



SPRING/SUMMER SPOTLIGHT: SOUTH EASTERN ONTARIO

POST REPORT

DESTINATION
ONTARIO

THEMED SPOTLIGHT PARTNERSHIP MODEL

Destination Ontario's collaborative marketing system was designed with the objective of generating leads to industry by leveraging theme-aligned partner storytelling and connecting consumers directly with operators during the summer travel planning period.



SELECTED THEME OF FOCUS

Partners selected from a menu of seasonal spotlight themes



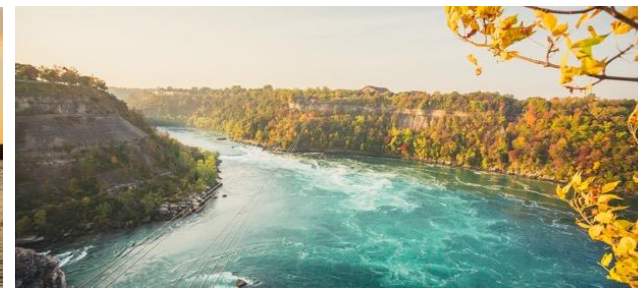
IDENTIFIED OWNED CONTENT

Partners identified their owned planning content aligned with season and product theme

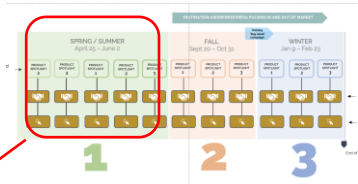


IDENTIFIED FEATURED OPERATORS

Partners selected 3-6 operators, experiences or packages for traffic driving units



SPRING/SUMMER CONFIRMED PARTICIPATION



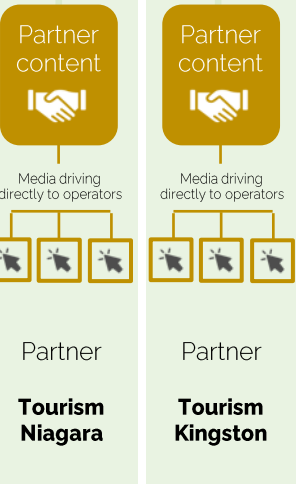
SPRING/SUMMER CAMPAIGN
APRIL 25 – June 5



Seasonally relevant creative stimulating interest in tourism experiences for the season

