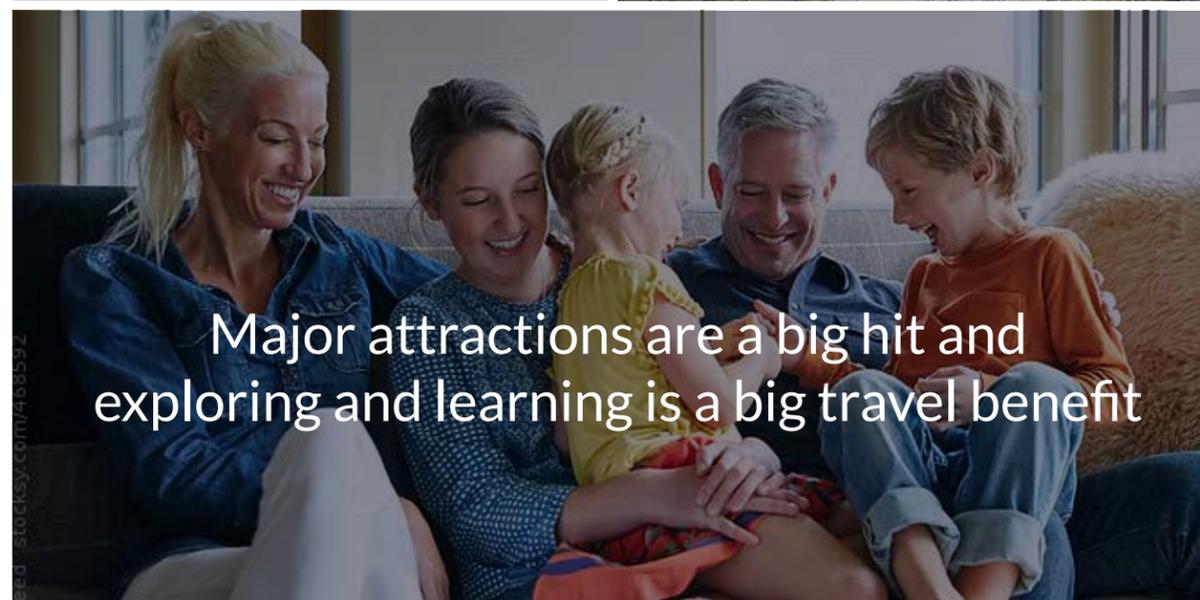
# FAMILY MEMORY BUILDERS



Families with children  
under the age of 18



When their kids are  
having fun, they are  
having fun too



Major attractions are a big hit and  
exploring and learning is a big travel benefit

Couples with young  
children aged  
**18-54**



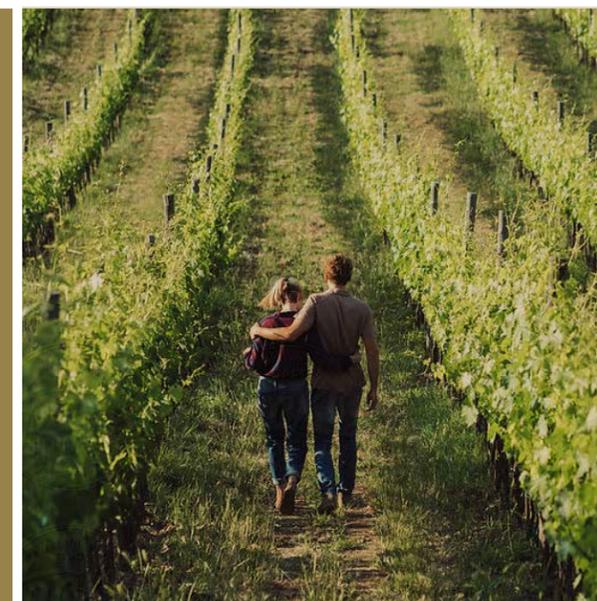
Playful vacation  
around building  
family memories

# UP & COMING EXPLORERS

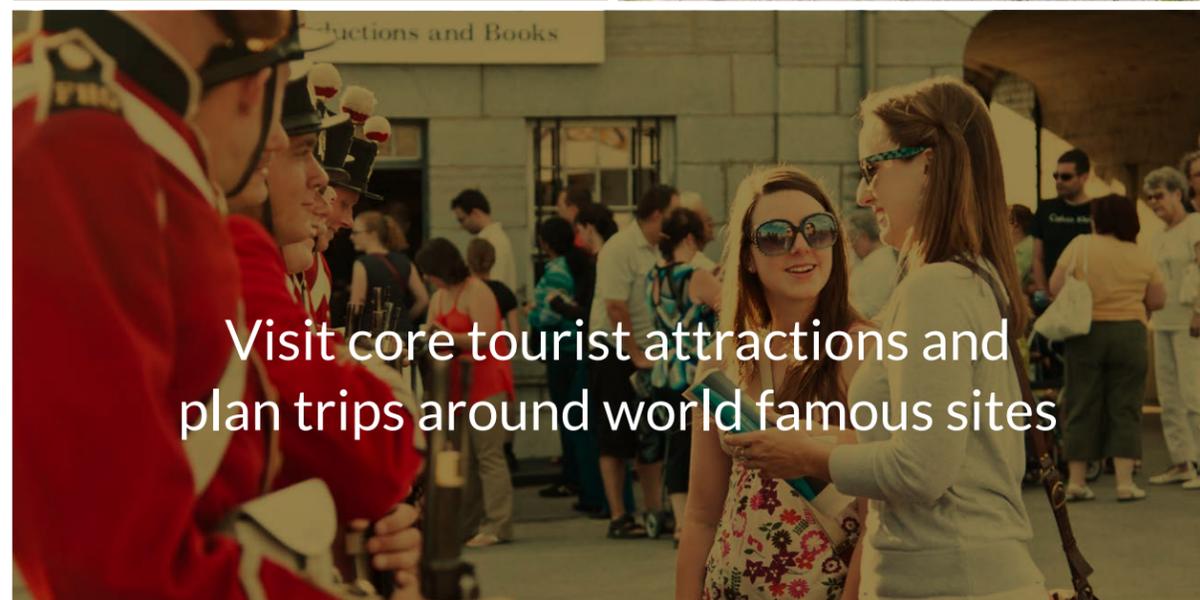
Often seek the  
emotional benefit  
of traveling



