



Marketing

2022-23





Marketing 2022-23

RTO 9 has built a very strong working relationship with all of its ten destinations and through a collaborative effort RTO 9 will promote each destination and encourage multi-destination travel. Working closely with all ten destinations RTO 9 will promote our destinations content and South Eastern Ontario content that aligns with each destinations' efforts, while encouraging multi-destination travel. RTO 9 will be the collaborative and creative catalyst among destinations with respect to marketing. RTO 9 will continue to analyze our efforts through monthly and quarterly reporting, progressing based on our findings to evolve our online identity and position. The South Eastern Ontario brand is an important means to demonstrate a cohesive approach to showcasing the region's assets.

RTO 9 will undertake the following projects in partnership with its regional destination partners –Drive for Excellence Program, Sector Campaigns – Cruise and Theatre, Destination Ontario Opportunities, Earned Media/Media Relations/FAM Tours, Owned Media (SEO and RTO 9 channel management) and Collateral Materials.

Objective: To **increase** awareness of Ontario and South Eastern Ontario as a travel destination and increase conversion in target markets to directly support tourism economic recovery.





✓ Drive for Excellence Program

RTO 9 will once again support marketing initiatives through the Drive for Excellence Program.

Destinations self-identify where they need most assistance; destination and product development, marketing, research, local SME support.

The Drive for Excellence Program is a flexible and progressive tourism development support program designed to maximize economic impact and long term value for destinations in the region.



Sector Campaign - Cruise Campaign 2022

This campaign will be designed to generate awareness of the variety of St. Lawrence, 1000 Islands and Rideau Canal cruise experiences and will highlight COVID-19 conscious messaging. Our secondary objective is to generate calls and website visits to operators.

Platform: Facebook/Instagram Carousel Ads

Targeting: Cruise, Travel + Leisure, Cruises, Cruise line, Travel and Frequent Travelers; We will also be prioritizing delivery to people who may be planning to travel

Timing: Mid-April- Mid-June, 2022





✓ Sector Campaign - Theatre Support 2022

Support for the Theatre program will be designed to generate awareness of the variety of Theatre opportunities that are within the South Eastern Ontario region. Our secondary objective is to generate calls and website visits to theatre box offices and ticket sales.

Platforms: www.southeasternontario.ca; Blogs created for Theatres in operation in RTO 9 along with boosted posts on Facebook and Instagram, Sponsored Content, Fam Tours, Partnership with Landsby to sell packages

Targeting: Travel + Leisure, Travel and Frequent Travelers; We will also be prioritizing delivery to people who may be planning to travel; Theatre aficionados

Timing: Late Summer through October, 2022 – One blog post per month





Destination Ontario Opportunities

RTO 9 is collaborating with Destination Ontario in our spring/summer themed spotlight campaign. 2022 Cruise Campaign! This co-marketing system leverages aligned partner planning content/storytelling to inspire travel and direct-to-operator tactics to connect the consumer with buyable experiences in our region. This will be accomplished via a \$50,000 media buy, funded through a \$20,000 partner investment from RTO 9 + a \$30,000 Destination Ontario investment.

Three programs - Cruise Campaign, Theatre Campaign and winter packages with landsby.ca have been approved





✓ **Earned Media/ Media Relations/FAM Tours**

RTO 9 will host Familiarization Tours to the region during the 4 seasons of 2022 to garner good news stories for the region.

A media kit was developed in both official languages to help tell South Eastern Ontario's stories.

Quarterly, RTO 9 will reach out to our destination partners and asks for resonating story ideas under themed categories. Our PR Agency, TartanBond will compile a list of potential story ideas, and in turn, pitch these story ideas to national and regional media outlets to secure published content.





Owned Media (SEO and RTO 9 channel management)

Includes content development, contesting, boosting, blogs, itinerary and PF promotion etc.

www.southeasternontario.ca

Outputs

- Increased newsletter subscriptions (4,000)
- Increased social media followers (5,000)
- Increase Organic Website Traffic by 10%
- Maintain a 4% Conversion to Destination Websites
- Increase Total Operator Outbound Links by 5%
- Increase Total Website Visitors by 5%
- Add 20 Blogs to the Website

Outcomes

- Increased awareness of destination brands
- Increased visitor spending and tourism receipts
- Increased visitation in all seasons

www.rto9.ca

Outputs

- Increased newsletter subscriptions (250) and workshop attendance (10%)
- Increase Total Reach by 5%
- Increase Total Engagement by 10%
- Increase Social Traffic by 30%
- Add 500 Social Media Followers

Outcomes

- A community of empowered operators who take control of their own digital footprint
- Higher newsletter subscription and workshop/webinar attendance
- Increased web traffic (RTO9.ca) via social traffic
- Increase in partnership applications





✓ Paid Media

Attractions Ontario

- Double Page spread in 2021/22 Passport Magazine and Coupon Book
- Regional Cover
- An Influencer visit
- Social Media sharing of RTO 9 events and news year round
- Web Banners on site during busiest traffic months

CTA

- Visit, interview and document businesses from across the food tourism value chain in South Eastern Ontario over 3 days – minimum 3 per day
- For each venue visited, a unique piece of content (mix of photos, interviews, social posts or blog) will be created
- Instagram Stories will be created during the in-market road trip featuring tagged photos and videos, then highlighted on @OntarioCulinary for 12 months
- 3 Instagram feed gallery posts highlighting businesses in the region
- 1 gallery post on Facebook highlighting the best experiences

Ontario By Bike

- OntarioByBike.ca Digital Advertising: Leaderboard Banner
- Website Placement
- Custom Blog Content Development, Posting & Promotion
- Québec Show Package





✓ Collateral Materials

Updates to design of the South Eastern Ontario Maps and repurposing of the Cycling Map into Cycling Itineraries on the South Eastern Ontario website

Production and distribution of maps to Ontario Visitor Centres, DMOs and to stakeholders and partners

Cycle itineraries to be posted on www.southeasternontario.ca website and shared digitally with Ontario By Bike for inclusion on its website

