



# **8 TIPS**

## **FOR BUILDING A BETTER TRAVEL WEBSITE EXPERIENCE**



Rock Dunder, Lyndhurst

DESTINATION  
ONTARIO

# INTRODUCTIONS WHO AM I



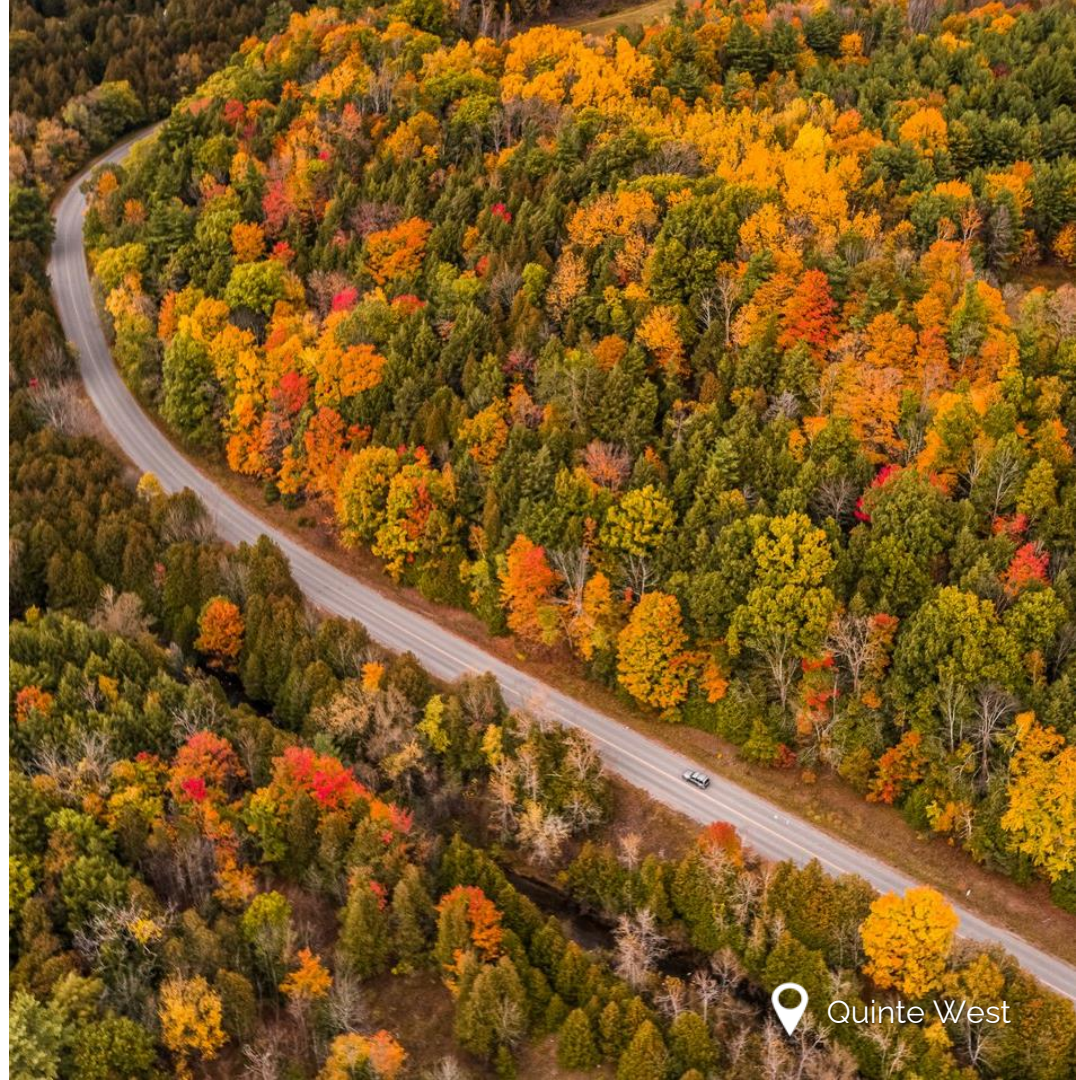
**Chantal Sweeting**

Senior Manager, Content & UX



## **AGENDA** WHERE WE'RE GOING

1. Building a strong content foundation
2. Search keywords & tools
3. Timing and seasonality
4. Performance and hygiene
5. Designing for user experience
6. Learning from others
7. Navigation and menus
8. Experimenting with AI



Quinte West

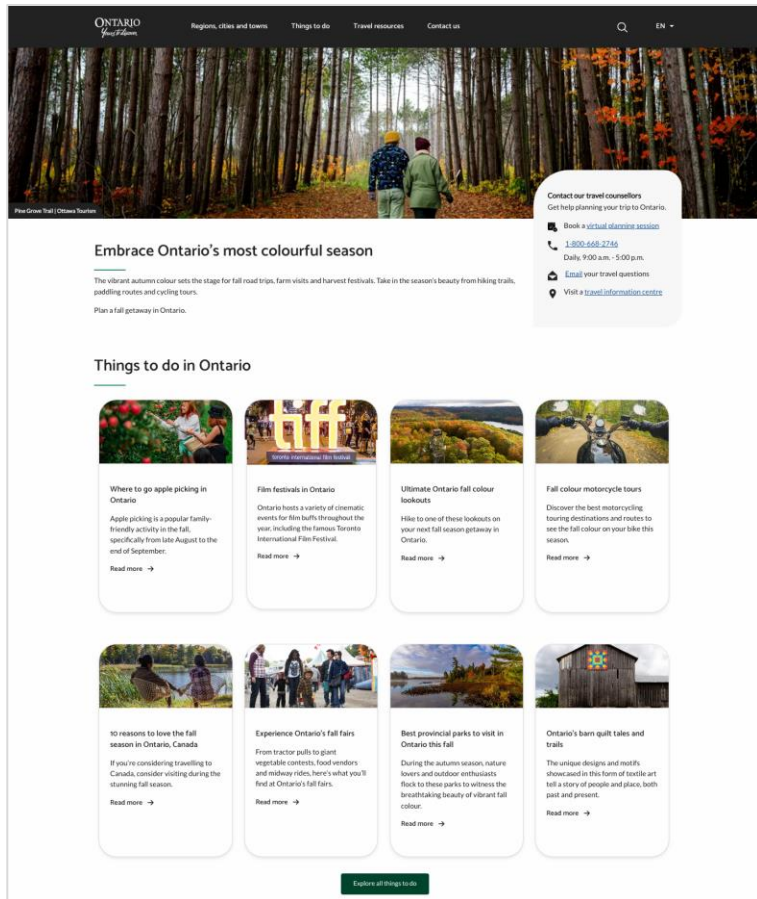


"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos, Amazon



Prince Edward County



## OUR JOURNEY HOW WE GOT HERE

The site was relaunched in early 2021. Since then, the team has been focused on:

