

RT09

2023 Regional Awareness Campaigns

April 2023
Alphabet® & tartanbond

over view

2023 / 2024

Strategic Direction

RTO 9 has built strong working relationships with all ten destinations in South Eastern Ontario. Through targeted regional marketing initiatives and continued collaborative effort, RTO 9 will continue to promote each destination and encourage multi-destination travel.

RTO 9 will reach key target markets to encourage visitation and increase overnight stays through seasonal consumer marketing campaigns including paid and earned media.

Overview

- **Shift to awareness**

- RTO9 is investing in broad, awareness-generating marketing in 2023/24
- Not all destinations share the same level of awareness

- **Seasonal campaigns**

- Focus on seasonal campaigns (Spring/Summer, Fall/Winter) themed around top experiences during those times
- Align with South Eastern Ontario content calendar

- **Optimize existing assets**

- Use existing itineraries, blogs, videos, and photos to promote experiences
- Promote packages with Landsby

- **New asset development**

- Investment being made in growing photo library
- New web content development will focus on monthly round-ups of things to do

Target Audiences



Primary Audience

- Couples of all kinds across various demographics, including LGBTQ and BIPOC
- Traveling without their kids
- Mobile users
- Predominantly female
- Influenced by word of mouth



Secondary Audience

- Families looking for weekend and school break getaways

Target Markets



Primary Markets

- GTA
- Regional



Secondary Markets

- Ottawa
- Montreal

DATABASE SURVEY

Consumer Insights

Affordability

- Main barrier to travel is affordability
- New consideration for 2023
- Close to home travel is more affordable

Take a Break

- Consumers are looking for rejuvenation, relaxation and rest from the every day routine
- Our outdoor environment and small cities and villages are laid back and relaxed

Likelihood to Travel

- 90% of potential travellers are 'very likely' to travel this year
- 54% of potential travellers plan a two-night trip

Try Something New

- Consumers are looking for something different
- Focus on new reasons to visit

SEASONAL Itinerary Campaigns



SPRING/SUMMER

Wellness & Adventure

- Cruise campaign
- Beaches
- Hiking
- Paddling
- Scuba



FALL/WINTER

History & Architecture

- Village & vintage shopping
- Artisans & gift guides
- Historic inns & architecture
- Food shops & gifts

MONTHLY Culinary Content



OPERATOR SPOTLIGHTS Wineries, Cideries & Breweries

- 1-2 operators featured each month
- Travel Guide style
- Boosted by Alphabet® & Destination Ontario



RESTAURANT REELS Restaurants & Specialty Food Shops

- 1 operator featured each month
- Produced as an Instagram Reel (can also be used for TikTok)
- Opportunity to partner with a channel like BlogTO for content production

Travel Guides/Listicles

Monthly “Things to Do” Guides

- Used to highlight larger and multi-day events happening
- A mix of events and things to do that also highlight holidays (i.e. Halloween Experiences, Holiday Markets, Valentines Day date ideas, New Years Eve, etc.)



Storytelling

Destination Highlights

- Blogs, photos and short-form videos
- Giveaways
- Social media ads
- Showcasing diverse and unexpected experiences (culinary; beer/wine/cider; unique accommodations like yurts, boutique hotels, waterfront stays)

SEASONAL HIGHLIGHTS

- Spring - Frontenac County
- Summer - Bay of Quinte (Quinte West)
- Fall - 1000 Islands & Rideau Canal Waterways
- Winter - Lennox & Addington



PARTNERSHIP Destination Ontario



Cruise Campaign

Promoting 1000 Islands & waterways cruise experiences in the South Eastern Ontario region via a partnership campaign with Destination Ontario.



US Campaign

Promoting South Eastern Ontario experiences into Northeast US markets through Destination Ontario channels with a dedicated US landing page on southeasternontario.com.

Paid Media

Paid Media Selection

01

Digital - Social

Utilize our social channels for paid media by promoting content and using new photography/video assets for visuals.

- Facebook/Instagram
- Digital display ads

02

Digital - Paid Search

Bring back paid search as a channel to capture potential travellers already looking for new travel experiences in Ontario.

