

Alphabet[®]

August 2020

RTO9 Recovery Marketing Campaign

Prepared by Alphabet®



Agenda

01

Strategic Recommendations

- // Objectives
- // Markets
- // Audience
- // Campaigns & Timing
- // Reporting

02

Detail/Media Strategy

- // Paid
- // Earned
- // Owned

03

Budget

SUMMARY OF RECOMMENDATIONS

Put health and safety of visitors, residents and operators first

35% of Ontarians are likely to avoid travel even within their own province, this has remained the same at 35% observed in the June 12 – 15

28% of Canadians are looking at booking a domestic trip in the next three months

Only 7% of Canadians feel that it is safe to travel now and **51%** still find it stressful to leave the house to be in public.

Focus on activities that are outdoors or naturally allow for physically distancing

Ontarians overall remained comfortable with outdoor activities that allowed for better physical distancing and with protective measures in place

Perceived risk of activities has improved **20%** of Canadians now consider travelling within their province risky, this has improved from 30% observed in the June 12 – 15 wave of data

46% of Canadians now consider restaurants risky, this has worsened from 40% observed in the June 12 – 15 wave of data

81% going to farmers' markets, remained the same at 81%

Focus on local, regional promotion as priority

Ontarians overall are very unhappy (net level of happiness of -19) to see advertisements promoting their community as a place for visitors to come when it is safe,

Target audiences most likely to travel this Fall/Winter; couples and older adults and Spring/Summer - families and couples

Feature touring style activities and itineraries

Build momentum for future seasons, primarily through creating awareness for the variety of experiences that connect our region.

28% of Canadians are interested in a rural travel location, this is a continued increase from 23% observed in the previous June 12 report

Also, while itineraries and activities should lead with a safety first message, focus should be on making travel better as well as safer. This means giving travellers more control, offering greater authenticity and personalization and taking a customer-centric agile approach.*

SOURCE: Destination Ontario, IMPACT OF COVID-19 ON THE CANADIAN ECONOMY AND CONSUMER SENTIMENT - as of July 16, 2020. [*McKinsey Report](#)

SUMMARY OF RECOMMENDATIONS (CONT'D)

Be agile and flexible to change course quickly - short planning horizon for media spend

Digital media will allow us to identify changes in behaviour and search volumes for activities, places and travel information.

We recommend revisiting Spring/Summer media activity based on earned media performance, travel conditions and product availability.

Earned media will need story content for some outlets 3-6 months in advance so plan ahead for the experiences being offered Spring/Summer.

Complement destination's existing efforts with earned media

Add to existing efforts, don't duplicate.

Focus on areas where destinations can benefit = both short and long term - ; Including paid search and earned media

Leverage Destination Canada's efforts to promote stories which highlight innovations which make travel safer without impacting the experience.

Focus recovery on 2021

Destinations were in agreement that the primary focus for recovery funding to be for spring/summer 2021.

It was agreed that roughly 30% of budget be allocated to support fall/winter and 70% to support 2021.

2021 plan will need to be revisited during the Fall/Winter period to reflect current state of pandemic and travel

Content led strategies are more important than ever

There is a voracious appetite for consuming content online during the pandemic

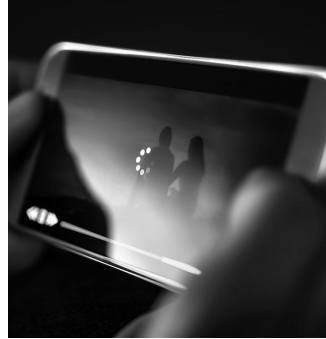
It doesn't feel like advertising - it can come in many forms

It allows us to share content across platforms and channels

Follow Destination Canada's lead in promoting local "nice" advice, positioning the destination as welcoming and also encouraging responsible travel habits.

Objectives

01



Awareness :

Create awareness for unique destinations and experiences across all seasons, found across the region.

02



Engagement:

Generate shares, likes and follows for destination and operator content.

03



Conversion:

Drive qualified traffic to destination and operator websites.

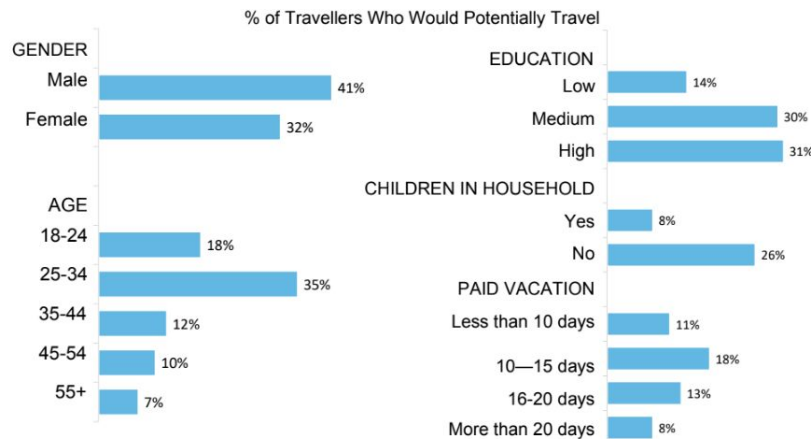


Target Markets & Audiences

WHO IS TRAVELLING?

Those aged 25 to 34 are the most likely demographic group to express interest in travelling in the next 6 months.