- setting up a strong content foundation
- using data to make informed decisions
- conducting user tests to see what's working and what's not
- making iterative updates to all aspects of our website to address what we've heard and learned



A photograph of Lock 45 on the Rideau Canal, featuring a large stone lock structure with a wooden walkway and metal railings in the foreground. The water is calm, reflecting the surrounding trees. The background is filled with trees displaying vibrant autumn foliage in shades of orange, yellow, and green. The sky is overcast.

# TIP 1

Build a strong content foundation



Lock 45, Rideau Canal

2011 DESTINATION  
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# CONTENT STYLE GUIDE CREATE AN INTERNAL GUIDELINE

A content style guide is an internal reference tool to help communicate more effectively and consistently.

It should:

- identify your audience
- outline content objectives
- set brand voice and tone (personality, perspective and values)
- include content style (spelling, grammar and format)





# **AUDIENCE** KNOW WHO YOU WANT TO REACH

Identify the specific group(s) of individuals or demographics that your website aims to attract or cater to.

## **Destination Ontario example:**



<b>Target segment</b>	Families with young children
<b>Travel season</b>	Summer, less likely to travel in June or September
<b>Interest areas</b>	Science and education, attractions, theme parks, museums and heritage sites



# CONTENT TYPES CATEGORIZE BY OBJECTIVE

DO.COM PAGE	DESCRIPTION/VALUE	CONTENT TYPE	OBJECTIVE
Home	<ul style="list-style-type: none"> <li>potential campaign landing page</li> <li>changes seasonally</li> </ul>	timely	welcome message, seasonal product
Regions, cities and towns	<ul style="list-style-type: none"> <li>navigational</li> <li>geographic content</li> </ul>	evergreen	intro to geography of Ontario with map
Regions	<ul style="list-style-type: none"> <li>Recognized Ontario <a href="#">Regional Tourism Organizations</a></li> </ul>	evergreen	location-based travel information about regions
City / destination	<ul style="list-style-type: none"> <li>counties/DMOs with strong tourism websites</li> <li>selection based on SEO, pan-provincial representation and RTO input</li> </ul>	evergreen	detailed info with direct links for Ontario's larger cities and communities
Things to do category	<ul style="list-style-type: none"> <li>top level experiences: outdoor, culture, family, food, attractions and relaxation</li> <li>potential seasonal campaign landing pages</li> </ul>	short intro and cards	helps narrow the experiences and guides user to sub-category pages
Articles	<ul style="list-style-type: none"> <li>1000-2000-word focused blog-style pieces connecting visitor directly to experience and operators or providing 'how to' info</li> </ul>	long-form evergreen/timely and informational/lead gen	mix of informational and lead generating content connecting directly to tourism operators
Travel resources	<ul style="list-style-type: none"> <li>know before you go, info transportation and trip ideas</li> </ul>	mix of timely and evergreen content	provide visitors with valuable information about Ontario and planning tools in advance of travel

**INFORMATIONAL CONTENT** is "Know before you go" and "How-to" information

**LEAD GEN CONTENT** is for users to select links to our partners

# VOICE AND TONE ESTABLISH A BRAND PERSONALITY

- Brand voice remains consistent
- The tone may alter based on the situation or context
- Write in second/third person perspective

## WEB CONTENT STYLES OVERVIEW, VOICE AND RESOURCES

### OVERVIEW

- content written for DO belongs to DO in perpetuity and DO retains the right to edit
- DO.com articles do not include author byline or bio
- present content in the second or third person, not in the first person
- tone and language may vary from formal to conversational based on the type and topic of content and intended audience

### VOICE OF DO.com

- **informative and helpful:** makes trip planning easier by removing pain points
- **active and engaging:** for clarity and directness (passive voice may be necessary for formal content)
- **authentic and expert:** deliver "insider," locally-known information
- **inclusive and accessible:** use plain language and avoid jargon or slang terms (for audiences whose first language may not be English and to ensure ease of understanding and ability to translate)

### RESOURCES

[The Accessibility for Ontarians with Disabilities Act](#)

[Elements of Indigenous Style: A Guide for Writing by and about Indigenous Peoples](#)

[Ontario.ca Style Guide](#) [The Canadian Style](#) [Canadian Oxford Dictionary](#)



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# GRAMMAR, SPELLING AND LANGUAGE BE CONSISTENT AND CLEAR

## Grammar and spelling

- Standardize grammar and spelling for consistency
- Identify exceptions (U.S. spelling)

## Language

- Write for a grade 8 reading level
- Avoid lingo, jargon or slang
- Use person-first language
- Accessible CTAs ( “select” is more accessible than “click” when using an assistive device)

## WEB CONTENT STYLES SPELLING

Use Canadian spelling, except for titles or names in which US spelling is used (for example, “US Ski and Snowboard Center of Excellence”).

DO.com DOs	DON'Ts	DO.com DOs	DON'Ts
artifact	artefact	nightcrawlers	night crawlers
midway	mid-way	fire pit	firepit
carollers	carolers	BeaverTail	Beaver Tail
en suite (as adj.), ensuite (as noun)		baitfish	bait fish
cross-country skiing	cross country skiing	s'mores	smores
on-site	on site or onsite	as is	as-is
barbecue	barbeque	traveller, travelling	traveler, traveling
family-friendly	family friendly	café (unless in a name)	café
dog sledding	dog-sledding or dogsledding	décor	décor
email	e-mail	façade	façade
ice climbing	ice-climbing	MICHELIN Guide	Michelin Guide
icewine	ice wine	Métis	Metis
liveable	livable	water park	waterpark
wi-fi	WIFI/wifi		
internet	Internet	bird watching	birdwatching
year-round	year round	stand up paddle boarding	
farmers' market	farmer's market, or farmers market	MICHELIN-starred	Michelin star
snow tubing	snowtubing		
backcountry	back country		
program	programme		

# HEMINGWAY EDITOR READABILITY RATING

Identifies the readability of your content to a school grade level based on elements like weak adverbs, passive voice and complicated language.