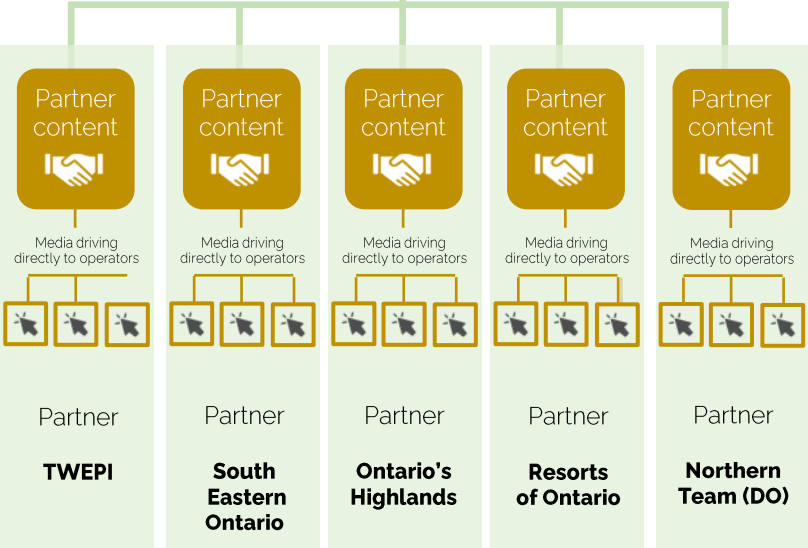
PRODUCT SPOTLIGHT FOOD & DRINK

Video + Trip planning content



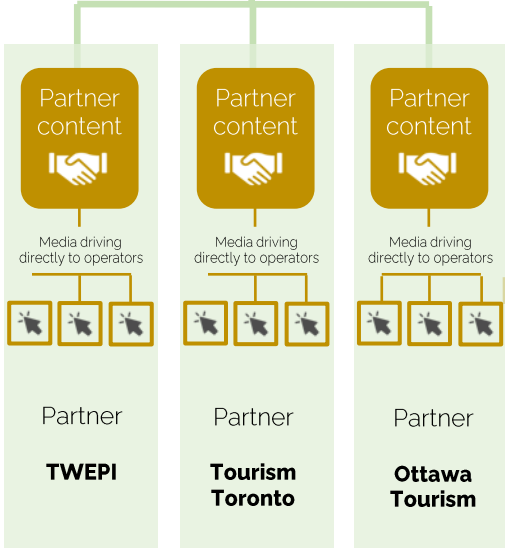
PRODUCT SPOTLIGHT OUTDOOR

Video + Trip planning content



PRODUCT SPOTLIGHT ARTS & CULTURE

Video + Trip planning content



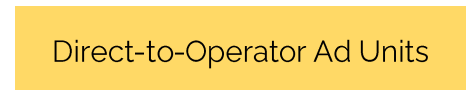
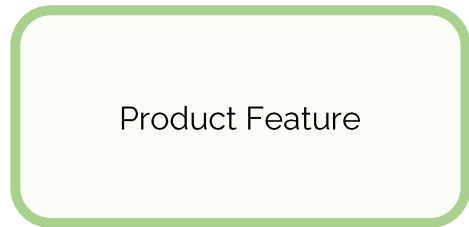
PRODUCT SPOTLIGHT FAMILY ATTRACTIONS










Video + Trip planning content



13 Total Spring/Summer Partners

CONTENT & MEDIA DETAILS



CREATIVE ASSET	MEDIA TACTICS	KPI	BUDGET
Product Feature Video - :30sec, :15sec, Long-form content – planning content	Digital video & digital traffic drivers   	Video Views, 75% VCR, Story views	\$75,000 per spotlight category (DO media dollars)
Partner Content Up to 4 pieces of owned/published content	Digital traffic drivers   	Clicks to Site, Time Spent*	\$40,000 (Of \$50,000 partner media dollars)
Bookable/Buyable Experiences Up to 6 operator sites	Digital traffic drivers   	Clicks to Site, Conversion*	\$10,000 (Of \$50,000 partner media dollars)