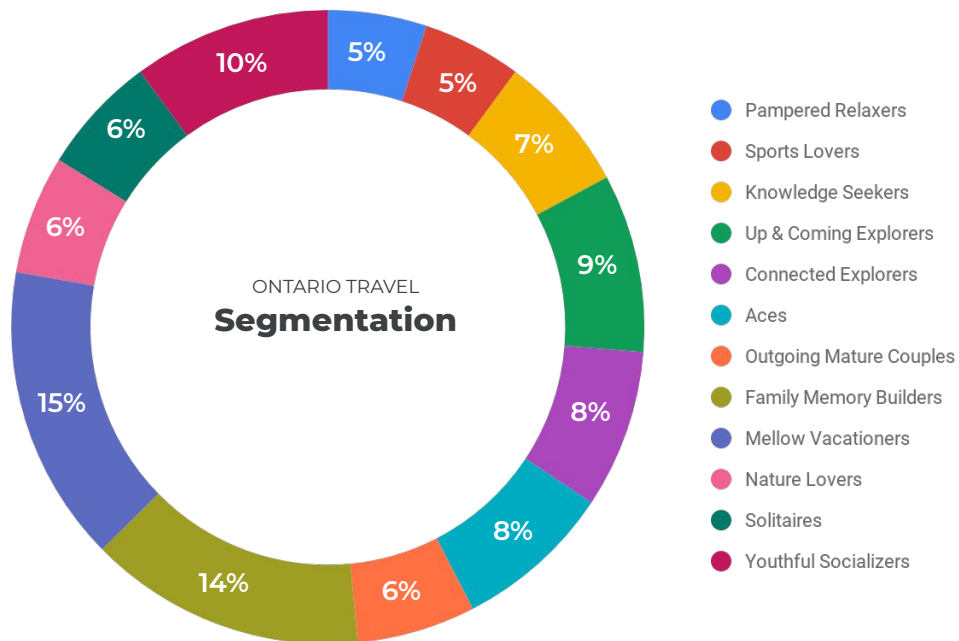
Canadian, US and UK travellers, likely to travel in the next 6 months – May to October, 2020.



Key Takeaways

- The data suggests there is a likely segment of intrepid travellers willing to travel in the next six months.
- These travellers tend to be aged 25 to 34, upwardly mobile, educated and extremely active on social media.
- This group is likely to lead recovery efforts in the next 6 months.

SOURCE: Twenty31



SOURCE: Destination Ontario



TRAVELLER TARGET**Connected Explorers**

Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities. Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.

SOURCE: Destination Ontario

Travel is a Break

Travel is a break to escape from the everyday 60% believe this (40% avg)

Do What the Locals Do



TRAVELLER TARGET

Mellow Vacationers

Many of these travellers are couples above the age of 40 vacationing without children (with a skew towards the 55+ age bracket). They are fairly quiet, low energy people looking for a home away from home where they can relax and find tranquility. Travelling is often a chance to visit family or friends. They are natural homebodies and when on vacation want to enjoy some simple R&R.

Travel for them isn't found through a particular activity or passion, but rather simply getting away from it all.

Rest + Relaxation

67% just want some R&R – and many find it being amongst nature.

Leisurely Sightseeing + Shopping

41% want to take in the sights and **38%** want to get in some shopping.

SOURCE: Destination Ontario



TRAVELLER TARGET

Family Memory Builders

Family Memory Builders are couples with young children, aged 35-54 years old. These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family – at home and on vacation. Travel is an opportunity to come together and bond through playful activities. When their kids are having fun, they are having fun too – and ultimately building memories together as a family.

Looking To Connect

77% want to connect with family on vacation. 71% want to create lasting memories as a family.

Vacation is Activity Filled

54% went shopping and 42% visited a beach.

SOURCE: Destination Ontario



TRAVELLER TARGET**Knowledge Seekers**

Knowledge Seekers are couples in or nearing retirement, age 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to go enjoy themselves; and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. **Travel for them is about expanding and stimulating the mind.**

SOURCE: Destination Ontario

Looking for Cultural Appreciation

81% are seeking knowledge and cultural travel experiences.

Discovering new surroundings

90% like to see local architecture and unique cityscapes.



Campaign Recommendations

Experiential Itinerary Campaigns - Fall & Winter Editions

CULINARY



Local Food & Drink
Patio Dining
Farm Visits
Farmers Markets
Local Producers
Ontario Road Trip



VINTAGE, DESIGN & ARTISANS



Small Towns & Villages
Historic Homes and inns
Vintage Shops
Flea Markets
Farmers Market
Local Makers



WELLNESS & ACTIVE LIVING



Nature Walks
Hiking Trails
Cycling Trails
Paddling
Golf
Yoga
Cross Country Skiing



Niche Campaigns

TRAVEL GUIDE & LOCALS KNOW



August/September
 Earned Media & Social
 Guide to Travel Now - Tips & Hints
 Locals Know Blog/IG
 Takeovers
 Expand on this [Landing Page](#)

CRUISE (in market)



August - October
 Ontario & Quebec
 Paid Search, Social & Display
 Drive to operators

VIA



South Eastern Ontario Promotion
 VIA boarding pass discounts at attractions (cruises, museums, restaurants)
 FAM/Influencer
 Snowbirds

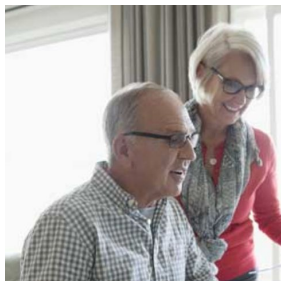
VFR



Hotel Stay Program for visiting relatives (safe, bubble travel)
 Special Rates + Incentives (if available)
 "Give Back" to community for every stay funded by RTO9
 CSR community focus

Niche Campaigns

SNOWBIRDS



Extended Stay Options
Itineraries & What To Do in
Cornwall, Brockville, Kingston &
Belleville
Activities (e.g.. couples Cooking
Classes)
VIA package & promotion

SPECIAL DATES



Labour Day
Thanksgiving
Date Nights
Valentines Day
Family Day
March Break

HOLIDAY



Gifting Guides
Holiday Markets
New Years Break



Travel Guide: THE EXTRA MILE

An invitation for travellers to go the extra mile – not just in terms of exploring new places in the region, but by being courteous while they're out and about. We are working on how to make this engaging and light hearted but still drive the message home.



