



# **ARTS & CULTURE SPOTLIGHT: SOUTH EASTERN ONTARIO**

## **FALL 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



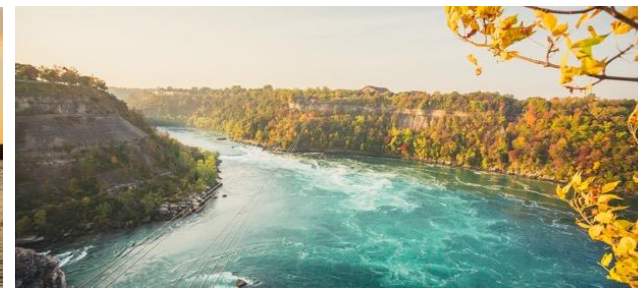
## IDENTIFIED OWNED CONTENT

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



# FALL PARTNER PARTICIPATION

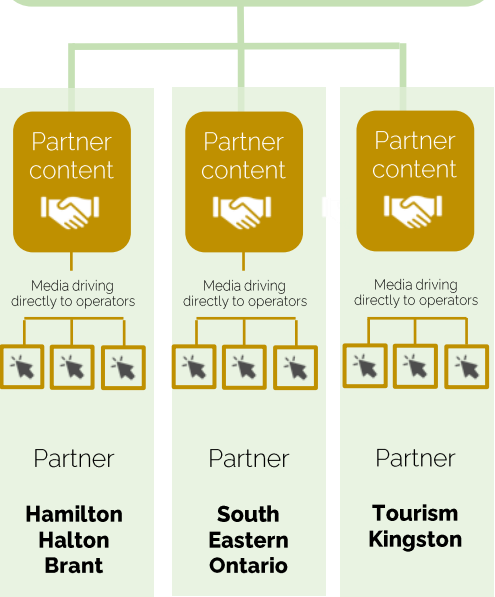


FALL CAMPAIGN  
AUGUST 29 – OCTOBER 19

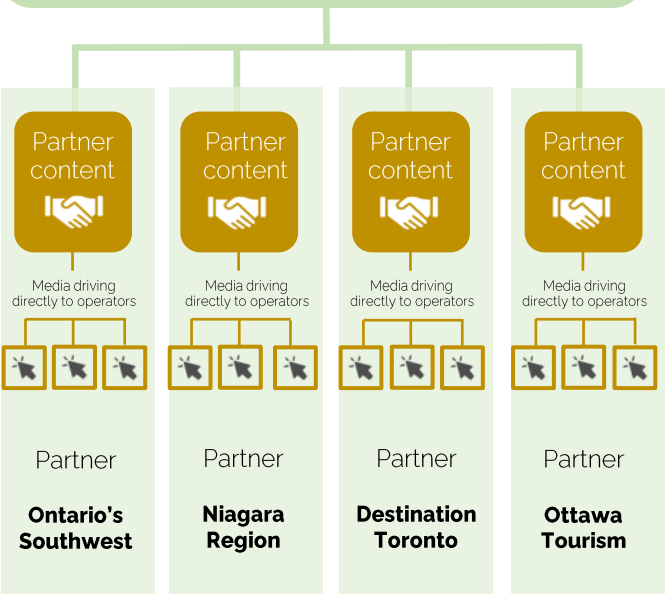


Seasonally relevant creative stimulating interest in travel experiences for the season