OUTDOOR SPOTLIGHT

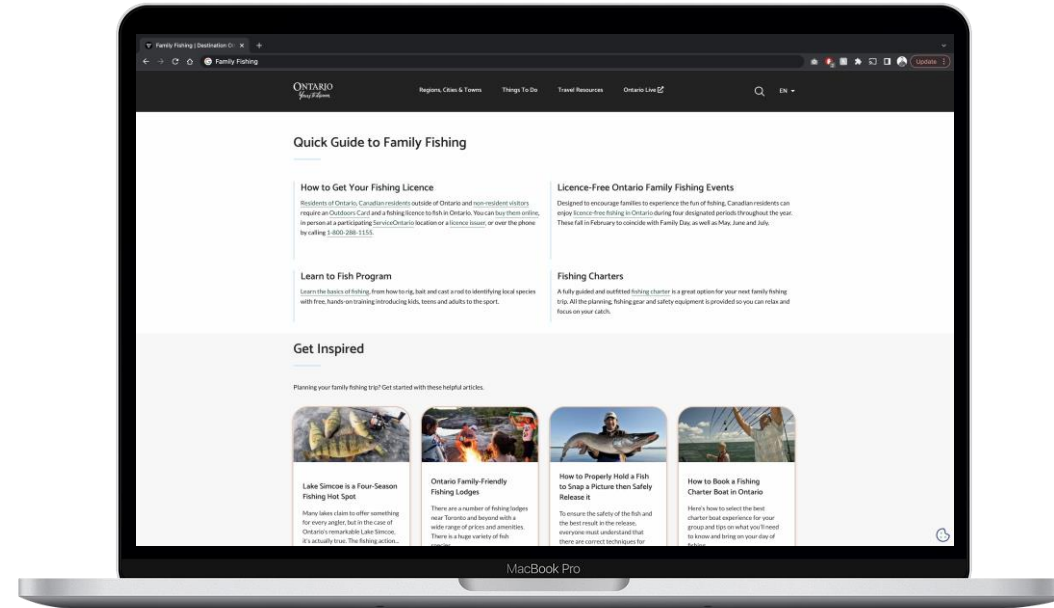
AD MOCKS



DESTINATION
ONTARIO



OUTDOOR – TRIP PLANNING CONTENT



<https://www.destinationontario.com/en-ca/things-to-do/outdoor-adventures>

Whitewater Rafting in Ottawa Valley

<https://www.destinationontario.com/en-ca/things-to-do/outdoor-adventures/outdoor-adrenaline/whitewater-rafting-ottawa-valley>

Stand Up Paddle Boarding in Ontario

<https://www.destinationontario.com/en-ca/things-to-do/outdoor-adventures/canoeing-kayaking-stand-paddling/suping>

Stunning White Sand Beaches in Ontario

<https://www.destinationontario.com/en-ca/things-to-do/leisure-sports/beaches/stunning-white-sand-beaches-ontario>

Private Campgrounds in Ontario

<https://www.destinationontario.com/en-ca/things-to-do/outdoor-adventures/camping/private-campgrounds-ontario>

Family Fishing

<https://www.destinationontario.com/en-ca/things-to-do/outdoor-adventures/fishing/family-fishing>



OUTDOOR – SPOTLIGHT VIDEOS

Creative carried through Facebook, Instagram and Twitter





Outdoors

OUTDOOR – VIDEO TRAFFIC DRIVERS

Creative through Facebook and Instagram



8 WHITE SAND BEACHES IN ONTARIO YOU NEED TO VISIT

Plan Your Summer Staycation

#Rediscover**ON**



FAMILY FISHING ADVENTURE IN ONTARIO

Plan Your Summer Staycation

#Rediscover**ON**



YOUR GUIDE TO CAMPING IN ONTARIO

Plan Your Summer Staycation

#Rediscover**ON**



WHITEWATER RAFTING IN OTTAWA VALLEY

Plan Your Summer Staycation

#Rediscover**ON**



CHECK OUT THESE GUIDED SUP OUTINGS IN ONTARIO

Plan Your Summer Staycation

#Rediscover**ON**



OUTDOOR SPOTLIGHT – HIGH LEVEL RESULTS



13.5M

AD IMPRESSIONS



573K

COMPLETED VIDEO VIEWS



50K

WEB SESSIONS
(destinationontario.com)



51.3M

AD IMPRESSIONS



2.7M

COMPLETED VIDEO VIEWS



174K

WEB SESSIONS
(destinationontario.com)

955,231

leads to tourism partners



OUTDOOR SPOTLIGHT: SOUTH EASTERN ONTARIO

AD MOCKS

DESTINATION
ONTARIO



FEATURED CONTENT

HIGHLIGHTED ARTICLES	Link
7 Unforgettable Cruising Experiences In South Eastern Ontario	https://southeasternontario.ca/listicles/7-unforgettable-cruising-experiences-in-south-eastern-ontario/
1000 Islands Boat Tours Are Back In South Eastern Ontario	https://southeasternontario.ca/listicles/1000-islands-boat-tours-are-back-in-south-eastern-ontario/
3 Overnight Waterway Staycations In South Eastern Ontario	https://southeasternontario.ca/listicles/three-overnight-waterway-staycations-in-south-eastern-ontario/
These Cruises Will Take You On A Scenic Tour Of South Eastern Ontario's Waterways	https://southeasternontario.ca/listicles/small-ship-cruise-experiences-on-south-eastern-ontario-waterways/
HIGHLIGHTED OPERATORS	Link
1000 Islands & Seaway Cruises	https://www.1000islandscruises.com/
City Cruises Gananoque	https://www.cityexperiences.com/gananoque/city-cruises/
Kingston 1000 Islands Cruises	https://www.1000islandscruises.ca/
Le Boat	https://www.leboat.ca/en/boating-holidays/canada/rideau-canal
Ontario Waterway Cruises	https://ontariowaterwaycruises.com/
Rockport Cruises	http://rockportcruises.com/
St. Lawrence Cruise Lines	https://www.stlawrencecruiselines.com/