Look to explore and  
learn new things



Visit core tourist attractions and  
plan trips around world famous sites



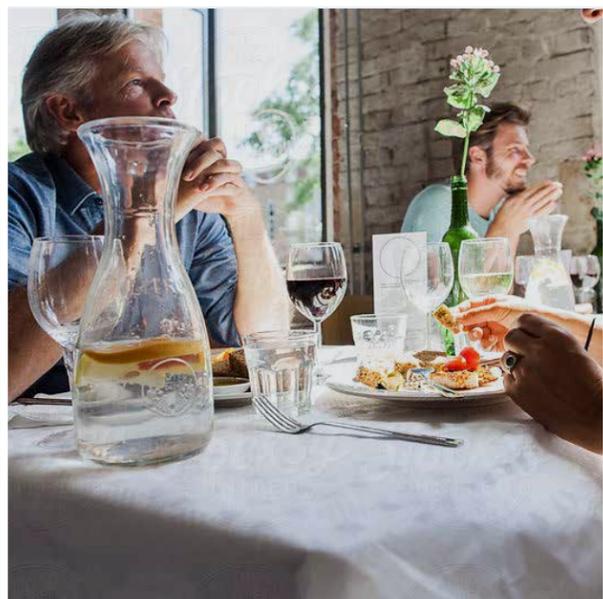
45%  
are visible  
minorities

Often travel as  
a couple and  
are aged  
**22-34**

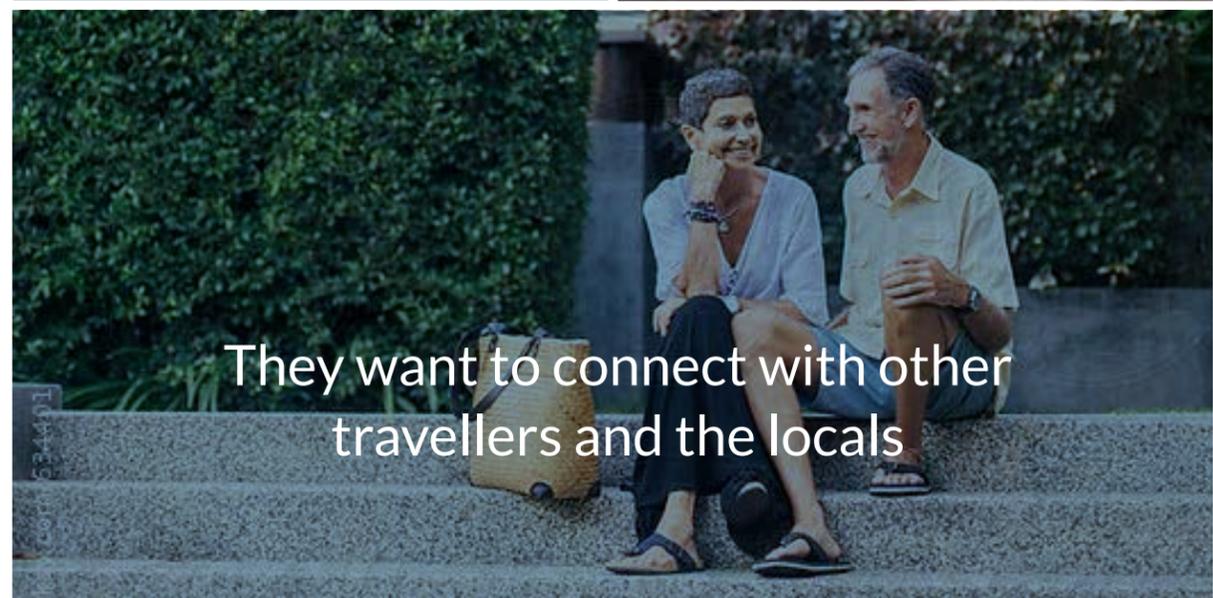
# OUTGOING MATURE COUPLES



Enjoy tours, food  
and drink



Not overly  
adventurous



They want to connect with other  
travellers and the locals

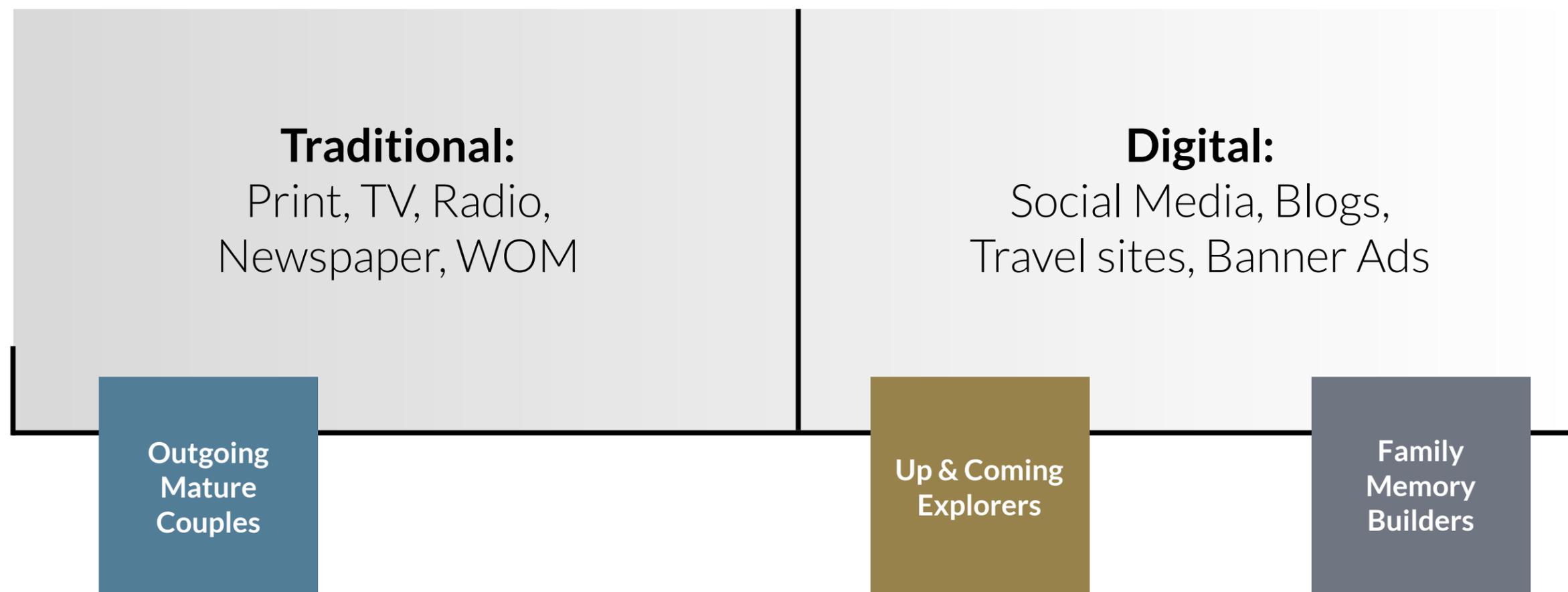
Seniors and those in  
retirement, below  
average income