Paragraph ▾ B I U

Menu ▾

**From charming villages to a pulsing metropolis, Ontario's communities share their stories through art, architecture, culture and cuisine**

Write Edit

**Readability**  
Grade 12  
OK. Aim for 9.

Words: 109  
Show more stats ▾

- 1 adverb, meeting the goal of 1 or fewer.
- 0 uses of passive voice. Nice work.
- 1 phrase has a simpler alternative.
- 3 of 6 sentences are hard to read.
- 2 of 6 sentences are very hard to read.

Revel in Toronto's non-stop action, attractions and globally infused cuisine, enjoy the refreshingly laid-back vibe of Ottawa, Canada's capital city and drink in the wine-soaked vistas around Niagara Falls. Feel the energy and inspiration of Ontario's majestic wilderness in Sudbury, Sault Ste. Marie, Thunder Bay and North Bay. Set the pace to leisure with down-home hospitality in rural towns brimming with local character.

However or wherever you choose to explore Ontario, you'll find a dynamic mosaic of cities and towns where one discovery leads to another.

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Write Edit

**Hemingway**  
Editor

**Readability**  
Grade 9  
Good

Words: 124  
Show More ▾

- 0 adverbs. Well done.
- 0 uses of passive voice. Nice work.
- 0 phrases have simpler alternatives.
- 1 of 7 sentences is hard to read.
- 1 of 7 sentences is very hard to read.

Spending time in nature is the ultimate therapy.

The [Trans Canada Trail](#) is the world's longest recreational trail network. It covers over 24,000 kilometres of interconnected nature trails, water routes and roadways across Canada.

In Ontario, the Trans Canada Trail connects over 150 communities across over 5,000 kilometres, from Minaki, north of Kenora on the Manitoba border in the west, to the [Capital Pathway](#) crossing from Ottawa into Quebec.

Fun fact: Four out of five Canadians live within 30 minutes of a Trans Canada Trail! [Check the map](#) for all the local trails that make up this trail in Ontario and find the ones that are closest to you.

Here are five ways to experience The Trans Canada Trail in Ontario.



# GRAMMARLY SPELLING AND GRAMMAR

## Ultimate Ontario fall colour lookouts

If you need a little incentive to embark on a hike, Ontario's fall season delivers just that.

From climbing old fire towers to hiking rocky mountain cliffs, you'll be rewarded with breathtaking views lit up by a colourful medley of greens, ambers, golds and reds at these lookout spots.

For your safety and to preserve sensitive landscapes, follow signage and **instruccions** on all trails, boardwalks and lookouts and check weather conditions before d

Hike to one of these lookouts on on your next fall season getaway in On

Correct your spelling

**instructions**

 Add to dictionary

 Dismiss

 See more in Grammarly

# EEAT GOOGLE SEARCH QUALITY GUIDELINES

## **E** EXPERIENCE



How much does the creator have first-hand experience in the area being covered?

## **E** EXPERTISE



How much does the creator have expertise, skill, or knowledge of the subject?

## **A** AUTHORITATIVENESS



What are the reputations of the author and website like? Are they reputable?

## **T** TRUSTWORTHINESS



How accurate, honest, safe and reliable is the page?





## TIP 2

Write for what's being searched



Kingston

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# SEO SEARCH ENGINE OPTIMIZATION

The process of adapting your website and content to improve web page ranking and visibility in search engine results pages (SERPs).

## On-Page SEO

Site content  
Title tag & meta tag optimization  
H tag optimization  
Internal linking  
Image optimization  
& more

**On-Page SEO** | Activities on **your website** that help search engines to better understand and rank your content.

## Off-Page SEO

Link building  
Content marketing  
Social media  
Podcasts  
Reviews  
& more

**Off-Page SEO** | Activities on **another site** or platform.

## Technical SEO

Site speed  
Structured data  
Canonicalization  
XML Sitemap  
Hreflang  
& more

**Technical SEO** | Activities on **your website** that directly impact the indexing and crawling of your site by search engines.

# KEYWORDS WHAT PEOPLE SEARCH

**Keywords** are words, phrases or questions people enter in search engines like Google to find relevant content.

- increase ranking and visibility in SERP
- reduce the risk of content cannibalization
- create content around search intent

Start with **seed keywords** (the words and ideas that define what your content is about) to unlock more.

**Keyword clustering** is grouping related keywords and search terms similar to primary keywords, including synonyms and long-tail variations.





# KEYWORD RESEARCH START WITH GOOGLE SEARCH



*Tip:* Do your keyword search incognito or turn off personalization to avoid keywords that are tied to your destination or interests.

The screenshot shows a Google search interface. The search bar contains the text "best fall colours ont". Below the search bar, a list of suggested search queries is displayed, including "best fall colours ontario", "best fall colours in ontario 2023", "best fall colour drives ontario", "best fall colors in ontario 2023", "best trails for fall colours ontario", "best time for fall colours ontario", "best fall colors in ontario map", "fall colours ontario best time map", "fall colours ontario best time 2023", and "best ontario parks for fall colours". To the right of the search bar, a "People also ask" section is visible, containing four questions: "Where is the best fall foliage in Ontario?", "Where is the best place to go for fall colors?", "When can you see fall colors in Ontario?", and "What are the fall colors in Lake Huron?". Each question has a dropdown arrow to its right. At the bottom of the search bar, there are two buttons: "Google Search" and "I'm Feeling Lucky". Below the search bar, there is a link that says "Report inappropriate predictions".

best fall colours ont

best fall colours ontario

best fall colours in ontario 2023

best fall colour drives ontario

best fall colors in ontario 2023

best trails for fall colours ontario

best time for fall colours ontario

best fall colors in ontario map

fall colours ontario best time map

fall colours ontario best time 2023

best ontario parks for fall colours

Google Search I'm Feeling Lucky

Report inappropriate predictions

People also ask :

Where is the best fall foliage in Ontario?