Take the high road.

Travelling locally? Go the extra mile by calling ahead to check availability and safety protocols – a small gesture that helps everyone have a fun trip.

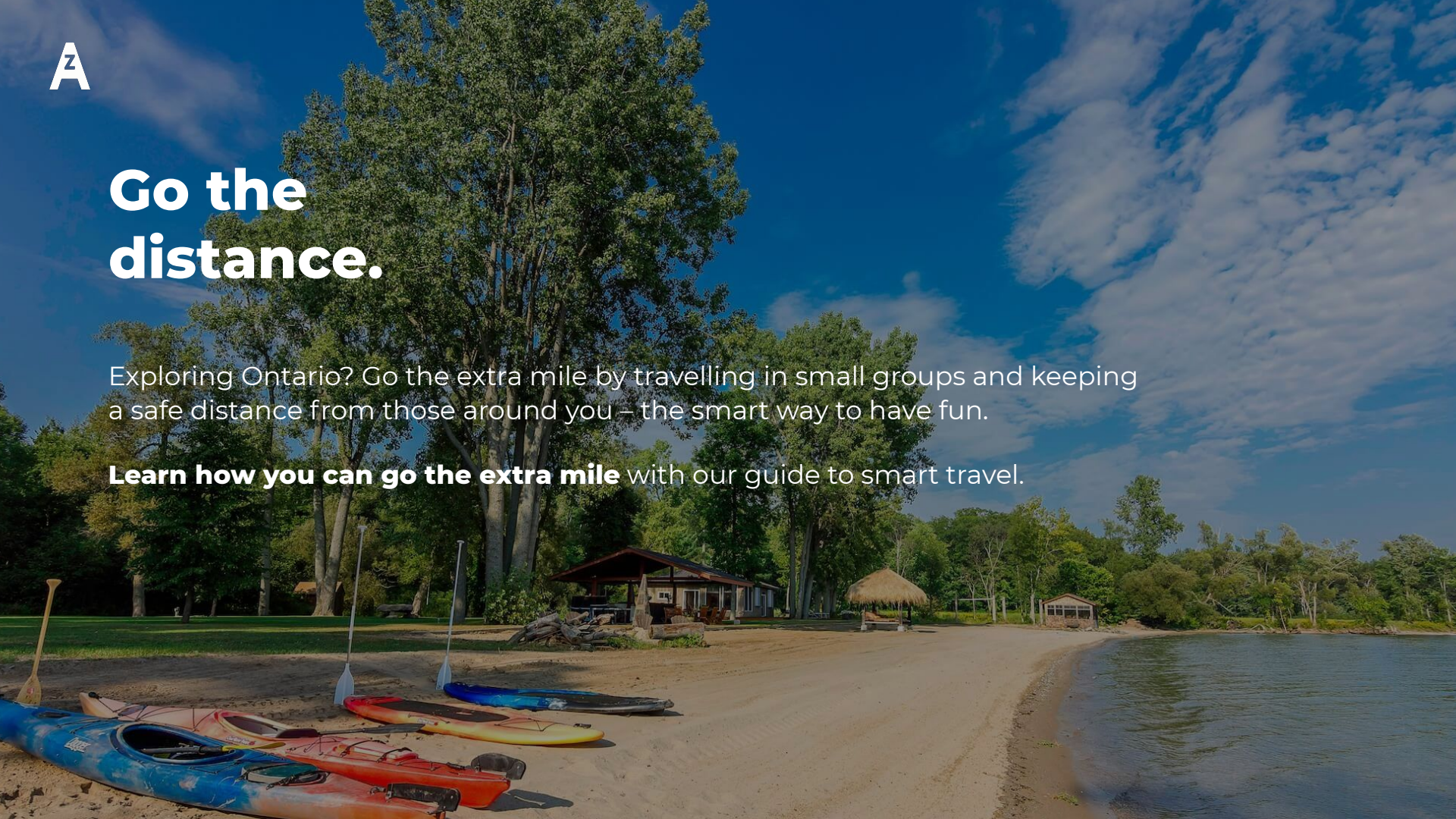
Learn how you can go the extra mile with our guide to smart travel.



Go the distance.

Exploring Ontario? Go the extra mile by travelling in small groups and keeping a safe distance from those around you – the smart way to have fun.

Learn how you can go the extra mile with our guide to smart travel.



A scenic view of a calm lake reflecting a forested shoreline and a cloudy sky. A small wooden cabin is visible on the shore.

A

Choose the right path.

Exploring the great outdoors? Go the extra mile by picking up after yourself before you leave – a small gesture that makes a big difference.

Learn how you can go the extra mile with our guide to smart travel.