A desire to maintain  
their vitality and  
connection with the  
world

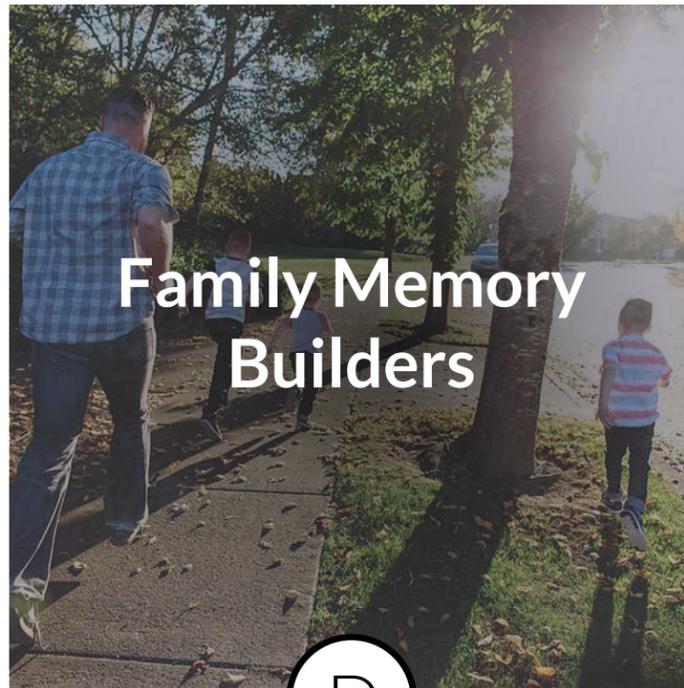
# OUR VISITORS

By Media Consumption



# OUR VISITORS

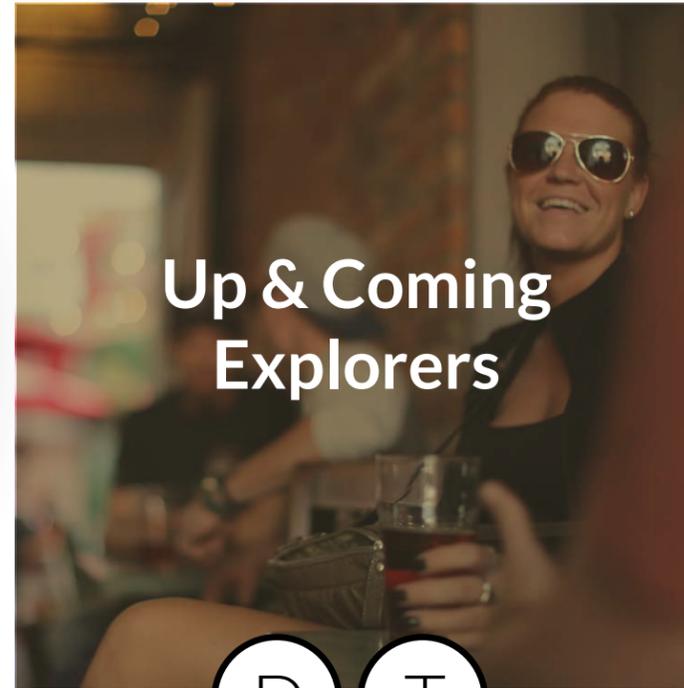
By Activity



Family Memory  
Builders

D

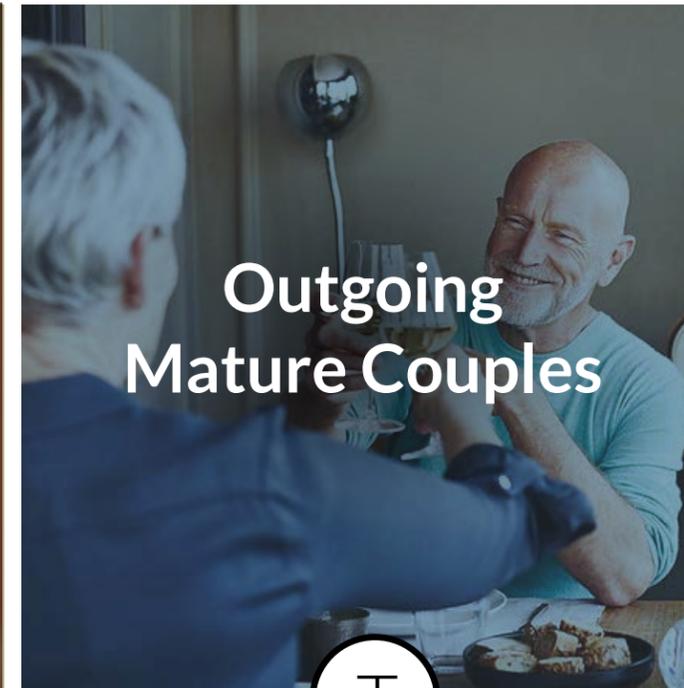
Beach  
Festivals & Events  
New Interactive Attractions  
Outdoors



Up & Coming  
Explorers

D T

Major Attractions  
Helicopter Tours  
Outdoors  
Food & Drink  
Iconic Points of Interest



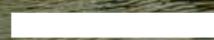
Outgoing  
Mature Couples

T