Where is the best place to go for fall colors?

When can you see fall colors in Ontario?

What are the fall colors in Lake Huron?

Feedback

**ZERO-CLICK CONTENT** users get the information they are looking for directly on SERP.

# KEYWORD RESEARCH TOOL SEMRUSH

Find data on keyword **search volume**, **competition** and **trends**.

**SEMRush Keyword Magic Tool** allows 10 search requests for free per day.

### Keyword Magic Tool: fall colour ontario

Database: Canada Currency: CAD

All Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages Beta

AI-powered

Volume KD % Intent CPC (CAD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords	438
> report	70
> best	64
> 2019	40
> park	38
> se	25
> 2020	23
> 2021	23
> 2018	20
> drive	19
> map	19
> peak	19

Group "best": 64 Total volume: 1,060 Average KD: 32%

[+ Add to keyword list](#) [Update](#) 0/1,000

<input type="checkbox"/> Keyword	Intent	Volume	KD %	CPC (CAD)	SF	Updated
<input type="checkbox"/> <a href="#">best fall colours in ontario</a>	C	170	27	0.00	6	2 weeks
<input type="checkbox"/> <a href="#">best places to see fall colours in ontario</a>	C	140	28	0.00	6	4 weeks
<input type="checkbox"/> <a href="#">fall colours ontario best time</a>	C	140	41	0.00	5	4 weeks
<input type="checkbox"/> <a href="#">best place to see fall colours in ontario</a>	C	90	26	0.00	6	3 weeks
<input type="checkbox"/> <a href="#">best time for fall colours in ontario</a>	C	70	40	0.00	5	4 weeks
<input type="checkbox"/> <a href="#">best time to see fall colours in ontario</a>	C	70	33	0.00	6	3 weeks
<input type="checkbox"/> <a href="#">best fall colours ontario</a>	n/a	30	n/a	0.62		For metrics, refresh
<input type="checkbox"/> <a href="#">best ontario parks for fall colours</a>	n/a	30	n/a	0.00		For metrics, refresh
<input type="checkbox"/> <a href="#">best places in ontario for fall colours</a>	n/a	30	n/a	0.00		For metrics, refresh
<input type="checkbox"/> <a href="#">when are the fall colours best in ontario</a>	n/a	30	n/a	0.00		For metrics, refresh
<input type="checkbox"/> <a href="#">best ontario provincial parks for fall</a>	n/a	20	n/a	0.00		For metrics, refresh



## **KEYWORDS** WHERE AND HOW TO USE THEM

Where to use keywords	Tips
Title	Use high-volume, short tail keywords
Intro sentence	Incorporate keywords naturally
Meta description and title tag	Use high-volume keywords, limit description to under 160 characters so they don't get cut off
Headings and sub-headings	Use long-tail intent-based keywords
Within content	Include keywords and synonyms naturally, avoid keyword stuffing
Image and alt text	Name images with keywords, and use appropriately in image caption and alt text, limit to 140 characters
Link text	Use keywords as external links



A close-up photograph of a hand reaching into a tree to pick a ripe red apple. The tree has green leaves with some autumnal tints. The background is blurred, showing more foliage.

## TIP 3

Plan for when it's being searched



Greater Napanee

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# CONTENT CALENDAR

## SCHEDULE CONTENT BY SEARCH ACTIVITY

Identify date-specific and evergreen content on your site.

Consider structuring your editorial calendar by **season and type of tourism experience**. Also, identify content that supports marketing initiatives.