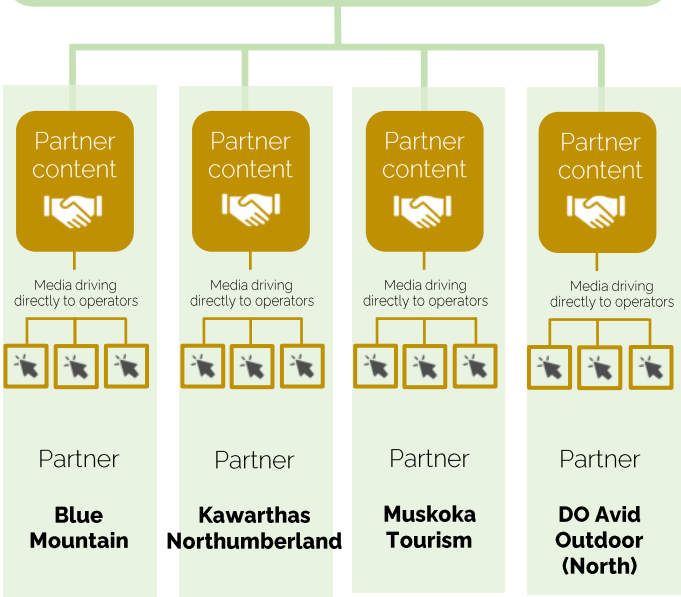
## PRODUCT SPOTLIGHT ARTS & CULTURE



## PRODUCT SPOTLIGHT OUTDOOR ADVENTURES



## PRODUCT SPOTLIGHT FOOD & DRINK



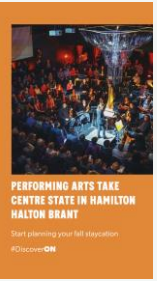
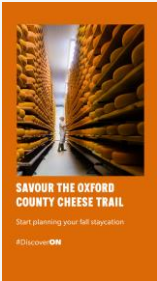
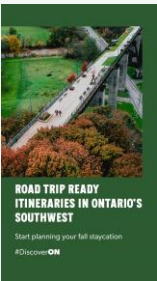
Drive awareness & overall positive impression of fall travel in Ontario



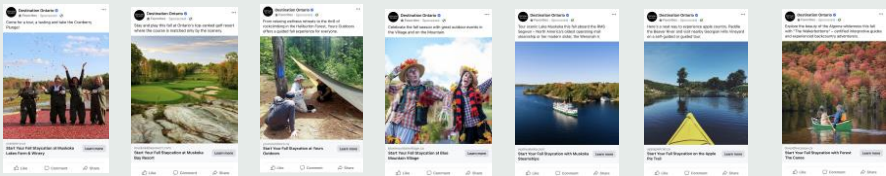
Generate pan-provincial interest in fall travel experiences



Support aligned trip planning information from industry partners



Drive consumers directly to bookable experiences





# SPRING/SUMMER

(April 25 – June 5)

**13**

Destination Partners

**955,647**

Leads to Destination  
Partners & Operators

# FALL

(August 29 – October 19)

**11**

Destination Partners

**1,298,485**

Leads to Destination  
Partners & Operators





# FALL

(August 29 – October 19)

## \$0.39

Channel mix CPC  
(cost per click)

## 86%

Click-to-Landing percentage  
(ad clicks to web sessions)