Food & Drink  
Cruising  
Museums & Historical Sites  
Festivals & Events



# MEDIA BUYS



T.V.

RADIO

DIGITAL

PRINT

# MEASURING SUCCESS

Print | T.V. | Radio

A unique URL that is memorable and short. We will track each URL based on the ad they are associated with.

We will challenge our media providers to give us stats, and numbers based on ad space we buy from them.

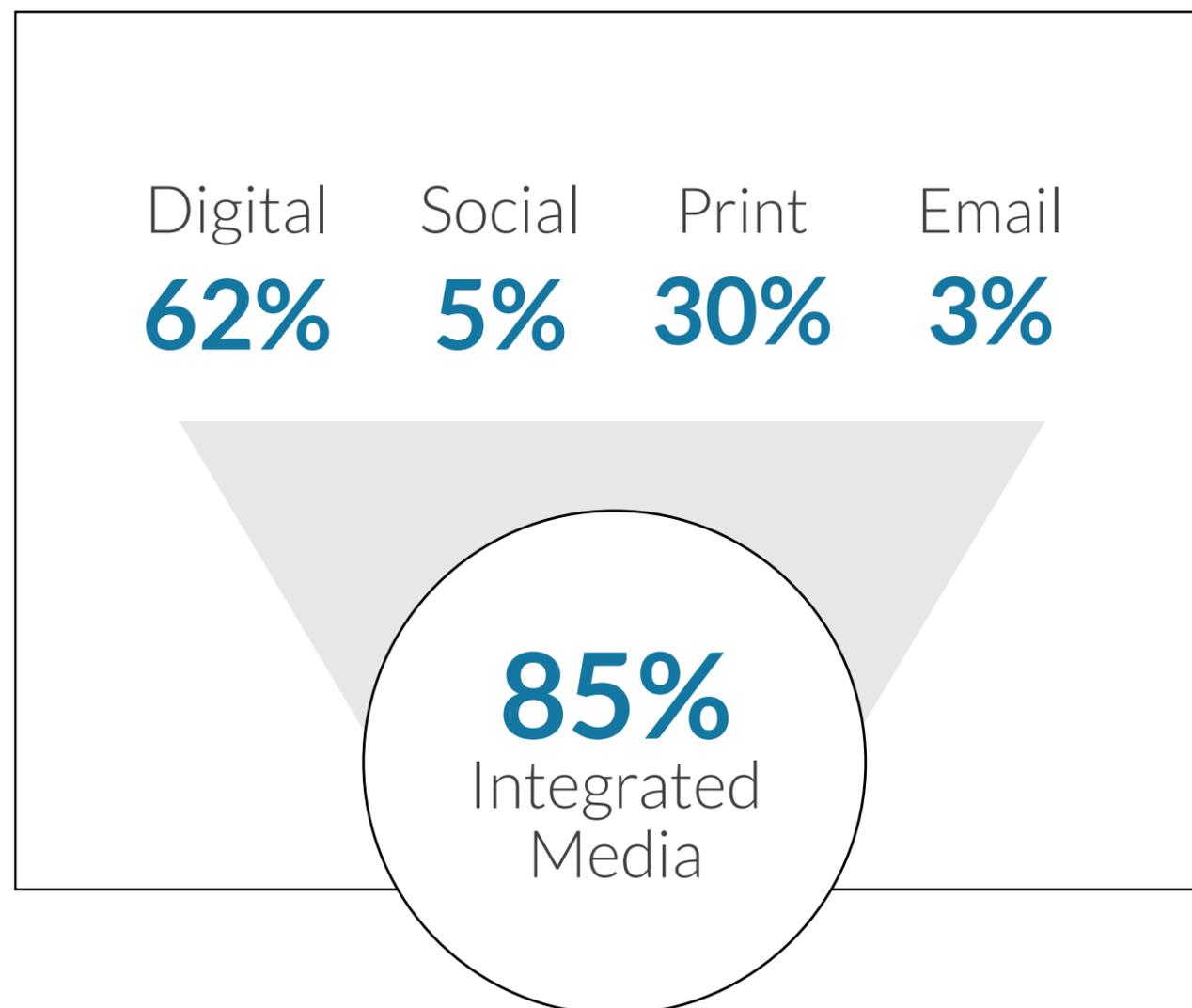
# MEASURING SUCCESS

## Digital

Google analytics will allow us to track web traffic, unique URL, and set-up other digital campaign tracking and goals.