1



Summer

// 1000 Islands Cruise
// Extra Mile Travel Guide
// Labour Day

2



Late Summer/Fall

// Locals Know
// Antiques & Architecture
// Wellness & Active Living
// Culinary/Ontario Road Trip
// Snowbirds
// Special Dates
// Fall Travel Guide

3



Winter

// Snowbirds
// Wellness & Active Living
// Special Dates
// Holidays

4



Spring/Summer 2021

// TBC
// Antiques & Architecture
// Wellness & Active Living
// Culinary
// Family Memories
// Special Dates
// Events & Attractions

At A Glance



Legacy Projects

In discussion

INDIGENOUS STRATEGY



PRODUCT DEVELOPMENT



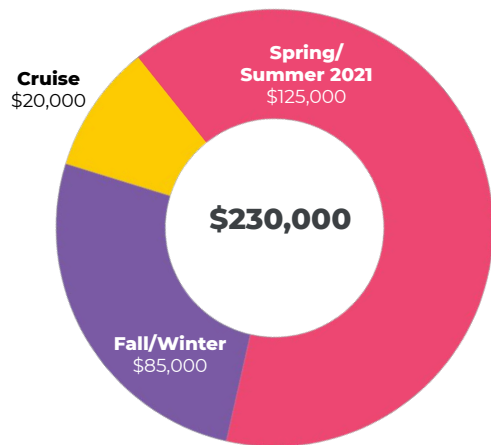
CAPACITY MANAGEMENT & SUSTAINABILITY



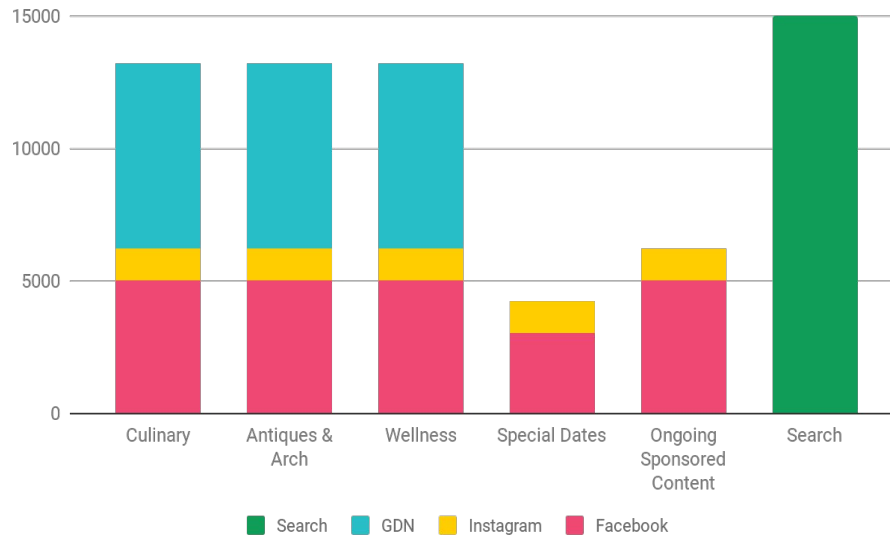


Paid Media

Media Spend By Season



FALL/WINTER Media Spend By Channel & Theme



Media Selection Fall/Winter

1



Digital - Social

// Facebook + Instagram

// Google Display

Approach: Concentrate budget on channels we have complete control over. Focus on display and social only (no video units Fall/Winter). Budget support for RTO content development.

2



ch Google or type a URL

Digital - Paid Search

// Google

Approach: Utilize a strategic mix of broad and narrow search terms to capture users actively looking for activities and accommodations.

3



Snowbird Media (tbc)

// Zoomer

// CAA

Approach: Snowbird campaign iin support of package development and partnership with VIA and potential funding support.

Paid Search

Track Demand

Approach: The paid search program will reflect seasonal changes in search demand.

Perpetual Campaign

Approach: Drive web referrals, and highlight itineraries by theme/activities. Search volumes will be tracked and shared with frequent updates to adjust budget, markets and copy.

Collaborate with Destinations

Approach: We will work with partners to ensure that there is no competition between RTO9 and Operators for the same search terms..

Owned Media



Bucket List: 13 Restaurants Along The Rideau Canal You Need To Try

Summer is made for dining out. As the summer sun reflects off the water in

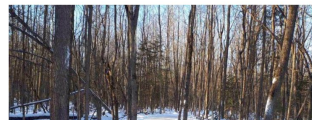
Blog Development

- // Special Dates Listicles & Promotion
- // Guide to Travel
- // "Local Series"

Approach: Create content for newsletter and website, leverage paid media to sponsor/boost.

Skate Through This Winter

Our trip began with skating throughout a winding 3 km trail at Co definition of a winter wonderland. The weather was perfect for us with some hot chocolate by their bonfire. There's also a food truck



Itinerary Landing Pages

- // Culinary
- // Antiques & Architecture
- // Wellness & Active Living

Approach: Update Southeasternontario.ca to include themed itineraries.



Contesting

- // Develop frequent contesting i.e.;
- // September: Cottage in 1000 Islands
- // October: Cottage in The County
- // November: Cottage in Frontenac
- // December: Holidays in Kingston

Approach: Continue to build on contesting success share entry link with destinations to share.