# ARTS & CULTURE SPOTLIGHT: SOUTH EASTERN ONTARIO

DESTINATION  
ONTARIO



# FEATURED CONTENT


FEATURED ARTICLES	LINK
Thousand Islands Playhouse	<a href="https://southeasternontario.ca/travel_guides/the-thousand-islands-playhouse-a-canadian-dockside-gem/">https://southeasternontario.ca/travel_guides/the-thousand-islands-playhouse-a-canadian-dockside-gem/</a>
Upper Canada Playhouse	<a href="https://southeasternontario.ca/travel_guides/upper-canada-playhouse-lights-up-on-a-fun-filled-season/">https://southeasternontario.ca/travel_guides/upper-canada-playhouse-lights-up-on-a-fun-filled-season/</a>
Brockville Arts Centre	<a href="https://southeasternontario.ca/travel_guides/brockville-arts-centre-weaving-culture-arts-and-community/">https://southeasternontario.ca/travel_guides/brockville-arts-centre-weaving-culture-arts-and-community/</a>
Artistic Side Of South Eastern Ontario	<a href="https://southeasternontario.ca/listicles/explore-the-artistic-side-of-south-eastern-ontario-at-these-top-local-theaters/">https://southeasternontario.ca/listicles/explore-the-artistic-side-of-south-eastern-ontario-at-these-top-local-theaters/</a>
FEATURED OPERATORS	LINK
Thousand Islands Playhouse	<a href="https://www.1000islandsplayhouse.com/">https://www.1000islandsplayhouse.com/</a>
Upper Canada Playhouse	<a href="https://uppercanadaplayhouse.com/">https://uppercanadaplayhouse.com/</a>
St. Lawrence Shakespeare Festival	<a href="https://www.stlawrenceshakespeare.ca/">https://www.stlawrenceshakespeare.ca/</a>
Kingston Grand Theatre	<a href="https://www.kingstongrand.ca/">https://www.kingstongrand.ca/</a>
Regent Theatre	<a href="https://www.theregenttheatre.org/">https://www.theregenttheatre.org/</a>
Brockville Arts Centre	<a href="http://brockvilleartscentre.com/">http://brockvilleartscentre.com/</a>
Festival Players	<a href="https://www.festivalplayers.ca/">https://www.festivalplayers.ca/</a>






# FEATURED ARTICLES – SOCIAL NEWSFEED ADS

Creative carried through Facebook, Instagram and Twitter newsfeed ads, plus Google Discovery.




**Destination Ontario**   
★ Favorites · Sponsored · 

If you enjoy a good arts scene, explore the artistic side of South Eastern Ontario at these 10 iconic theatres.

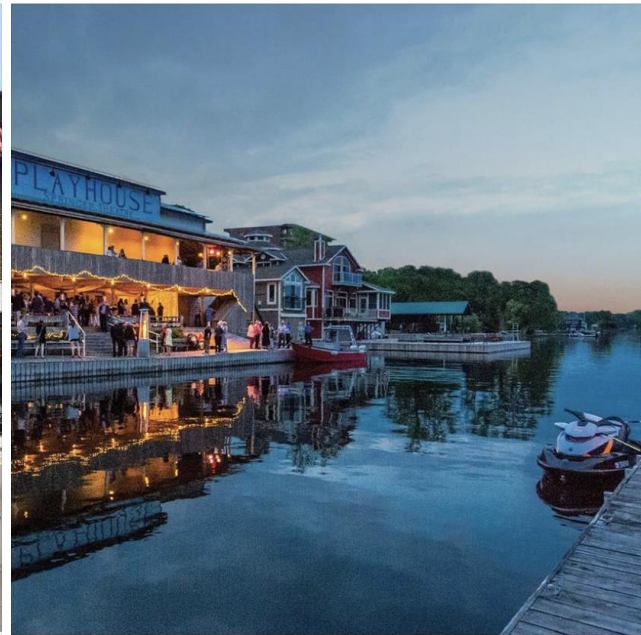


southeasternontario.ca  
**Plan Your Fall Staycation in South Eastern Ontario**

Learn more




**Destination Ontario**   
★ Favorites · Sponsored · 

Treat yourself to a special experience this fall. Visit the Thousand Islands Playhouse – a Canadian dockside gem.

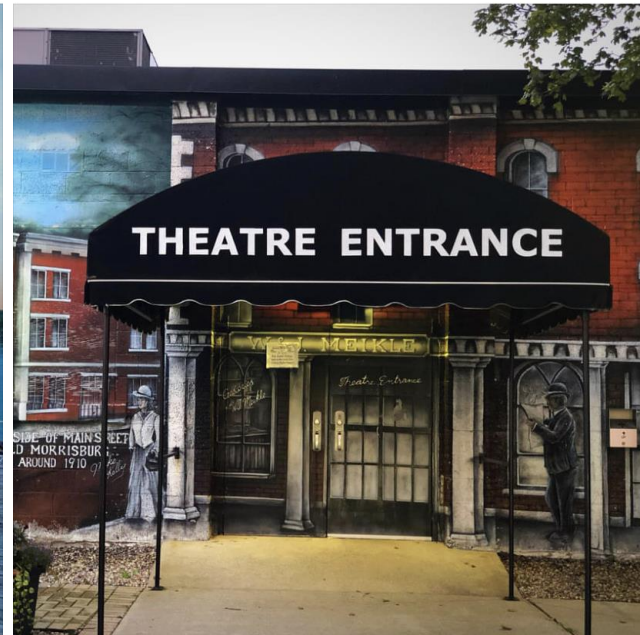


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**Destination Ontario**   
★ Favorites · Sponsored · 