Outdoors

FEATURED ARTICLES – SOCIAL NEWSFEED ADS

Creative carried through Facebook, Instagram and Twitter

**Destination Ontario** 

Sponsored · 

1000 Islands boat tours are back! Embark on this iconic experience from four spectacular locations along the St. Lawrence River.



southeasternontario.ca
Plan Your Summer Staycation in South Eastern Ontario

 Like

 Comment

 Share

**Destination Ontario** 

Sponsored · 

The rivers and lakes of South Eastern Ontario are the setting for these 7 unforgettable cruising experiences.



southeasternontario.ca
Plan Your Summer Staycation in South Eastern Ontario

 Like

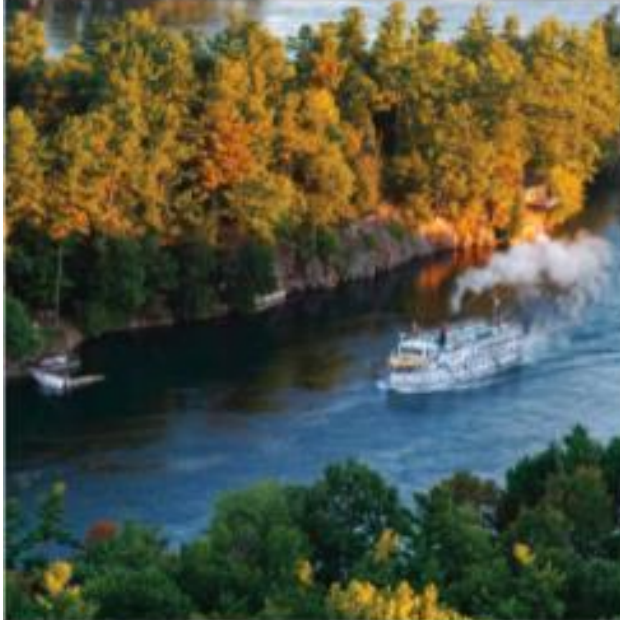
 Comment

 Share

**Destination Ontario** 

Sponsored · 


Take sightseeing to the next level this summer on a cruise along the scenic waterways of South Eastern Ontario.



southeasternontario.ca
Plan Your Summer Staycation in South Eastern Ontario

 Like

 Comment

 Share

**Destination Ontario** 

Sponsored · 

Make a splash this summer. Climb aboard a premier cruising vessel make for an overnight getaway on the tranquil waters of South Eastern Ontario.