Earned Media

Earned Media Mix 3 Target Groups

SHORT LEAD - REGIONAL



Focuses on media within the RTO 9 region to introduce their audience to and promote intra-community travel, shopping locally and enjoying experiences in the surrounding region

Quick to market messaging that supports more immediate travel



SHORT LEAD - ON & QC



Expands outreach to Ontario and Quebec media, showcasing the offerings of the region as alternatives for those wanting to travel beyond their backyard



LONG LEAD - NATIONAL



Focuses on lifestyle, niche and special interest print outlets

Supports longer term travel planners





| | Short Lead (Wide pitch = Ontario & Quebec) | Short Lead (Local Pitch = RTO 9 Region) | Long Lead |
|--------|--|---|---|
| August | <p>Pitch: The Extra Mile - Part 1 (ON only - incorporating being a mindful visitor message)</p> <p>Featured regions:</p> <ul style="list-style-type: none">• All except Lennox & Addington, Rideau Canal, PEC <p>Pitch: Take the Train</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Cornwall, Brockville, Kingston, Belleville• VIA Rail offers | <p>Pitch: Outdoor Adventure - cycling , golf and water sports</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Bay of Quinte (fishing, golf)• Lennox and Addington (fishing/ fish watching, hiking, cycling)• Frontenac (camping, paddling, Rail Trails)• 1000 Islands Gananoque (cycling, hiking, boating, kayaking)• 1000 Islands Brockville (golf, cycling, diving - Save Ontario Shipwrecks, hiking)• Cornwall (cycling, camping, fishing and Scuba)• Rideau Canal (hiking, paddling)• SDG (cycling)• Kingston (Scuba, freshwater sailing, hiking, fishing, watercraft rentals, cycling)• PEC (golf) | <p>(November/ December)</p> <p>Pitch: Holiday Gift Guides</p> <p>Featured regions:</p> <p>All</p> |

| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|-----------|--|--|---|
| September | <p>Fall Equinox Pitch: We're ready to welcome you - Part 2 (QC; incorporating being a mindful visitor message) Featured regions:</p> <ul style="list-style-type: none"> • All • 1000 Islands Gananoque Helicopter Tours <p>Pitch: Eat and Drink Ontario - Wineries, Farmer's markets, Farm-to-Table, Fruit & vegetable picking (Terroir Symposium, CTA) Featured regions:</p> <ul style="list-style-type: none"> • Bay of Quinte (F&B) • PEC (wineries; tie into Countylicious;) • Frontenac (Open Farms event, partnership with Kingston) • Kingston (eating the farm to table from Frontenac, FEAST ON) • L&A - Brewery tours, Farm to table • 1000 Islands Brockville (Farmer's Market - 178 yrs old, Distilleries, dairy farms, maple syrup, Burnbrae egg farm) • Cornwall (farm land and food producers, wineries/ breweries/ cideries, apple picking) • Rideau Canal (farm producers, bison farms, Sinners trail - casino, alcohol run)) • SDG (Farms & farmers markets) | <p>Pitch: Back-to school educational road trips Featured regions:</p> <ul style="list-style-type: none"> • 1000 Islands Brockville (Aquatarium) • Cornwall (Lost Villages, Upper Canada Village, Power Dam, Prehistoric World) • SDG (Where Ontario began, Upper Canada Village) • Kingston (Canada's first Capital - Fort Henry, Kingston Pen) • PEC ('hands on' learning opportunities - Littlejohn Farm, H&H, etc.; Adult education: wine tours) • <p>Pitch: Best time of year to see the Milky Way (Dark Sky Viewing Area) Featured regions:</p> <ul style="list-style-type: none"> • Lennox & Addington | <p>December/Winter Pitch: Snowbirds' guide to SE Ontario/ Winter activities for all Featured regions:</p> <ul style="list-style-type: none"> • Frontenac (Cottages - Blue Moose, The Frontenac, Lazy Loon Lake House; snowshoeing, fat biking, snowmobiling) • Kingston • PEC (Wassail; day trips from Kingston) • 1000 Islands Brockville (trails, cross country skiing, dog sledding at Mac Johnson) • Rideau Canal • SDG (snowmobiling, trails, ice fishing) <p>Pitch: What's new for next year Featured regions:</p> <p>All</p> |

| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|---------|--|---|--|
| October | <p>Thanksgiving / Halloween Pitch: Holiday Gift Guides Featured regions: All</p> <p>Pitch: Halloween round up (Saturday so can travel) Featured regions:</p> <ul style="list-style-type: none"> Kingston (Haunted: Kingston Pen, Fort Fright) 1000 Islands Brockville (Museum Ghost and criminal past tours) <p>Pitch: Leaf peeping getaway - Top 10 places Featured regions:</p> <ul style="list-style-type: none"> All 1000 Islands Gananoque Helicopter Tours <p>Pitch: CountyLicious (PEC local only) Featured regions: PEC</p> <p>Pitch: Bucket list travel close to home Featured regions: All</p> <ul style="list-style-type: none"> Great Barrier Reef = 1000 Islands Brockville Austin = Belleville Tour de France = Frontenac Tuscany = PEC Canals of The Netherlands = Cruising the Rideau on Le Boat | <p>Pitch: Vintage and Makers; shop local Featured regions:</p> <ul style="list-style-type: none"> Kingston 1000 Islands Brockville Cornwall SDG Lennox & Addington 1000 Islands Gananoque (flea market) Frontenac (Terri-Lyn Brennan's Indigenous arts collab retreat, Salvage Garden) PEC | <p>January - New Year, New You Pitch: Health and Wellness (yoga retreats, farm to table eating, spas, forest bathing, device-free) -Include thought leader/expert voice Featured Region:</p> <ul style="list-style-type: none"> Frontenac (eating from the land, yoga retreat) Kingston 1000 Islands Brockville (life on the river) SDG Bay of Quinte PEC |



| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|----------|---|--|---|
| November | <p>Pitch: Historic Inns and architecture Featured regions:</p> <ul style="list-style-type: none">● Kingston(Rosemont, Frontenac Club Inn)● 1000 Islands Brockville (Fulford Mansion, Heritage properties)● SDG (unique accommodations) <p>Pitch: Holiday Markets, Festivals Featured regions:</p> <ul style="list-style-type: none">● Kingston● 1000 Islands Brockville <p>Pitch: What's new for next year Featured regions: All</p> | <p>Pitch: CountyLicious (PEC local only) Featured regions: PEC</p> <p>Pitch: MICE - Corporate travel and small team building (team culture and wellbeing). Safe experiences team can share together. - Local Experts? Featured regions: TBD</p> <ul style="list-style-type: none">● Kingston● Bay of Quinte● Cornwall● 1000 Islands (private cruises)● PEC | <p>February (Valentine's Day) Pitch: Winter fun and Family Day activities Featured regions:</p> <ul style="list-style-type: none">● Frontenac● Kingston● PEC● 1000 Islands Brockville (trails, cross country skiing, dog sledding at Mac Johnson)● Rideau Canal● SDG (snowmobiling, trails, ice fishing) <p>Pitch: Valentine's Day getaways and activities Featured regions: All</p> |



| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|----------|--|--|--|
| December | <p>Pitch: Holiday Markets, Festivals</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Kingston• 1000 Islands Brockville• + <p>Pitch: Snowbirds' guide to SE Ontario</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Frontenac• Kingston• PEC• 1000 Islands Brockville (trails, cross country skiing, dog sledding at Mac Johnson)• Rideau Canal• SDG (snowmobiling, trails, ice fishing) | <p>Pitch: Holiday Markets, Festivals</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Kingston• 1000 Islands Brockville• + | <p>March (Spring Break)</p> <p>Pitch: Family-friendly active getaways</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Frontenac• Kingston• PEC• 1000 Islands Brockville (trails, cross country skiing, dog sledding at Mac Johnson)• Rideau Canal• SDG (snowmobiling, trails, ice fishing) |

| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|---------|---|---|---|
| January | <p>Valentine's Day Pitch: Health and Wellness (yoga retreats, farm to table eating, snow activities) Featured regions:</p> <ul style="list-style-type: none"> • Frontenac (eating from the land, yoga retreat) • 1000 Islands Brockville (life on the river) • SDG • Bay of Quinte • Kingston • PEC <p>Pitch: Vintage and Makers; shop local Featured regions:</p> <ul style="list-style-type: none"> • Kingston • 1000 Islands Brockville • Cornwall • SDG • Lennox & Addington • 1000 Islands Gananoque (flea market) | <p>Pitch: Date night (culinary, live music, unique experiences) Featured regions:</p> <ul style="list-style-type: none"> • Kingston • PEC • + | <p>April (Easter Break) Pitch: Family friendly small-town fun getaways Featured regions:</p> <ul style="list-style-type: none"> • Lennox & Addington (Alpacas, apiaries, Heritage B&Bs, unspoiled moments) • Cornwall ("hidden gem") • 1000 Islands Brockville (Aquarium) • Cornwall (Lost Villages, Upper Canada Village, Power Dam, Prehistoric World) • SDG (Where Ontario began, Upper Canada Village) • Rideau Canal (Kemptville, Westport, Lyndhurst, Merrickville, Rockport - quaintness of village life) • Bay of Quinte ("undiscovered") • Kingston (Museum of Healthcare, Miller Museum of Geology at Queen's. Improbable Escapes) • PEC (Spring Countylicious) |



| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|----------|--|---|---|
| February | <p>Valentine's Day, Family Day</p> <p>Pitch: Date night (culinary, live music, unique experiences)</p> <p>Featured regions: All</p> <p>Pitch: Family Day Winter fun (ON only - no holiday in QC)</p> <p>Featured regions: All</p> <p>Pitch: Sleeping around this Valentine's Day - Unusual Accommodations</p> <p>Featured regions:</p> <ul style="list-style-type: none">• Lennox & Addington (motels)• Kingston (historic inns)• PEC (Churches, The Acres at High Shore, Yurts)• + | <p>Pitch: Family Day activities in the community</p> <p>Featured regions: All</p> | <p>May</p> <p>Pitch: Cruising, Boating & Houseboat Rental</p> <p>Featured regions:</p> <ul style="list-style-type: none">• 1000 Islands Brockville (taxi to the Islands, cruises)• 1000 Islands Gananoque• Rideau Canal• Kingston• Rockport |

| | Short Lead (Wide pitch = Ontario & Quebec) | ShortLead (Local Pitch = RTO 9 Region) | Long Lead |
|-------|---|---|--|
| March | <p>Spring Break</p> <p>Pitch: Outdoor Adventure - cycling and water sports</p> <p>Featured regions:</p> <ul style="list-style-type: none"> • Bay of Quinte (fishing, golf) • Lennox and Addington (fishing, hiking, cycling) • Frontenac (camping, paddling, Rail Trails) • 1000 Islands Gananoque (cycling, hiking, boating, kayaking) • 1000 Islands Brockville (golf, cycling, diving - save Ontario shipwrecks, hiking) • Cornwall (cycling, camping, fishing and Scuba) • Rideau Canal (hiking, paddling) • SDG (cycling) • Kingston (Scuba, freshwater sailing, hiking, fishing, watercraft rentals, cycling) • PEC | <p>Pitch: Family-friendly activities for Spring break</p> <p>Featured regions:</p> <p>All</p> | <p>June</p> <p>Pitch: Best Swimming Spots</p> <p>Featured regions:</p> <ul style="list-style-type: none"> • Kingston Beaches • Frontenac (Wolfe Island) • 1000 Islands Gananoque (Joel Stone Beach) • 1000 Islands Brockville (secret swimming spots, jumping off seawalls and cliffs) |



Process and Approvals

1

Content Creation

Beattie Tartan is working alongside the RTO 9 team to develop stories that showcase the full region and individual destinations with the goal of supporting local businesses and bringing in tourism to the region.