The lights are up on a fun-filled fall season at the Upper Canada Playhouse.

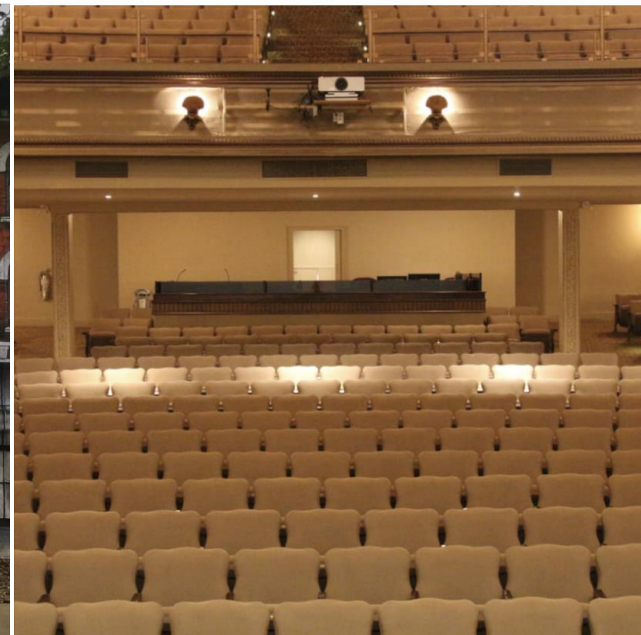


southeasternontario.ca  
**Plan Your Fall Staycation in South Eastern Ontario**

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**Destination Ontario**   
★ Favorites · Sponsored · 

Visit the beautifully restored Brockville Arts Centre for a cultural experience that celebrates the arts and community.