Specific analytics from this will steer decision making for years to come, letting us make the right decisions from year to year.

# PAID MEDIA MIX

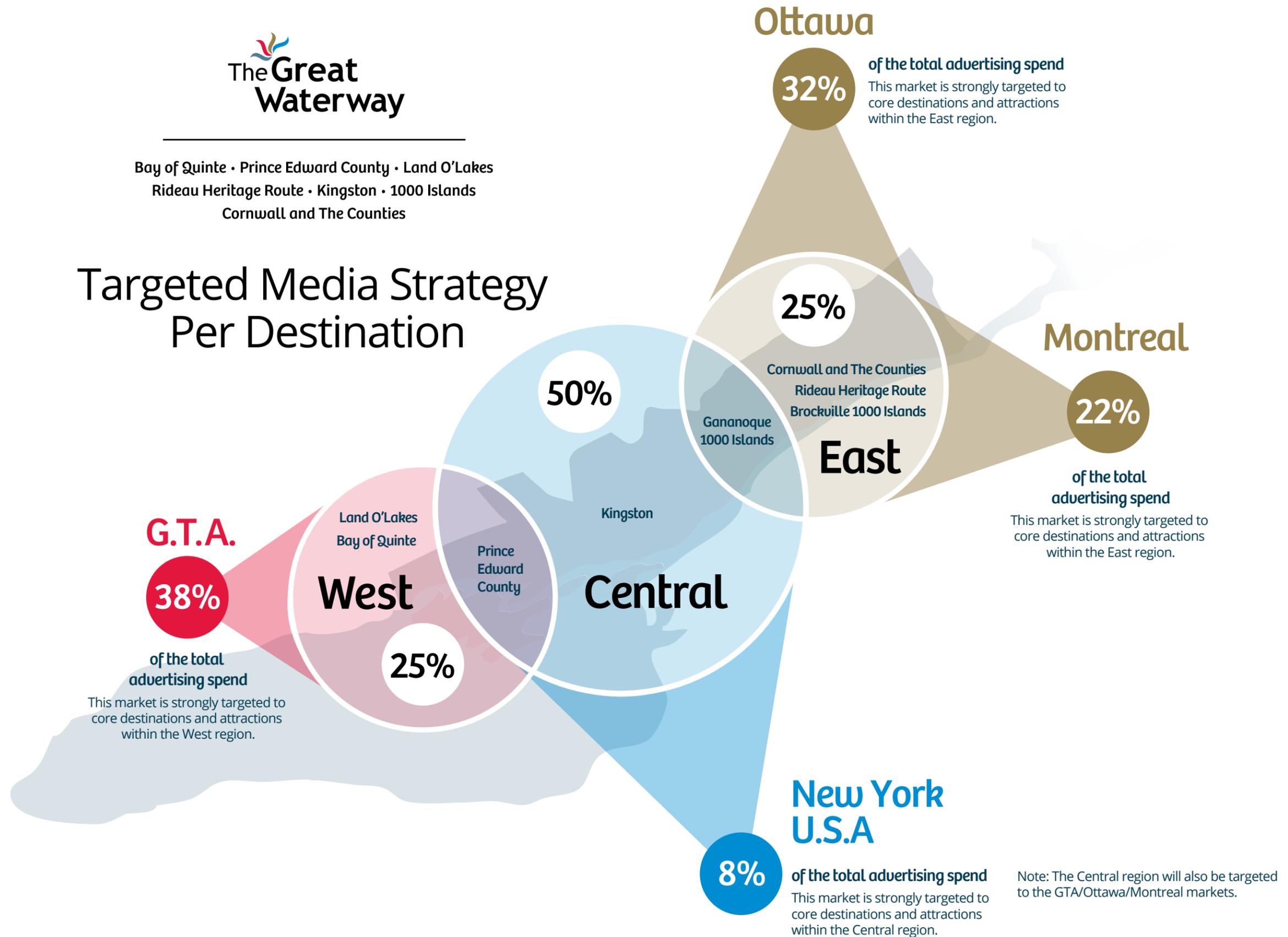


- Emphasis on online media including native ads, adwords, digital display network, programmatic
- Specialty print features, especially in partnership with OTMPC
- Social media buys and content curation tactics
- Leverage strong eBlast campaigns with major media for maximum exposure and value
- Regional partnership opportunities, including paid US TV (ie. TI Council consortium buy)
- Targeted on our 3 core audiences: Family Memory Builders, Up & Coming Explorers and Outgoing Mature Couples