**Publish dates should be informed by search trends** and build in flexibility for new trend-worthy content.

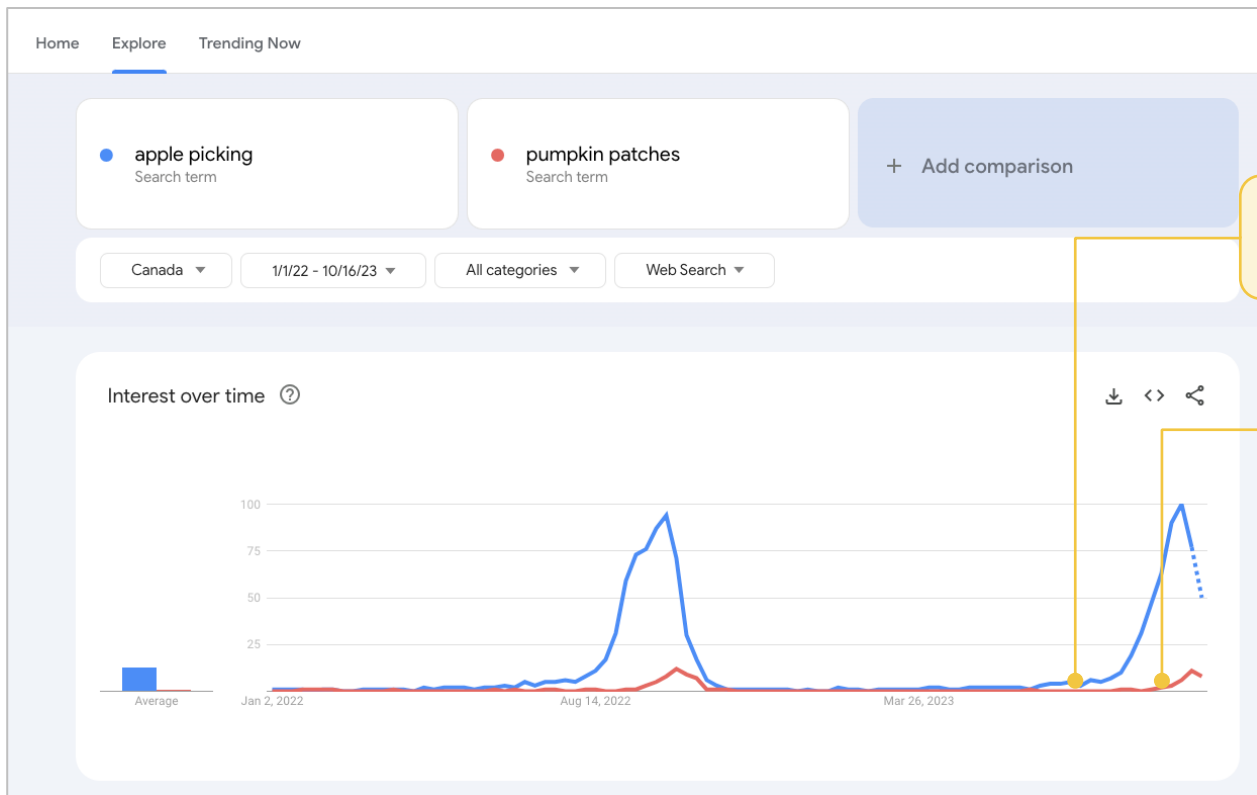
Tools and resources

- Excel or Google spreadsheet
- Jira, Trello or Asana
- Google Trends

Season	Site Update
Fall	August 26, 2024
Holiday	November 12, 2024
Winter	January 2, 2025
Spring	March 17, 2025
Summer	June 2, 2025

*\*These dates represent our full seasonal site refresh.*

# DATA-INFORMED PLANNING BE ONLINE IN TIME FOR INCREASING DEMAND



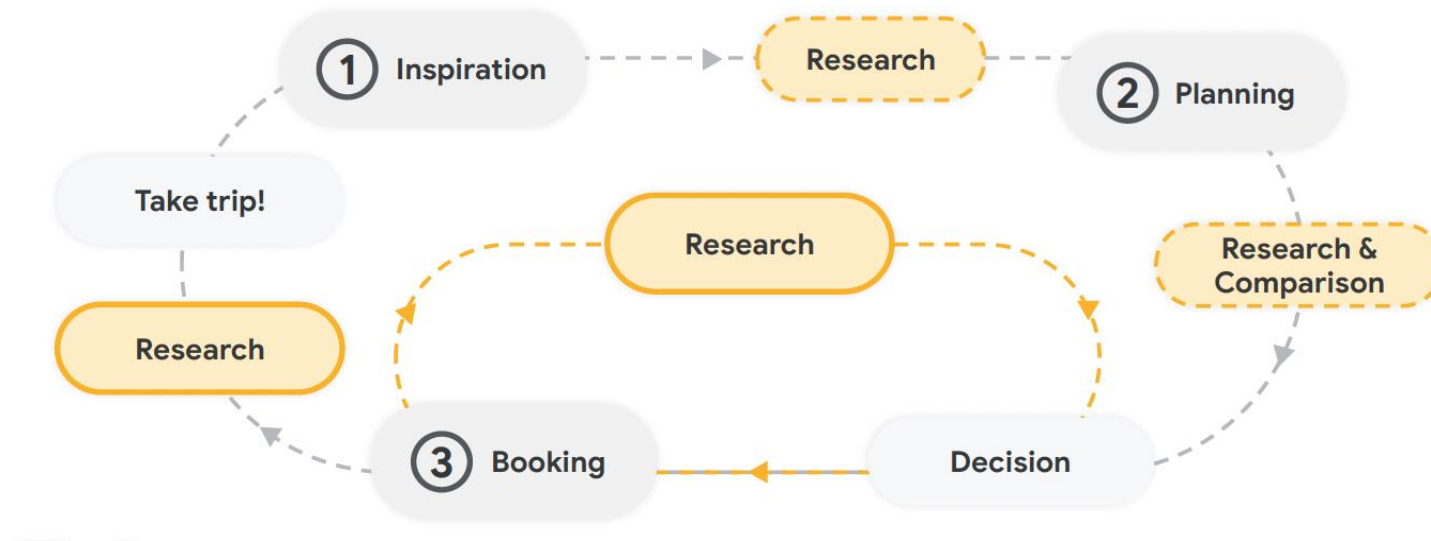
Search for apple picking starts as early as June

Search for pumpkin patches starts in early September



# TRAVEL PLANNING RESEARCH HAPPENS ALONG THE WAY

Customer research happens throughout the journey, even after booking!





# TIP 4

## Schedule performance and hygiene reviews

# CONTENT ANALYSIS OBJECTIVES AND FREQUENCY

Understand your content objectives and set key performing indicators (KPI)

- What purpose is the website achieving?
- What do you want your users to do?
- How does it tie to your business goals?

## Key performance indicators (KPIs) for destinationontario.com

Search ranking	Position of keywords in search engine results page
Lead generation	Increase the number of links to partner websites from our site
Visits to page	Increase organic visits to the pages on DO.com



# **CONTENT ANALYSIS** GOOGLE ANALYTICS

**Audience behaviour data – Track the activity of visitors on your website with Google Analytics**

- Page views
- Page clicks
- Source of traffic (organic, referral, direct, social channels, etc)



**"What gets measured, gets improved."  
Peter Drucker, author and business management guru**

# OUTCOME OF ANALYSIS DECISION-MAKING PROCESS

Each season our team reviews our content and determines if it requires one of the following:

## REFRESH

The content is performing well.

Dates and links should be checked and updated.

As part of regular hygiene, review copy, check keywords, fix broken links and factcheck.

## REPURPOSE

The content is low-performing.  
Determine if it needs to be:

**rewritten  
reformatted or  
revised**

Incorporate new information,  
more/different SEO keywords,  
updated formatting or images, etc

## REMOVE/RETIRE

The content is outdated and/or  
poor-performing.

**Unpublish and archive** old and  
poor performing content that is  
no longer adding value.

# REFRESH UPDATING DATES

Outdated and poor-performing content negatively impacts your site's authority and SEO.

Keep your content timely by updating it regularly with the most up-to-date links, dates and information.

**Remember EEAT:** provide answers to search questions align the objective of your content to the user's intent.



Destination Ontario

<https://www.destinationontario.com/en-ca/articles/ex...>

## Experience Ontario's fall fairs 2024

From tractor pulls to giant vegetable contests, food vendors and midway rides, here's what you'll find at Ontario's **fall fairs**.



To Do Canada

<https://www.todocanada.ca/fall-fairs-around-greater-tor...>

## 2024 Fall Fairs in and Around Greater Toronto Area

3 days ago — The Beeton **Fall Fair** provides a **great** weekend of family fun with exhibits, demonstrations, competitions and rides that is sure to provide **great** ...