southeasternontario.ca  
**Plan Your Fall Staycation in South Eastern Ontario**

Learn more





# FEATURED ARTICLES – INSTAGRAM STORY ADS



## EXPLORE THE ARTISTIC SIDE OF SOUTH EASTERN ONTARIO

Start planning your fall staycation

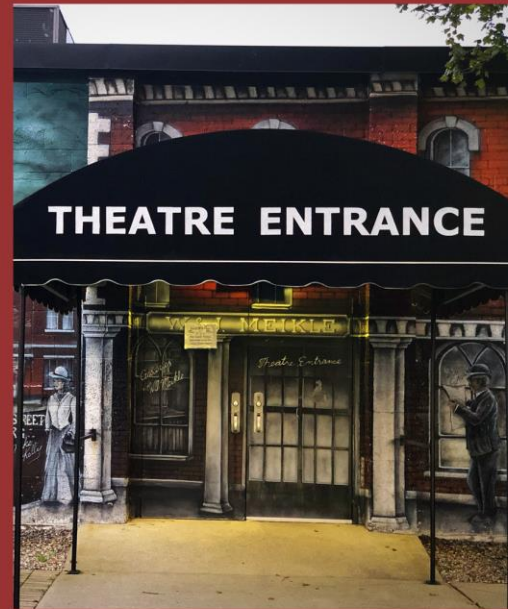
#Discover**ON**



## THE THOUSAND ISLANDS PLAYHOUSE: A CANADIAN DOCKSIDE GEM

Start planning your fall staycation

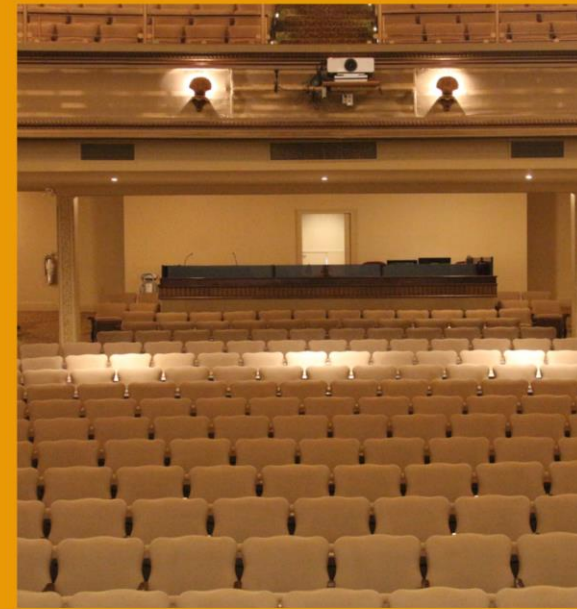
#Discover**ON**



## UPPER CANADA PLAYHOUSE: LIGHTS UP ON A FUN-FILLED SEASON

Start planning your fall staycation

#Discover**ON**



## BROCKVILLE ARTS CENTRE: WEAVING CULTURE, ARTS AND COMMUNITY

Start planning your fall staycation

#Discover**ON**



# FEATURED OPERATORS – SOCIAL NEWSFEED ADS

Creative carried through Facebook, Instagram and Twitter newsfeed ads.




**Destination Ontario**
★ Favorites · Sponsored ·

Head to Gananoque this fall for a theatre experience unlike any other, where the magic on stage is matched by the playhouse's dockside setting.




1000islandsplayhouse.com  
**Start Your Fall Staycation at the Thousand Islands Playhouse**
[Learn more](#)




**Destination Ontario**
★ Favorites · Sponsored ·

For just about every genre of live entertainment, head to Kingston's historic Grand Theatre. The fall schedule includes shows by such Canadian stars as Tom Cochrane, Loreena McKennit, Gerry Dee and more.




kingstongrand.ca  
**Start Your Fall Staycation at the Kingston Grand Theatre**
[Learn more](#)



**Destination Ontario**
★ Favorites · Sponsored ·

When visiting Prince Edward County this fall, be sure your itinerary a night at the Regent Theatre in Picton – the County's only purpose-built cinema and live performance venue.



theregenttheatre.org  
**Start Your Fall Staycation at the Regent Theatre**
[Learn more](#)



# FEATURED OPERATORS – SOCIAL NEWSFEED ADS cont'd

**Destination Ontario**


★ Favorites · Sponsored · 

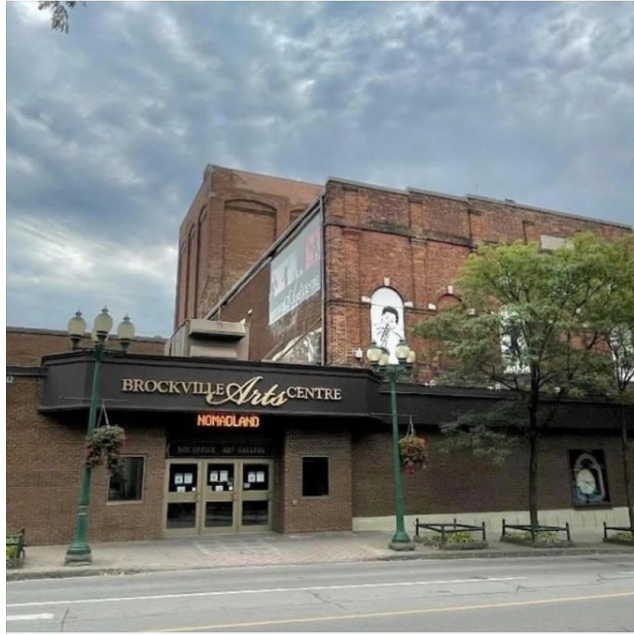
Make a date in 2023 to visit the St. Lawrence Shakespeare Festival in historic Prescott. In the meantime, visitors can take a delightful stroll through Shakespeare's Gardens along the banks of the St. Lawrence River.