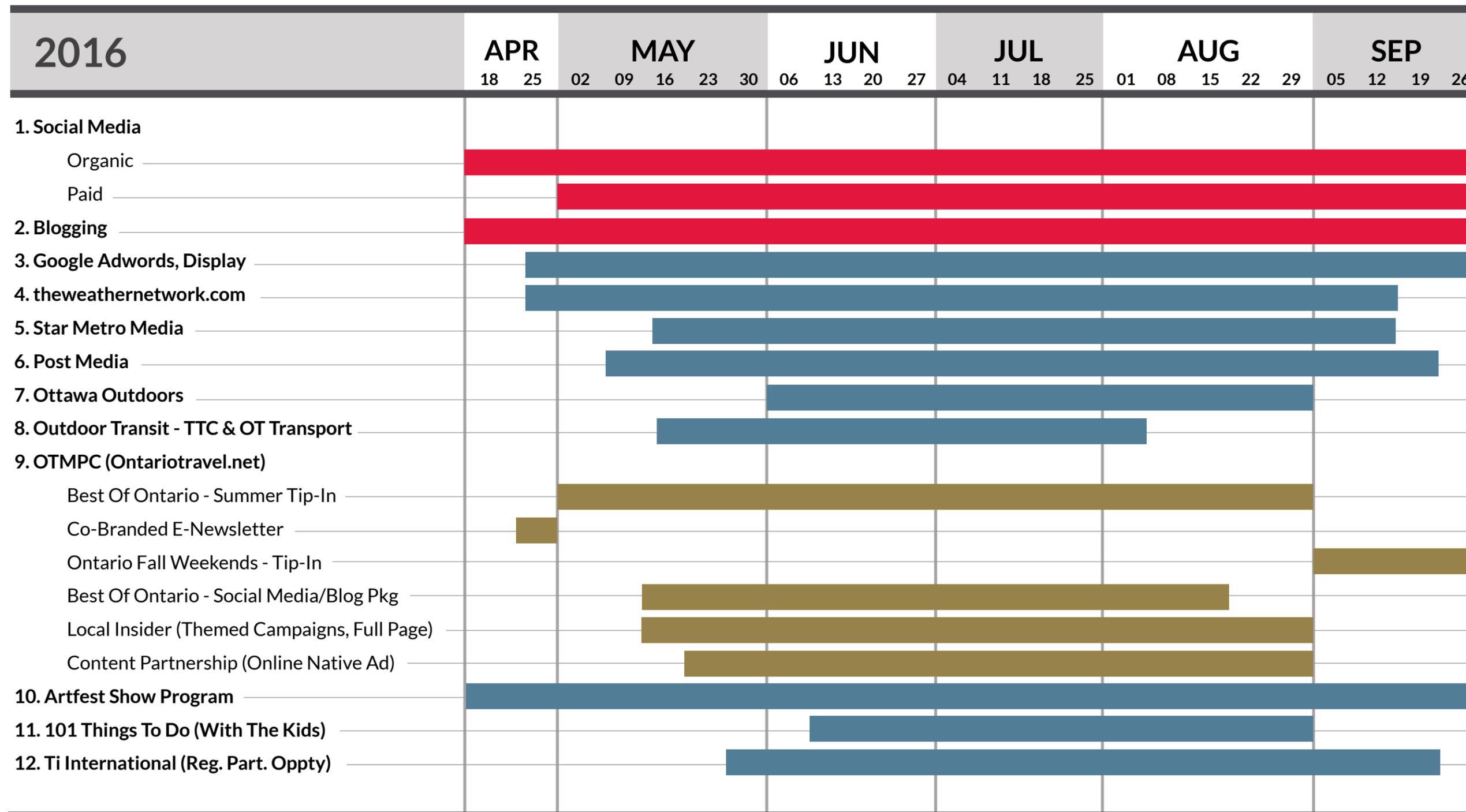
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Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

# Targeted Media Strategy Per Destination



Note: The Central region will also be targeted to the GTA/Ottawa/Montreal markets.

# MEDIA BUYS BLOCKING CHART



# MEDIA CHOICES

## **theweather-network.com**

Digital display -  
desktop/mobile

## **Star Metro Media**

Print, email online and  
social campaign mix

## **Google AdWords Display Network Social Media**

## **Post Media**

Ottawa Citizen, Montreal  
Gazette, broad network  
including Yahoo!

## **Ottawa Outdoors**

Print and Digital

## **Print/Promotional**

101 Things to Do with Kids  
ArtFest Promotional Guide

## **OTMPC**

(see slide to follow)

## **Regional Partnership Opportunities**

T.I. International Council

## **Outdoor Transit**

TTC Display Ads (Toronto)  
and OT Transport (Ottawa)

# OTMPC PARTNERSHIP

**OTMPC is beginning to recognize The Great Waterway as the 4<sup>th</sup> Top Destination in Ontario. This has allowed us to form a strong advertising alliance with OTMPC this year.**

## - This includes -

- **Best of Ontario** 4-panel tip-in (stitched insert feature) (Ontario/NYC)
- **Best of Ontario** - Video blog production. YouTube playlist posting. Linked to @OntarioTravel and provided to RTO 9 for future use
- OTMPC / The Great Waterway **Email Campaign** (Apr 27th distribution) - 220,000 subscribers
- **Content Partnership** - Shared digital media buy with OTMPC (Toronto, Ottawa, Montreal)
- **Local Insider Campaign** - 4 themed print advertising campaigns (full page ad)
- **Flexible Partnership Campaign** with SLPC (multi-channelled campaign for French Quebec market)



# MARKETING STRATEGY

TOURISMTALK

BLOGGING

E-NEWSLETTER

SOCIAL MEDIA

DIGITAL

WEBSITE

CONTESTING

REPORTING

# BLOGGING

- Frequency -

**Weekly would be ideal  
Posting on Monday  
morning around  
11am is best**

Topics should span the different DMOs and touch on seasonal/relevant activities, keep the 25/50/25 split in mind when creating content

Titles need to be compelling/luring, SEO friendly, and memorable

Blogs should be scannable, utilize visuals, robust content, and use lists where applicable

# E-NEWSLETTER

- Frequency -

**Twice a month  
Send on Thursdays  
at 2pm (we can try  
different times, and  
measure success)**

## - Overview -

- Link to Insider Rewards and have a strong focus on bookings, itineraries and activities
- A feature article that focuses on compelling activities in the area. Touch on exclusive, hidden gems
- Purchased mailing lists segmented around experiential campaign topics

# SOCIAL MEDIA

Facebook



Instagram



Twitter



YouTube



# FACEBOOK

- Frequency -  
**3-10 posts  
per week**

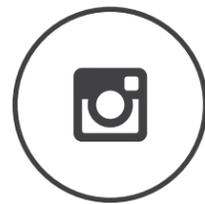


## - Best Practices -

- Posting during non-peak hours will help gain higher reach
- Use blogs from TGW website as featured posts
- Curate content from the 8 DMOs social channels (keeping the 25/50/25 split in mind)
- Optimize all social channels for success
- Reply/respond to fan inquiries within a 24 hr timeframe
- Use a strong call to action when applicable & always use photos/videos
- Paid boosted and sponsored posts will enhance audience engagement and growth

