

Recovery Marketing Update

March 2021

Update

- **Fall/Winter Paid Media**

- Our planned media activity for Fall/Winter has been heavily impacted by provincial lockdown
- Small investment in online/virtual experiences and shop local Holiday campaign
- Zoomer radio program highlighting historic inns in the region ended Jan 31

- **Media Kit**

- Design and production of a detailed media kit in support of earned media strategy

- **Fall/Winter Earned Media**

- FAM and Influencer activities put on hold
- Focus on longer lead stories
- Focus on virtual events and experiences
- Highlighting local businesses working together to overcome the effects of the pandemic

- **Virtual International Media**

Marketplace (IMM)

- January 27 - 29
- South Eastern Ontario represented for the first time

Media Kit

2021

★★★★★
**One of the Best Places to See
the Northern Lights in Canada**

The Weather Network

[Read Full Article](#)

★★★★★
**Canada's 5 Most
Beautiful Islands**

Hello Vancity

[Read Full Article](#)

★★★★★
**Celebrating North America's
Greatest Fisheries**

FishingBooster

[Read Full Article](#)

★★★★★
**The 20 Absolute Best
Beaches In Canada**

Chatelaine

[Read Full Article](#)

★★★★★
**1000 Islands featured as part
of Emmy-nominated travel
documentary**

1000islandstourism.com

[Read Full Article](#)

★★★★★
**Readers pick: Seven great
places for retirement**

The Globe and Mail

[Read Full Article](#)

Did You Know That...

**Kingston boasts four
Rembrandt paintings,
two film festivals and
one vibrant downtown
shopping scene.**

Home to Ontario's oldest public market and Canada's hippest live music scene, Kingston is a walkable city, where hidden alleyways contain antique markets and restaurant patios.

Did You Know That...

The birthplace of the Macintosh Apple was in SDG Counties in South Eastern Ontario?

John McIntosh discovered the original McIntosh sapling on his Dundela farm in Upper Canada in 1811. He and his wife cultivated it, and the family started grafting the tree and selling the fruit in 1835.

Lennox & Addington County

The County of Lennox & Addington (L&A County) stretches from Lake Ontario to the rugged, rocky terrain of the Canadian Shield. The County is 2,777 square kilometres in area and 130 kilometres long. Peppered with lakes and forests, this region is a popular recreational area for activities like geocaching, motorcycling and stargazing.

www.natureoflga.ca

Spring

Ride into spring and experience nature by pedal power in L&A County! The L&A County Trails have 12 looping cycling routes with 600 kilometres of paved roadway. Ideal for road cyclists, the trails amble north from Lake Ontario revealing charming countryside, unique history and nature at its best. The icing on the cake is that L&A County will even create free custom itineraries for cycling visitors who are keen to stay, ride home and cycle. Discover laid back beauty while riding routes through communities in the heart of South Eastern Ontario; the planning is done for you – just enjoy the ride!



Summer

MacKenzie Brothers Brewing Company in L&A County crafts 100% farm-grown beer. Located on a bi-centennial family farm, the hops, wheat and barley used in the brew are grown right there on the farm to give the beer unique character. The brewery is open with socially distanced guests, live music and more. Tapscout Farms on Amherst Island makes and sells 100% pure wool blankets, bedding, sheepskin products, as well as unique farm experiences in abundance. While their yurt stays and workshops are on hold for the season, the Wood Shed is open Wednesday to Sunday. Masks are required, numbers limited and there is a no cash option, but curbside pickup is available seven days a week.



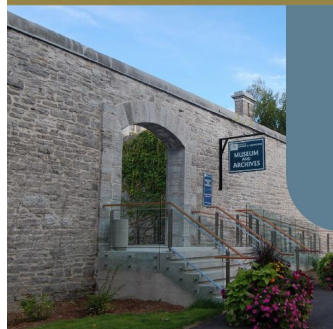
Fall

The fall night sky comes alive in Lennox & Addington. Experience stargazing at the Lennox-Addington County Dark Sky Viewing Area, an awe-inspiring place where blankets of stars seem at your fingertips. Bundle up and bring a lawn chair – no special equipment is needed here. The area is well known in astronomy circles as the most southerly dark sky viewing area in Ontario, providing an unobstructed view of the sky with no artificial light sources.



Winter

Witness a window into Lennox & Addington's past by exploring items found here from prehistoric times to the first tire produced at the Goodyear plant in 1988 and beyond. The Lennox & Addington County Museum and Archives is home to incredible collections from the Lennox and Addington Historical Society – its artifact inventory tops 10,000 items! The rich local history is unveiled through furniture, textiles, clothing and toys, ceramics, household collectables and more.



Did You Know That...

One of the best places to see the Northern Lights in Canada is in the County of Lennox & Addington in South Eastern Ontario

The L&A Dark Sky Viewing Area is the most southerly point in Ontario that offers a night sky experience very similar to what was available more than 100 years ago.