To Do Ontario

<https://todoontario.com/ontario-fall-fairs>

## Ontario Fall Fairs & Fall Harvest Festivals

Where are the **best fall fairs** in the Ontario this weekend? Read the list below and find a **fall fair** or **fall festival** near you. Featured Ontario **Fall Festivals**.



Streets Of Toronto

<https://streetsoftoronto.com/Blog>

## Top 10 fall fairs and festivals worth a weekend road trip

Sep 2, 2023 — ... **go**. Stratford **Fall Fair**. From Sept. 21-24 you can take a two-hour road trip to the town of Stratford for one of the most popular Ontario **fairs**.



Toronto.com

<https://www.toronto.com/things-to-do/explore-the-bes...>

## Here are the best fall fairs to check out around Ontario

Explore the **best** of October **fall fairs** and festivals across Caledonia, Markham, Woodbridge, Erin, Burlington and more



blogTO

<https://www.blogto.com/travel/2023/08/fall-fairs-n...>

## 5 fall fairs near Toronto

Aug 31, 2023 — The annual Woodbridge **Fall Fair** is held every year over Thanksgiving weekend, and this year from October 7 - 9 will be its 176th anniversary.



## TIP 5

Consider how your content  
is being consumed



Cornwall

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## DEVICE USAGE LOOK AT YOUR SITE ANALYTICS



# Over 70%

of our site's visitors are accessing content on their mobile devices.

# Over 90%

of visitors from paid campaigns are on mobile!

It's important to reminder  
**we're not our users.**

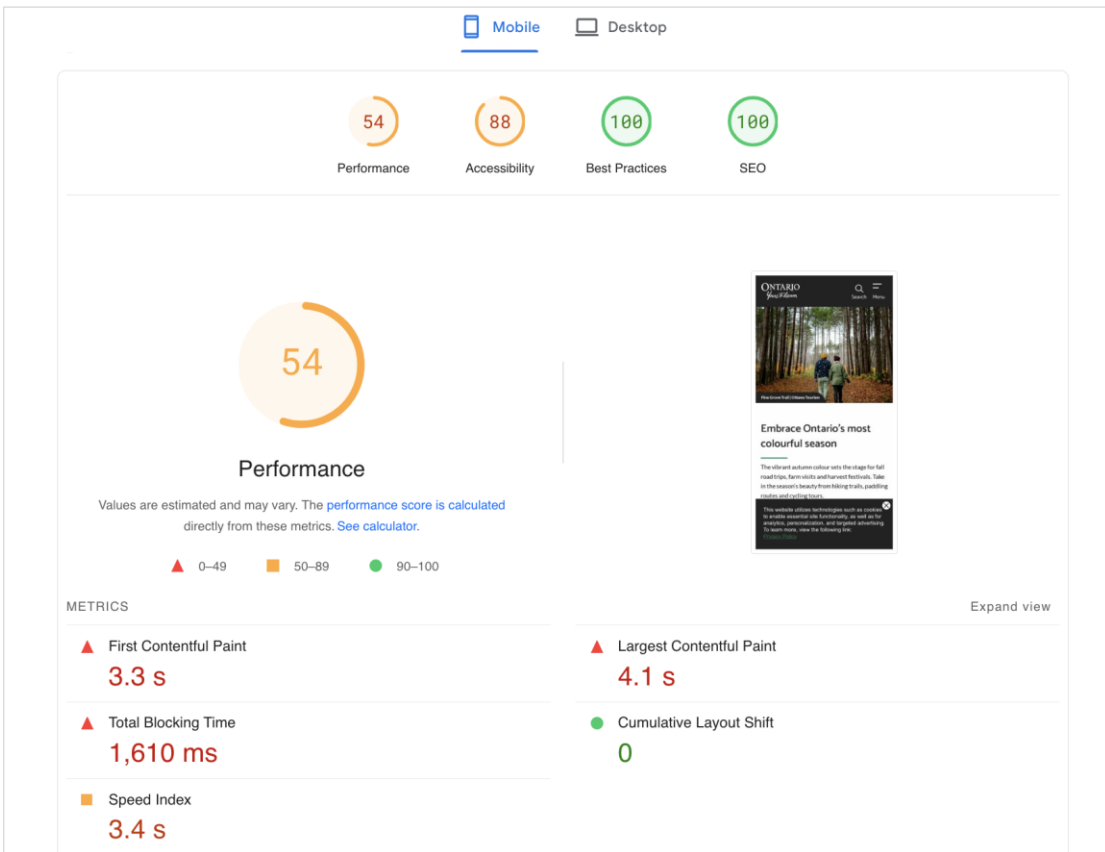
# SITE PERFORMANCE MEASURE AND IMPROVE

Check your site's performance, diagnose potential issues and identify opportunities to improve.