southeasternontario.ca
Plan Your Summer Staycation in South Eastern Ontario

 Like

 Comment

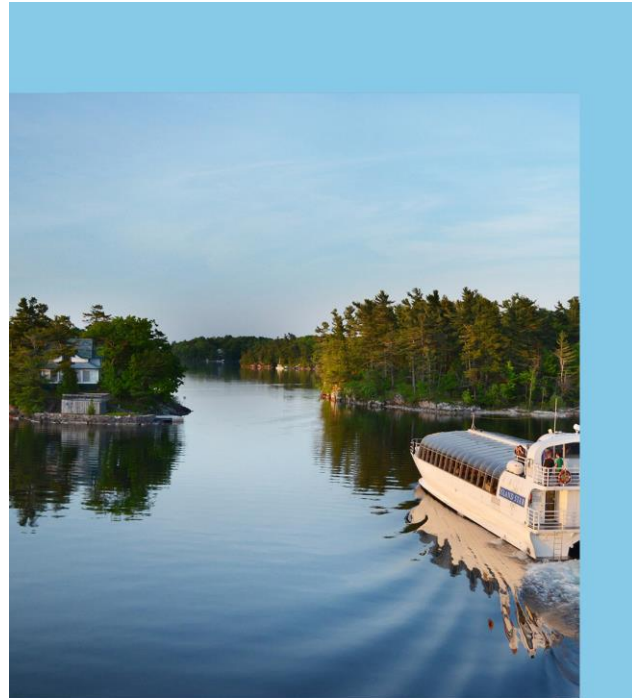
 Share



Outdoors

FEATURED ARTICLES – SOCIAL STORY ADS

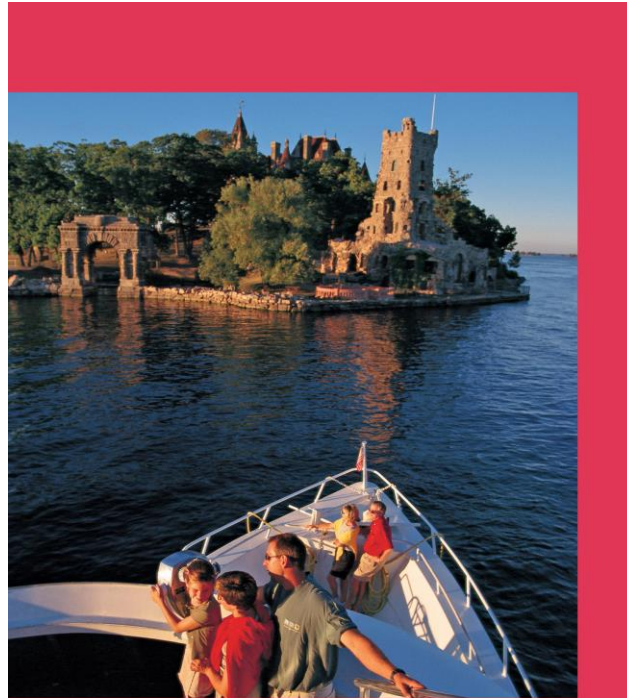
Creative carried through Instagram and Facebook



1000 ISLANDS BOAT TOURS ARE BACK

#Rediscover**ON**

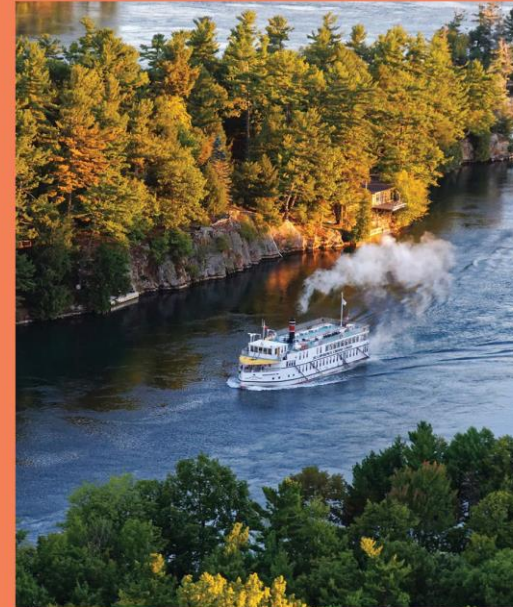
Start planning your summer **staycation**



7 UNFORGETTABLE CRUISING EXPERIENCES IN SOUTH EASTERN ONTARIO

#Rediscover**ON**

Start planning your summer **staycation**



TAKE A SCENIC CRUISE ON SOUTH EASTERN ONTARIO'S WATERWAYS

#Rediscover**ON**

Start planning your summer **staycation**



THREE OVERNIGHT WATERWAY STAYCATIONS IN SOUTH EASTERN ONTARIO

#Rediscover**ON**

Start planning your summer **staycation**



Outdoors

FEATURED OPERATORS – SOCIAL NEWSFEED ADS

Creative carried through Facebook, Instagram and Twitter

Destination Ontario    

Head to Brockville to experience the 1000 Islands your way. Choose from a traditional sightseeing cruise or a high speed catamaran.



1000islandscruises.com
Start Your Summer Staycation with 1000 Islands & Seaway Cruises

 Like  Comment  Share


Destination Ontario    

Experience a breathtaking voyage on a 1000 Islands cruise. Catch the world-famous vistas by day or on a sunset cruise.



cityexperiences.com
Start Your Summer Staycation with City Cruises Gananoque

 Like  Comment  Share

Destination Ontario    

Climb aboard the Island Queen, Island Belle or Island Star from downtown Kingston into the world-famous 1000 islands on a sightseeing, dining or special event cruise.