The editorial calendar will be flexible to accommodate the the unpredictability of the pandemic; however any changes will be discussed, approved and shared accordingly.

We will review the spring/summer plan in Dec 2020 / January 2021 and make any necessary adjustments.

2

Assets and Resources

Based on the approved editorial calendar, each DMO should supply Beattie Tartan with the relevant details about their offerings, operators that should be highlighted, possible interview subjects, stats, images, etc. no later than the 25th (or the Friday prior) of the month ahead of the pitch that is scheduled.

I.e. For September culinary, educational road trips, Dark Skies, snowbirds and what's new for 2021 pitches, all info must be provided by August 25 in order to be considered for inclusion. Note: unfortunately, due to space limits and fit, not everything submitted will be included in the final pitch.

3

Approvals

The RTO 9 team will review and approve all communications and assets before use/distribution.



FAM/Influencer Recommendations

Bringing our stories into people's homes

- Content is more important now than ever before
- Amplify the good of the people of the place
- Leverage positive social capital

Connect with previous influencers

- Quick-to-market approach to repurpose content from influencers
- Be ready with all season content, messaging and special info
- Human interest stories are timeless - share stories of the places and the people

Showcasing travel safety as a priority

- Media and influencers will be asked to showcase and discuss their feelings about how comfortable they feel travelling and how safe they felt at various experiences
- Seeing first hand accounts of people that they follow, respect and want to emulate will create confidence in the safety of travel

Micro and macro influencers

- Following size is not the guiding factor when choosing the right fit -micro and macro influencers can both move the needle
- A mix of traditional media and social media influencers that will get excited about the region's offerings, that have a loyal and engaged following and represent various target audiences including family/parenting, athletics and adventure travel, couples and singles, LGBTQ2S+ are ideal to showcase the different types of experiences available

Timelines and itineraries

- Spread over the length of the campaign, we will host FAM for media and influencers that will highlight all four seasons to inspire travel to the region
- Bespoke itineraries will be created for each guest guided either by a theme (antiquing, cycling, romance, wellness, etc.) or length of stay (single day road trip, weekend, week long, etc.)

FAM PROGRAM

Angle Matrix - Group A

| Media | Theme | Status |
|--|--|--|
| Heather Greenwood Davis - The Social, G&M | Family | Completed - Was in market from Aug 12-15 |
| Julie Daniluk - Marilyn Denis Show | Food, nutrition | Secured - First segment filming on August 18 |
| Katie Bridges- Foodism/Escapism | Culinary | Planning in progress |
| Joanie Pietracupa - Vero | Health and Wellness | |
| Claire Cooper - CAA | Snowbirds | |
| Dominique Lamberton - En Route | Cruising | |
| La Presse/ Le Droit | Snowbirds | |
| Sasha Emmons - St. Joseph's Comm (Today's Parent, Chatelaine, Flare) | Memory Builders | |
| Waheeda Harris - Elle, G&M, Post Media | Culinary/Antiques & Architecture | |
| Maryam Siddiqi - G&M, La Carte | VIA Rail, Hi-end itinerary (Kingston - Frontenac Club Inn) | |

FAM PROGRAM

Angle Matrix - Group B

| Media | Theme | Status |
|---|--|--------|
| Vivian Vassos - Zoomer | Snowbirds | |
| Adam Stanley - Sportsnet, G&M, CP | Golf | |
| Hortense des Dorides - Freelance | Culinary | |
| Tracy Moore / Lorraine Simpson - CityLine | Cruising | |
| Carley Fortune - Refinery29 | Culinary/ Vintage Shopping | |
| Perch Magazine | Wellness & Active Living | |
| Mary Taggart - Ottawa at Home | Antiques & Architecture | |
| Bryenn Dunn - Freelance (adventure, eco travel, solo tourism) | Adventure and active travel - LGBTQ2S+ | |

- Media in Group A are top priority and should be invited to visit as soon as possible, so that their stories are published in time to influence travellers
- Media in Group B would be "nice to have" but are budget dependent

INFLUENCER PROGRAM

Angle Matrix - Friendlies

These influencers already have relationships within the RTO 9 region and have done partnerships through the DMOs to celebrate what the region has to offer. Due to budget limitations, we cannot afford to bring them back; however, we should leverage these relationships to see if they would be willing to support, as an act of good faith (or with a nominal gift/payment) by re-running content or drafting a new blog post that highlights their love of the region.

| Influencer | Theme | Regions |
|---|-------------------------|-------------------------------|
| Melissa Muir @MelsHangryTable | Culinary | Cornwall |
| Julia Weber @LittleMissOttawa | Antiques & Architecture | Cornwall |
| Laura Byrne Paquet - Ottawa Road Trips | Antiques & Architecture | Smith Falls |
| Rosalyn Gambhir - The Staycationer @rosalyngambhir | Culinary | Cornwall, Bay of Quinte |
| Ashley Rae @shelovestofish | Fishing, Water sports | Lennox & Addington, Frontenac |
| George Fisher | | 1000 Islands Gananoque |