Content Update

- **Ongoing outreach and content development**

- Engagement with locals
- Informs and/or aligns with earned media pitch content
- Supported by paid social media

- **Sample Articles**

- 12 Unforgettable Places To Stay In South Eastern Ontario
- 23 Places To Stay With Your Crew In South Eastern Ontario
- 2020: Instagram Year In Review
- Best Gift Ideas For Every Occasion
- 12 Date Ideas For Couples Who Are Couch Potatoes
- 9 Things To Do This Family Day Weekend
- 16 Romantic Ideas For Valentine's Day
- 19 Places To Plan A Local Weekend Getaway With Your S/O

Earned Media

Pitch Summary

January

- Virtual activities
- Winter activities
- Joint local business and pandemic resiliency
- Local Food and Drink
- New Hotels

February

- Holiday Markets and Festivals
- Health and Wellness
- Family-friendly active Getaways for Spring/March Break
- Valentine's Day products and activities
- Winter fun and Family Day activities
- PEC Wineries
- Black History Month programming

Upcoming

- Female chefs
- Kingston Pen Riot anniversary programming
- Long weekends and Spring Break: Family activities, educational activities and virtual activities, markets
- Milestones / Anniversaries
- Cruise
- Outdoor, socially distanced activities (fishing, boating, biking and hiking)

FAM Media & Influencer Update

Status

We will resume planning for media and influencer trips when governments and regional health units once again feel comfortable promoting domestic leisure travel.

We have begun reaching out to media and influencers who were previously scheduled to visit to start replanning trips as of June with the caveat that they may need to be postponed or cancelled depending on travel advisories at the time.

FAM Visits



Andrea Traynor

Outlet: Mommy Gearest

Focus: Family, educational travel, unique accommodations, outdoor activities, self-contained accommodations

Regions: SDG, Frontenac, Kingston

Dates: TBD



Samantha Cutler

Outlets: The Fit Fatale

Focus: Bubble travel, Self-contained accommodations and in-room experiences; Work from Home Anywhere, Local Food Boxes, Local Wine Tasting; farm to table; meeting point for Montrealers and Torontonians

Regions to Visit: Kingston, 1000 Islands Gan, Rideau (helicopter tour)

Dates: TBD



Carolyn Parent

Outlets: Freelance: [Le Devoir](#), [ELLE](#) [QC](#), Vero;

Focus: Lifestyle (shopping, wineries: tour of 3 wineries among which Karlo Estate for its vegan approach; 2 communities among which Wellington; with some design-forward b&bs like The Wilfrid at Milford and a few eateries; attending one Countylicious event

Regions to visit: PEC

Dates: TBD



Isabelle Pion

Outlets: Québec dailies: Le Droit (Ottawa), Le Soleil (Québec), Le Nouvelliste (Trois-Rivières), La Voix de l'Est (Granby), Le Quotidien (Saguenay) and La Tribune (Sherbrooke)

Focus: Outdoor activities: Hiking, cycling, kayak, fishing, Jones Creek trail, Tunnel, Brockville cruise

Regions to visit: 1000 Islands Brockville, Cornwall

Dates: TBD



Ian Shantz

Outlets: Toronto Sun/ Post Media

Focus: Grange of Prince Edward, Campbell's Orchards and Karlo Estates (but is open to trying out other experiences across the region if we can accommodate)

Regions to Visit: PEC, Bay of Quinte

Dates: TBD



Donald Duench

Outlets: Toronto Sun/ Post Media

Focus: "What we know about Gananoque is that it is a summer destination -- access to Lake Ontario and the 1000 Islands, boating, fishing, etc. We want to discover special things about the Gananoque area that can be enjoyed year-round -- parks, nature, restaurants, shopping, museums, etc., and the Brewing Company, too."

Region: Gananoque 1000 Islands

Experiences: Open to any – we suggested Wendy's County Market, Gananoque Brewing Co or BUSL Cider

Dates: TBD



Lolita Dandoy

Outlets: Fashion Is Everywhere

Focus: Family friendly (had 1 yr old baby) activities; food and wine; fashion and local makers

Regions to visit: PEC

Dates: TBD (*visited in October on her own-with some support from Ashley and BT- but we'd like to bring her back to do it properly

Additional Targets

La Presse

Globe and Mail

CityLine

Mike Rizzi

Results

Website Performance, January 2021

Highlights

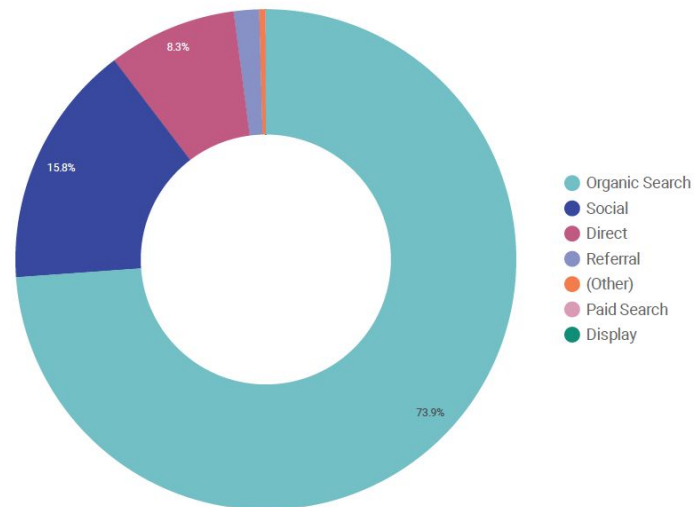
Traffic increased YoY by 46%

Growth driven by organic traffic

Content is working to drive visits

WEBSITE ACQUISITION

Where is our audience coming from?