1000islandscruises.ca
Start Your Summer Staycation with Kingston 1000 Islands Cruises

 Like  Comment  Share

Destination Ontario    

Cruising aboard a luxury houseboat is the perfect way to discover the beauty of the Rideau Canal and the picturesque towns along the way.




leboat.ca
Start Your Summer Staycation with Le Boat #RediscoverON



 Like  Comment  Share





FEATURED OPERATORS – SOCIAL NEWSFEED ADS cont'd


Creative carried through Facebook, Instagram and Twitter



Destination Ontario 



Setting off from the heart of the 1000 Islands in Rockport, you'll explore the rugged natural beauty of the islands and the iconic Boldt Castle.



rockportcruises.com
Start Your Summer Staycation with Rockport Cruises

 Like

 Comment

 Share



Destination Ontario 



Relax and explore Ontario's heritage waterways. Cruise options include voyages along the Rideau Canal, the Trent-Severn Waterway and the St. Lawrence River.



ontariowaterwaycruises.com
Start Your Summer Staycation with Ontario Waterway Cruises

 Like

 Comment

 Share



Destination Ontario 



Embark in Kingston and cruise the enchanting St. Lawrence River aboard a classic riverboat, the M/V Canadian Empress.



stlawrencecruiselines.com
Start Your Summer Staycation with St. Lawrence Cruise Lines

 Like

 Comment

 Share



RESULTS DASHBOARD

DESTINATION
ONTARIO
As Agency of the Government of Ontario

OMP Spring/Summer 2022 Campaign
Outdoor

PR# 38456
Q1-Q2 - 2022

Date: May 2, 2022 - Jun 5, 2022

Partner: South Eastern Ontario
Start Date: May 2
End Date: June 5
Traffic to: southeasternontario.com

Marketing Qualified Leads
Attracting prospective visitors

CAMPAIGN SUMMARY

Total Leads to Partner
105,633

South Eastern Ontario Ad Performance Summary

Ad Leads
80,812

mCPL
\$0.49

CTR
1.48%

Impressions
5,457,284

Spend (CAD)
\$40.0K

Operator Ad Performance Summary

Ad Leads
24,821

mCPL
\$0.40

CTR
1.77%

Impressions
1,401,269

Spend (CAD)
\$10.0K

South Eastern Ontario Performance


South Eastern Ontario Articles

Overnight Waterway Staycations



Ad Leads: 40,395 mCPL: \$0.50 CTR: 1.41%

Take a Scenic Cruise



Ad Leads: 25,588 mCPL: \$0.48 CTR: 1.51%

7 Unforgettable Cruises



Ad Leads: 12,480 mCPL: \$0.54 CTR: 1.50%

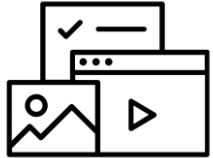
Boat Tours are Back



Ad Leads: 2,349 mCPL: \$0.38 CTR: 3.36%

LOOKING AHEAD

HOW WE MAKE THE SPOTLIGHT SYSTEM BETTER



EVOLVE THE MEDIA MIX

Be less reliant on social media and diversify into other effective traffic driving platforms (eg. Google Discovery).



ALLOW FOR SEAMLESS DATA TRANSFER BETWEEN PARTNERS & DO

Beginning with the fall 2022 spotlight program, partners will have the opportunity to implement DO's Google container tag on their websites to allow for a more diversified media mix and deeper campaign reporting.



PLAN AHEAD FOR CONTENT DEVELOPMENT

DO to allow more time for partners to develop seasonal owned content. Fall content and featured operators due **August 8**. Winter content and featured operators due **December 5**.



MOBILE-FIRST MINDSET

Mobile now accounts for over 90% of traffic generated in digital campaigns. Please keep mobile display top of mind in the layout of owned content and when selected featured operators.