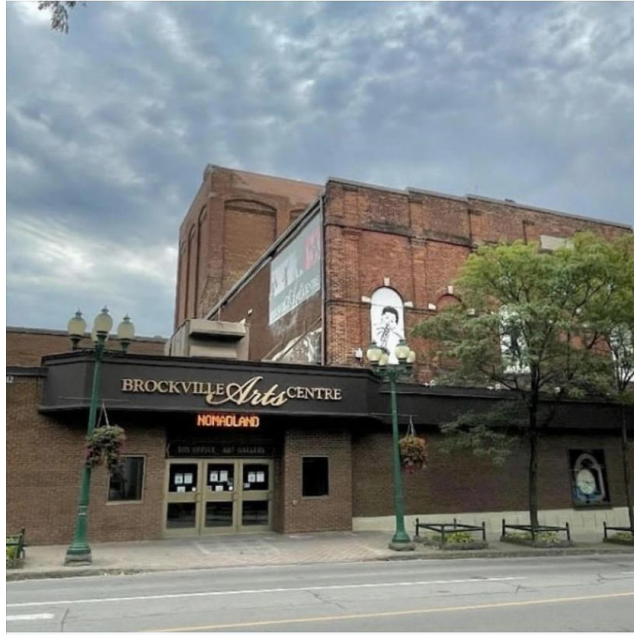
[stlawrenceshakespeare.ca](http://stlawrenceshakespeare.ca)**Start Your Fall Staycation at Shakespeare's Gardens**

Learn more

**Destination Ontario**

★ Favorites · Sponsored · 

Head to the world-famous 1000 Islands region this fall for live theatre, music and comedy in a restored, heritage theatre.



[brockvilleartscentre.com](http://brockvilleartscentre.com)**Start Your Fall Staycation at the Brockville Arts Centre**

Learn more

**Destination Ontario**

★ Favorites · Sponsored · 

Head to quaint and historic Morrisburg for a year-round playbill of live theatre and music in an intimate setting.



[uppercanadaplayhouse.com](http://uppercanadaplayhouse.com)**Start Your Fall Staycation at the Upper Canada Playhouse**

Learn more

**Destination Ontario**

★ Favorites · Sponsored · 

For more than 15 years, this small but passionate theatre company has been bringing the beautiful landscapes, towns and villages of The County to life through theatre, music, art and food.