INFLUENCER PROGRAM

Angle Matrix - New Targets

The below list of influencers are high ranked potential partners from Toronto, Montreal and Ottawa. Our final decision as to who will be invited as part of the influencer program will depend on cost/fees vs. budget and availability. Each itinerary created will include multiple destinations and will showcase various aspects of the community's offering.

| Influencer | Theme |
|--|--|
| Solmaz K. @TheCuriousCreature | Antiques & Architecture, Memory builders |
| Andrea Traynor @MommyGearest | Family, winter activities |
| Elise Purdon @APieceOfElise | Shop Local |
| Gracie Carroll @GracieCarroll | Accommodations |
| Michael Rizzi - @mikerizzi | Health and Wellness |
| Daniel and Julio Reyes @DoTheDaniel & @FashionNights | Culinary |
| Sasha Exeter @SoSasha | Health and Wellness |
| Kevin Wagar @WanderingWagars | Memory Builders/Active Living |
| Samantha Cutler @TheFitFatale | Bachelorette Party (QC and ON), Boating |
| Mike Homsy @mhomsy & Lisa Homsy @lisahomsy | Culinary |



Reporting

1



Digital Metrics

- // Impressions
- // CTR
- //Email Sign ups
- //Contest Entries
- //Outbound Links
- //Search Performance

2



PR/Earned Media

- // Impressions
- // Mentions
- // Interviews
- // Articles
- // Special Dates
- // Fall Travel Guide

3



Reported Sales

- // Packages
- // Special Offers

Monthly Reports



—

Budget



Recommended Budget Allocation

Strategy

| | |
|--------------|----------|
| Planning | \$13,500 |
| Project mgmt | \$22,000 |
| Reporting | \$6,000 |

Creative

| | |
|-----------------------|----------|
| Concept development | \$13,500 |
| Creative & production | \$70,000 |

Media

| | |
|-------------------------|-----------|
| Planning | \$4,500 |
| Media spend | \$230,000 |
| Media mgmt | \$ 8,000 |
| PR & Media | \$84,000 |
| FAM Costs/Misc. Expense | \$20,000 |



Appendix:

Summary of Destination Consultations

Bay of Quinte

| | |
|--|---|
| Regional focus is priority | Wineries |
| Micro influencers are working | Fishing |
| New operators on water (SUP, paddling) | Tyendinaga |
| Golf | Legacy: Product development & trade strategy; Indigenous strategy |

Prince Edward County

| | |
|---|--|
| Overtourism is real | Diversion from main areas |
| Local residents are stressed | Wine, food, beaches |
| No marketing until fall | Countylicious |
| Want to drive off-peak and longer stays | Legacy: Capacity & visitor management plan |

Lennox & Addington

| | |
|-------------------------------------|--|
| Hyper-local only | Farms and tours (Alpacas and Apiaries) |
| Dark Sky Viewing Area | Brewery tours |
| Outdoor activities: hiking, cycling | Fishing |
| Farm to table culinary | Legacy: Product development |

Kingston

| | |
|--|---|
| Staycation campaign in market, broadening reach soon | Culinary - restaurants, farms and producers, online farmer's market |
| Lively downtown, shops, restaurants live music and market square | Waterfront, cruises |
| Haunted: Kingston Pen, Fort Fright | Holiday Market and light show in development |
| Historic inns & architecture | Legacy: Indigenous Strategy |

Frontenac

| | |
|---|--|
| Wolfe Island (not really open now) | Culinary - Food producers, Open Farms event; partnership with Kingston |
| Rail Trails - hiking and cycling; history | Camping, paddling |
| Yoga retreats/wellness | Need to extend season - cottage rentals, winter sports |
| Creative arts space | Legacy: Trail & product development; CSR |

Gananoque

| | |
|--|---|
| Crisis mode - need help now | No winter product (operators open through Thanksgiving) |
| Cruise line is running - critical to driving tourism | Helicopter Tours unique to region |
| Water - kayaking | Want financial support |
| Cycling, hiking, beaches | Legacy: Shoulder Season product development |

Brockville

| | |
|---|---|
| The River, 1000 Islands, parks and beaches | Makers markets |
| Culinary producers & breweries | Aquatarium |
| Historic architecture, grand mansions | Cycling |
| Walking tours | Expand tourism season to include winter |
| Target: Seniors and Snowbirds, French and Chinese Canadians | Legacy: Product development |

Cornwall

| | |
|---|--|
| Local focus | Specialty shops |
| Outdoor: Waterfront cycling & camping | Local food scene - farm land and food producers, wineries/breweries/cideries |
| Water: fishing & scuba | Akwesasne |
| History/heritage/educational attractions: Lost Villages, Upper Canada Village | Legacy: Product Development |

Rideau Canal

| | |
|---------------------------------|---------------------------------------|
| Hiking, paddling | Boating |
| Small towns, villages & hamlets | Farm producers |
| Gardens | Seniors and Snowbirds |
| Rideau Canal | Legacy: Itinerary/product development |

SDG

| | |
|--------------------------|--|
| Cycling trails | History "Where Ontario Began" |
| Farms and farmer markets | Upper Canada Village |
| Local makers | Winter - snowmobiling, trails, ice fishing |
| Unique accommodations | Legacy: Social Media |