# INSTAGRAM

- Frequency -  
**1.5 posts  
per day**



## - Best Practices -

- Finding and using popular, and relevant hashtags, will help grow followership and gain higher views/recognition
- Post photos that are compelling, beautiful, and leave fans wanting more
- 15s videos can be posted to Instagram, creating short, exciting video content can lead to higher engagement
- Optimize TGW's Instagram account for success
- Explore paid social possibilities for enhanced social engagement and audience

# TWITTER

- Frequency -  
**5 posts/interactions  
in a day.**



## - Best Practices -

- Finding and using popular, and relevant hashtags, will help grow followership and gain higher views/recognition
- Reply/respond to fan inquiries within a 24 hr timeframe
- Optimize Twitter account for success
- Follow relevant influencers, and accounts that will help TGW brand. Quality over quantity
- Build lists that show that TGW is an authority in tourism and travel

# YOUTUBE

- Frequency -

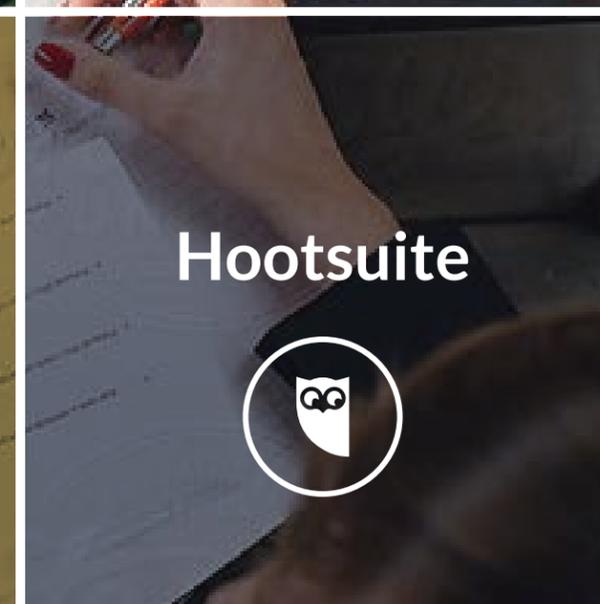
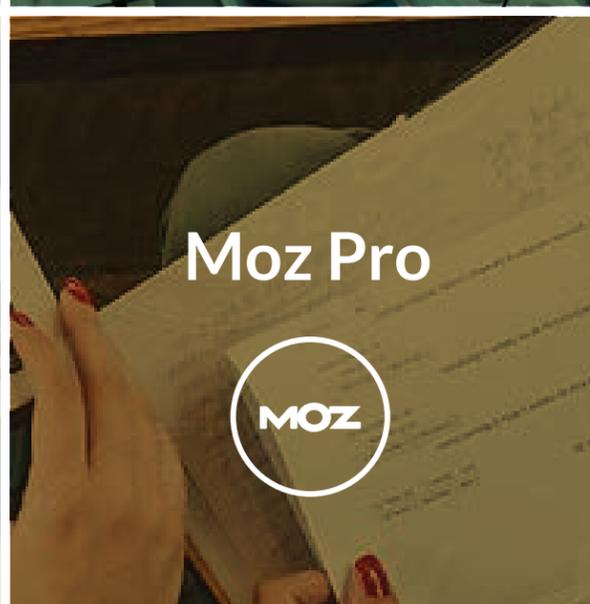
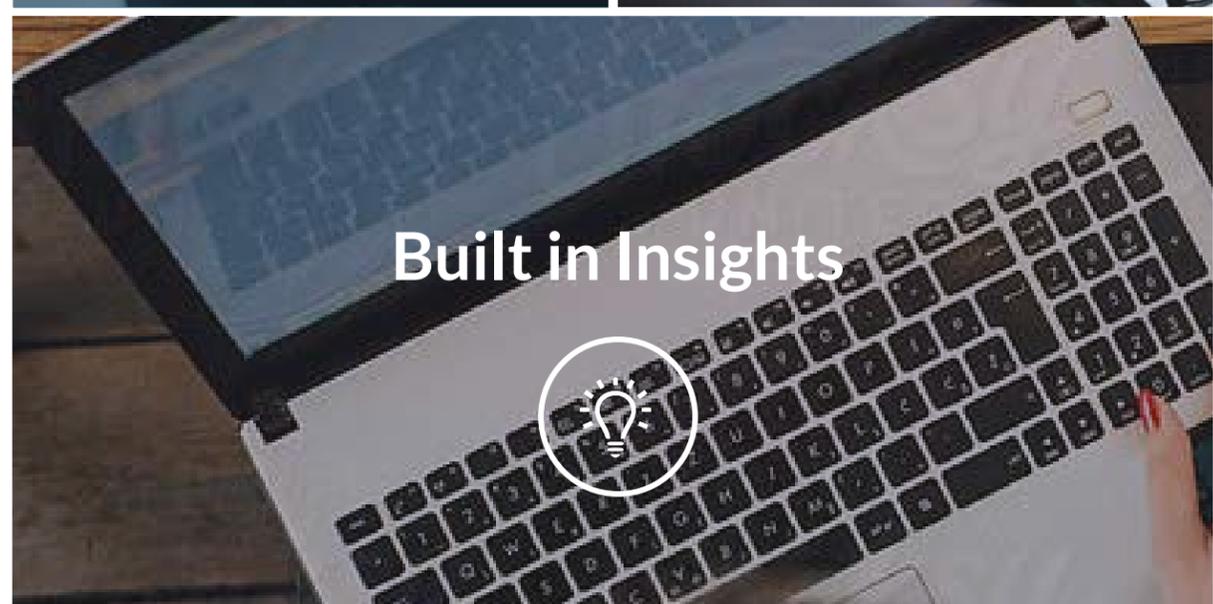
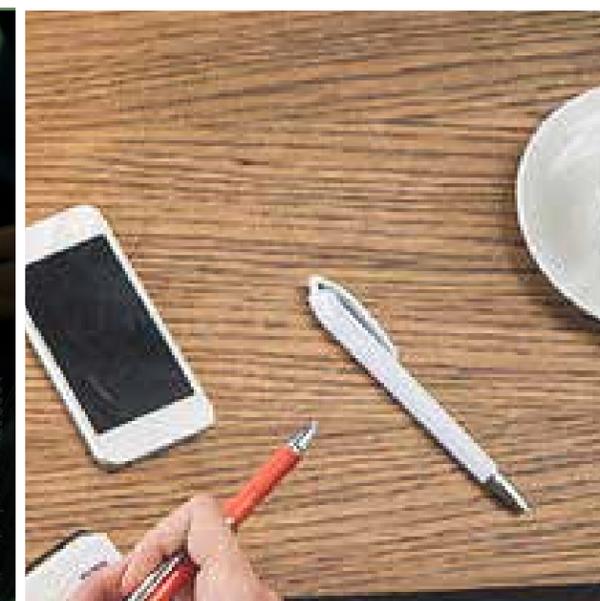
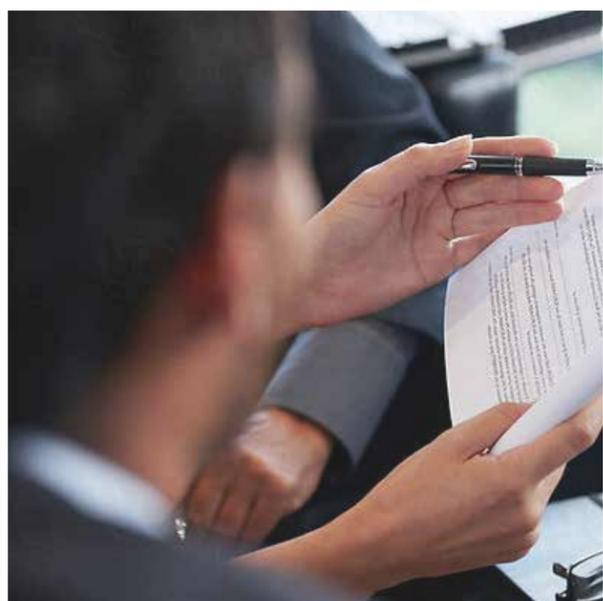
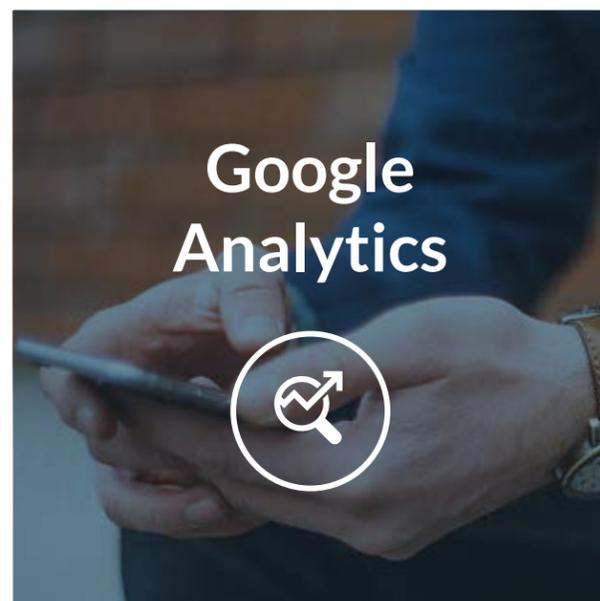
**1 video post  
per month**