- Google paid search

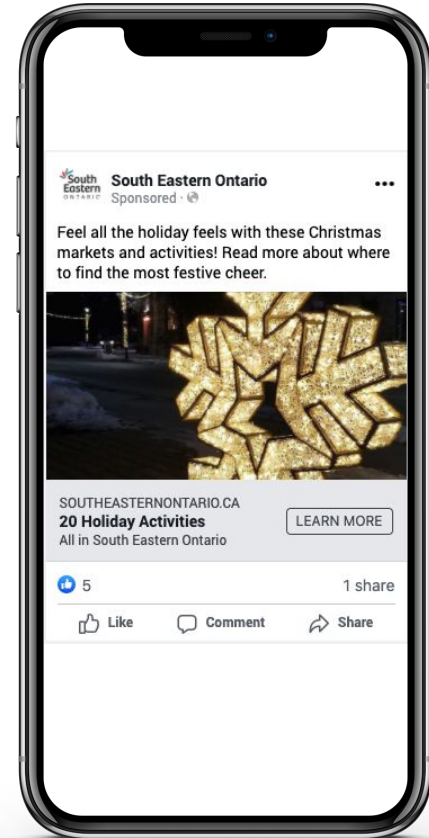
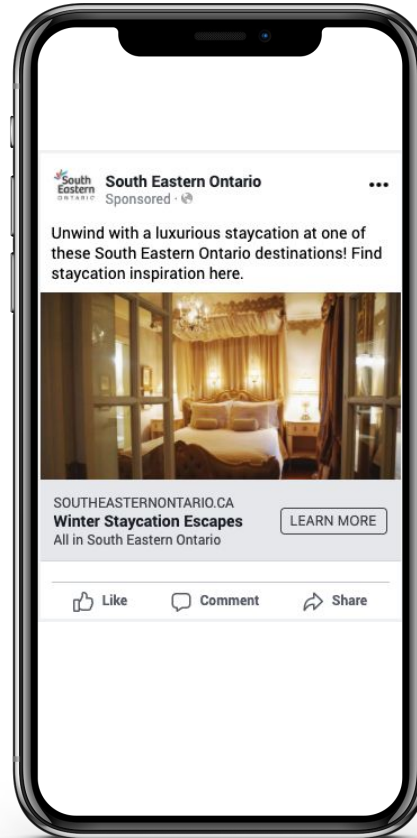
03

Media Partnerships

Use industry partnerships for additional exposure through paid content promotion & advertising on their channels.

- Culinary Tourism Alliance
- Attractions Ontario

Sponsored Content



Paid Marketing Budget

This budget covers all activities as outlined in the 2023/24 marketing plan.

Any requests made outside of this plan may require additional budget to execute.

Alphabet@ 2023/24 Plan Development Fee	\$15,000
Alphabet project management, media planning, and creative services fees for seasonal campaigns	\$90,000
Media costs for seasonal campaigns	\$135,000
Culinary Tourism Alliance (Ontario)	\$15,000
Culinary Tourism Alliance (Canada)	\$12,000
Attractions Ontario	\$15,000
Destination Ontario (additional funds for \$75K total investment)	\$15,000
Total	\$312,000 +HST

Earned Media

Storytelling Opportunities

CULINARY

**WELLNESS &
ADVENTURE**

**HISTORY &
ARCHITECTURE**

Culinary

Storytelling moments

- Highlighting the region's hidden gems - from restaurants to bakeries, breweries to wineries and cideries and beyond (leverage Lindsay's F&B blog posts)
- Place a strong focus on the agri-tourism movement in the region and the collaboration of local purveyors

Timing

Year-round (focused on summer/fall)

Outlets

BlogTO, Narcity, Curiosity, A Taste for Travel, Foodism, Globe & Mail, Postmedia, Le Devoir, Silo57, Espaces



Wellness & Adventure

Storytelling moments

- Highlighting the region's underwater museums (shipwrecks) with a focus on freshwater scuba diving - some of the best in Canada
- Dark sky viewing areas, wildlife viewing and the best hiking spots in the region (potential to tie in provincial and national parks)
- Cruising the region - sightseeing and multi-day adventures
- Landsby wellness packages and retail therapy (potential to tie in the cross-border angle)

Timing

Spring/summer & winter

Outlets

BlogTO, Narcity, Curiosity, National Post, Explore Magazine, Toronto Star, Outdoor Canada, Canadian Geographic



History & Architecture

Storytelling moments

- Charming “Hallmark” towns and historic inns
- UNESCO and National Historic Sites
- Indigenous-focused tourism and educational offerings
- Notable landmarks throughout the region

Timing

Year-round (focused on fall/winter)

Outlets

Globe & Mail, Escapism, Toronto Star, National Geographic Traveller, US-border publications, La Journal de Montreal





Thanks.
Any questions?

Marley Kirkpatrick

Alphabet@
mkirkpatrick@alphabetcreative.com

Melanie Greco

tartanbond
melanie.greco@tartanbond.com