Earned Media Snapshot, Jan/Feb

January

Total Stories: 68
Print: 9
TV Segments: 24
Online: 35
Newsletter: 0
Radio: 0

**Total Media Impressions for January:
45,565,014**

February

Total Stories: 91
Print: 4
TV Segments: 17
Online: 70
Newsletter: 0
Radio: 0

**Total Media Impressions for
February: 35,909,358**

**Total Cumulative
Impressions since the
Beginning of the
Campaign:
191,413,717**

What's Next

Tourism Industry Context

- **Health Perception**

- Perceptions of cleanliness, health and safety will rank higher than any other value proposition.
- “Tourism health and safety certified” from sources like EarthCheck and others providing health and safety assurances for destinations may be a key destination differentiator and driver of destination choice and attract safety conscious travellers.

- **Rural & Outdoor Appeal**

- Search data is already showing that nearly 90% of overall searches are for trips to rural areas; cabin rentals are expected to be especially popular, accounting for 33% of total accommodation searches in 2020, a drastic +143% increase from 2019.
- Camping, parks, beaches, outdoor activities
- Need a visitor management plan

Tourism Industry Context

- **Wellness & Fitness Tourism**

- Embrace the future of wellness travel; the habits of travellers have changed, and more people are favouring a wellness staycation with demands for immunity boosting retreats, socially distanced trips, and personal health and fitness holidays.

- **Last Minute Planning**

- More travellers are booking spontaneous last-minute trips; the average number of days between booking to check-in is now 50 days, down -37.5% from the average pre-pandemic lead time.
- Travellers will expect no-charge cancellations

Tourism Industry Context

- **Younger Demographics & VFR**

- The average age of travellers has dropped across all categories
- Key takeaways for destinations: understanding the values of younger demographics, and being able to effectively communicate with them, will be paramount.
- Pent up demand for family travel

- **Digital & No-Touch Engagement**

- Digital engagement will become the foundation of any successful tourism strategy.
- Leverage Chat Bot/Concierge Visitor Experiences

Tourism Industry Context

- **Bubble Travel Offers**

- Accommodate new “travel bubbles” could be essential in supporting travel trends over the years to come
- Offers and packages will need to be reconfigured to support groups
- Private wine tours, private food tours, private golf lessons, etc.

- **Longer Stays**

- Work-ations
- Less places travelled/touched

Approach

Marketing Plan

- **Highlights**

- Drive to Excellence Program launched, to provide destinations with marketing development support
- Consumer research will be complete in March to help direct messaging and provide destinations with audience data for planning
- Paid media will be focused on content
- South Eastern Ontario website under redevelopment
- Earned media will continue to drive awareness



Regional Tourism
ORGANIZATION

A

Drive for Excellence

Destination Marketing Support Program

February 2021

Destinations self-identify where they need most assistance; destination and product development, marketing, research, local SME support. Each destination is provided \$25,000 in program delivery.



RTO9 Drive for Excellence Program Options

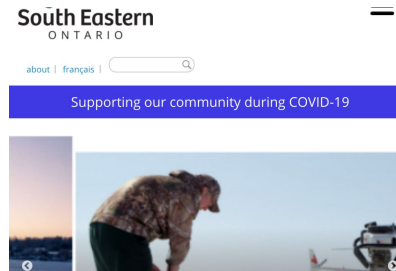


overview



Consumer Insights Study

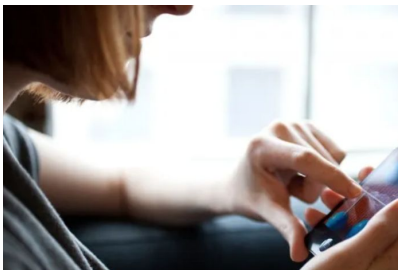
- Intent to travel
- Perception Analysis
- Consumer Awareness
- Channels & Messages
- Destination workshops to review research and insights



Website Update

- Simplified site, focus on content delivery
- SEO audit and plan in development including updating videos
- Drive to operators
- Feed to Destination Ontario content mark

overview



Social Channels

- Continued management and maintenance of South Eastern Ontario social channels
- Aligned with content calendar
- Build audience and engagement



Earned Media

- Health & Wellness
- Long Stay Packages
- Long Weekends
- Bubble Travel and Self-Contained options
- Outdoor and Socially Distanced Activities
- What's New
- FAMs for Media and Influencers

overview



Paid Content Promotion

- Monthly Calendar in Development
 - Destinations
 - Experiences
 - Operators
- Contesting
- Listicles



Cruise Campaign

- Continued support for Cruise operators in the Region
- Campaign under development, similar to previous years

Thanks.
Any questions?

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