## - Best Practices -

- All videos should have proper lighting, and quality sound
- Brand and edit the videos uploaded
- Videos could accompany blog posts, or email blasts, video content that supports events, key locations and other happenings in TGW
- Use SEO research when creating video descriptions, and tagging
- Similar to a blog, the title should be based on SEO research
- Create strong call to actions for viewers, where available

# SOCIAL MEDIA - MEASURING SUCCESS



# WEBSITE

Transition towards syncing up tourismtalk content to the consumer website.

Syncing up infusionsoft CRM to both tourism talk, and the consumer website.

Update on a regular basis, ensuring all events, vendor information, etc. is current.

# CONTESTING

- Frequency -

**Social:**  
**One-Two Times a Month**

**Website:**  
**Two-Three Major  
Contests Annually**

## - Software -

- Woobox to build, and distribute contests
- 

## - Benefits -

- Running contests on social will help build followership, create top of mind awareness, and create advocates
  - Contests on the website will help build a database of emails and general information about visitors
- 

## - Contest Ideas -

- **Social:** tickets to events/locations, night out for two, access to parks. Smaller scale prizes will be ideal here.
- **Website:** weekend getaway packages, a week of events. Bigger scale prizes for these contests, should bring fans to TGW for the experience.

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# REPORTING

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- Website Analytics
- Media Buy Results (where applicable)
- Social Media Monthly Reporting
- E-newsletter Engagement and Reporting
- Business Financials (timesheets & hours)
- Destination Activities
- tourismtalk Analytics and Engagement/Sentiment

# GOALS

**Website traffic** will increase by 25% to the consumer website.

**Social engagement** A 15% audience increase (likes/followers) and 20% increase in engagement.

**B2B engagement** will increase on tourismtalk to 1000 members.  
Launch M&IT RFP Planning Tool.

Foster 500 **leads** and 200 packages sold.

Specific goal are outlined in the business plan.