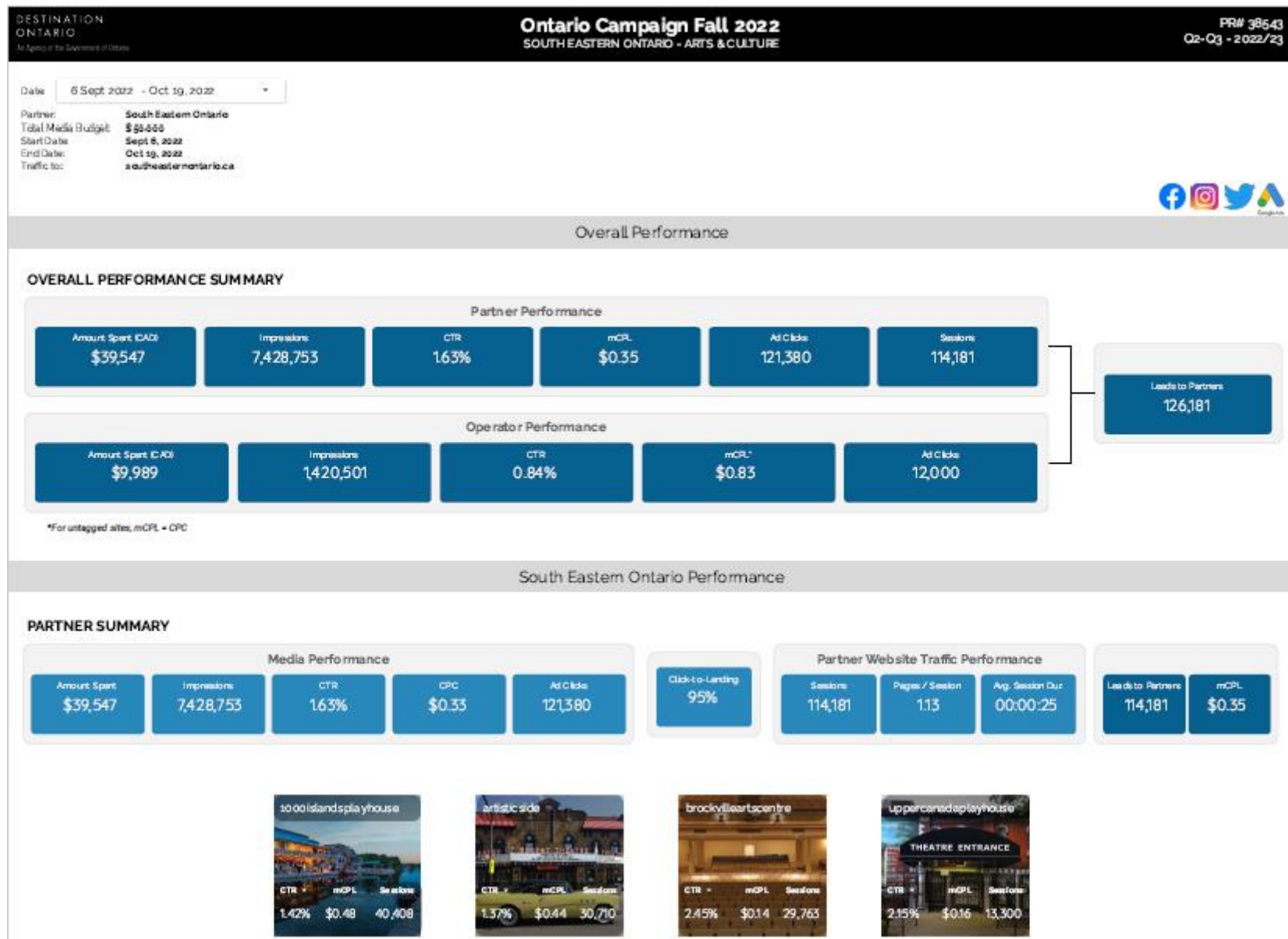
[festivalplayers.ca](http://festivalplayers.ca)**Start Your Fall Staycation with Festival Players**

Learn more





# RESULTS DASHBOARD

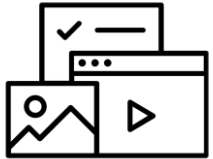




# LOOKING AHEAD



# HOW WE'LL MAKE THE SPOTLIGHT SYSTEM BETTER



## **CONTINUE TO EVOLVE THE MEDIA MIX & OPTIMIZE PERFORMANCE**

We became less reliant on social media by encouraging partners to tag their sites which in turn allowed us to introduce Google Discovery in fall. We will continue to optimize towards higher performing media, taking into account media efficiency and post-click behaviour. We will also dive deeper into audience segmentation within affinity/interest-based targeting.



## **MOBILE-FIRST MINDSET**

Mobile now accounts for over 90% of traffic generated in digital campaigns. The mobile experience must be kept top of mind in the layout of owned content and when selecting featured operators.



## **PLAN AHEAD FOR CONTENT DEVELOPMENT & 23/24 PARTNERSHIP OPPORTUNITIES**

DO to allow more time for partners to develop seasonal owned content. Winter content and featured operators due **November 25**. Aiming to present 2023/24 partnership opportunities in November, 2022.