- Load times
- Accessibility
- Technical SEO

## Tools and resources

**Google PageSpeed Insights** analyzes the page speed of a website on mobile and desktop devices.

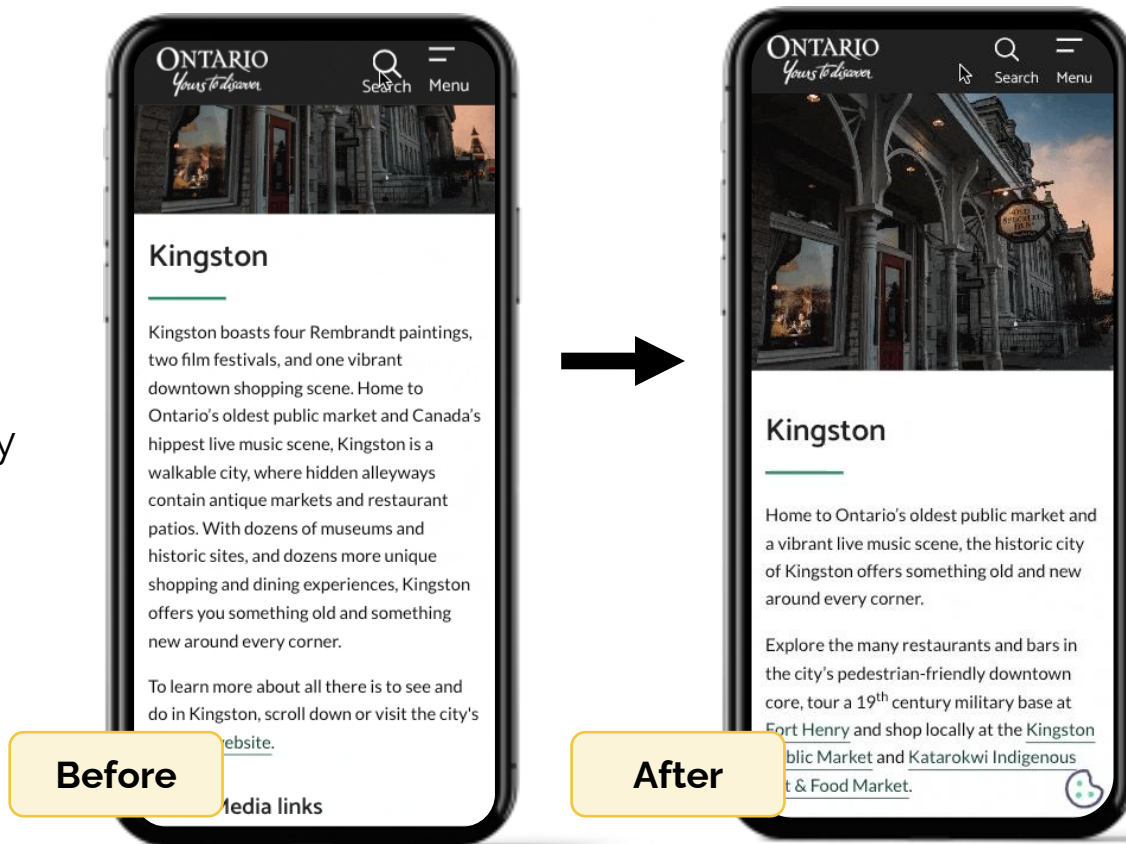


# DESIGN FOR SMALL SCREENS

## SCANNABLE AND EASY TO READ

**Reduce content density**  
without losing value.

- Keep designs simple, reduce clutter and optimize content for scanning.
- Apply a visual hierarchy (H1s, H2s, H3s) for improved readability.







## TIP 6

Learn from others  
and copy with pride



Batawa

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## BE PREDICTABLE USER EXPERIENCE BEST PRACTISE

### Jakob's Law

"Users spend most of their time on other sites.  
This means that users **prefer your site to work the same way as all the other sites** they already know."

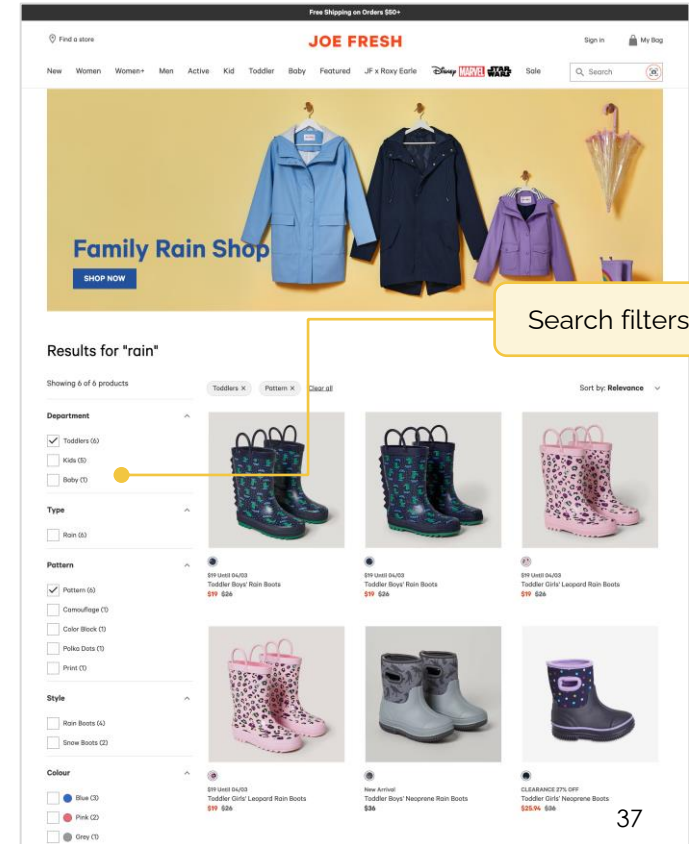
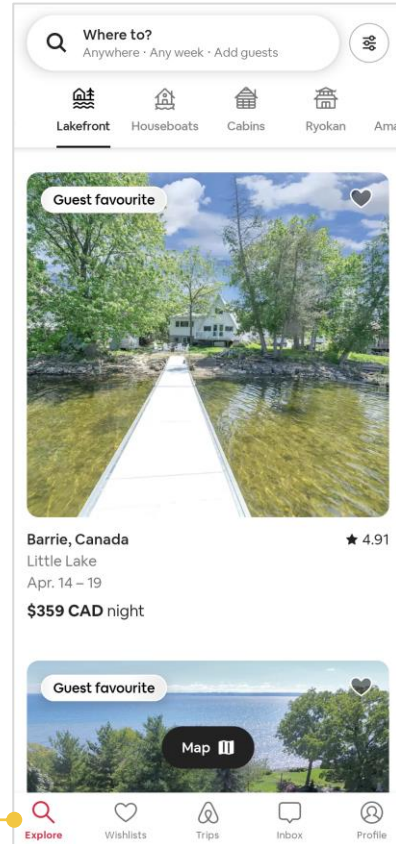


# CONDUCT AN ENVIRONMENTAL SCAN WHO IS INVESTING IN UX

Analyze the **design components** of websites in and outside of your industry.

- Select company websites that have invested large amounts of time and money into user experience research and testing (retail/banking)
- Look at both their desktop and mobile versions
- Determine which features could improve or enhance your user experience

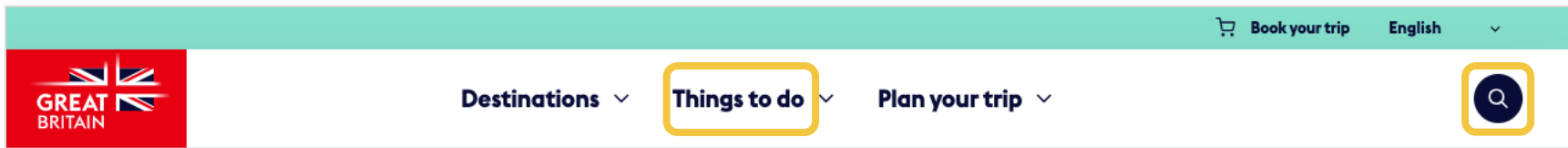
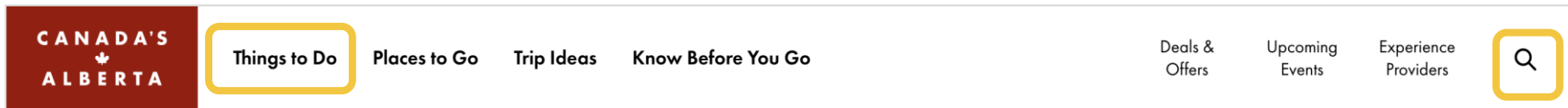
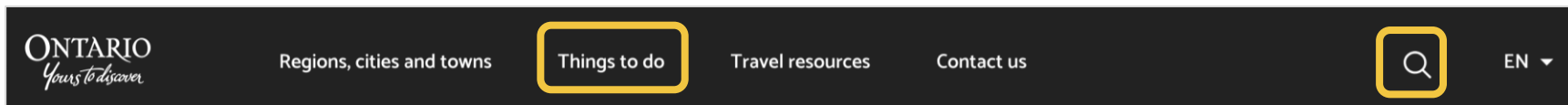
Bottom navigation on mobile



# TRAVEL WEBSITES

Identify commonalities in the navigational naming conventions, positioning and iconography.

Align with consumer expectations.







# TIP 7

## Make navigation and menus easy

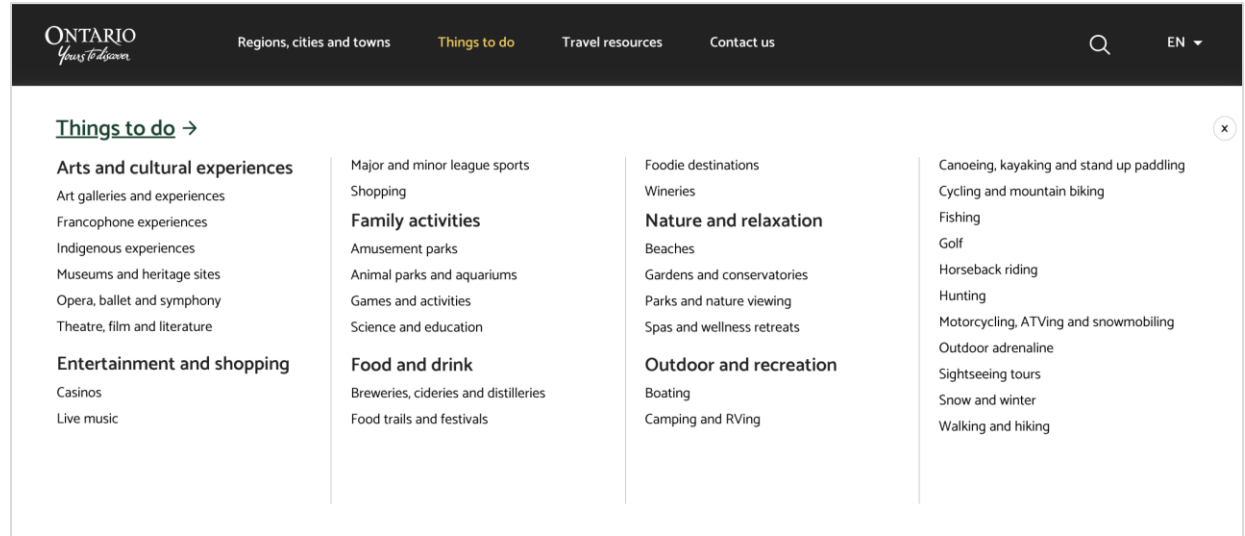


1000 Islands

DESTINATION  
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# NAVIGATION AND NAMING MAKE IT EASY AND INTUITIVE

Websites are self-guided experiences. Consumers should be able to find what they're looking for, where they expect to find it.



## No menu versus mega menu

Task completion rates have increased by **up to 60%** since the addition of a mega menu.



A close-up, low-angle shot of a brown hiking boot with black accents and laces, stepping onto a forest floor. The boot is kicking up a cloud of brown dust or dirt, which is illuminated by sunlight filtering through the trees in the background. The scene is set in a lush, green forest with mossy ground and ferns.



# **TIP 8**







## Experiment with AI



Image created by DALL-E

**DESTINATION  
ONTARIO**

# EXPERIMENT WITH AI HOW TO WRITE A PROMPT WITH DAVE BIRSS

  What do you want to learn today?

 Home  My Learning  Notifications  Me  EN 

 Contents 

How to Research and Write Using Generative AI Tools

How to write an effective prompt for AI

7,270 132,233 + ↻

4,269 active

Introduction


- Meet your AI creative collaborator  
1m 26s

1. Overview of Working with AI

- How to work with AI  
4m 4s
- ☒ How to write an effective prompt for AI  
5m 8s
- How to work with the responses from a generative AI chatbot  
2m 30s

2. Using AI to Improve Your Research

- Using AI to summarize complex information  
6m 24s
- Using AI to view things from multiple perspectives  
5m 12s
- Using AI to get advice from the best experts  
5m 35s



## Lesson 2:

# How to write an effective prompt for ChatGPT

0:02 / 5:08

LinkedIn Learning 1x

CC ⚙️ 🔊

Source: Dave Birss, How to Research and Write Using Generative AI Tools, LinkedIn Learning



# BRAINSTORM CONTENT IDEAS

## AI Prompt

*I am writing an article about things to do in Ontario over the fall. I'd like the content to be targeted to couples who have never travelled to the province before.*

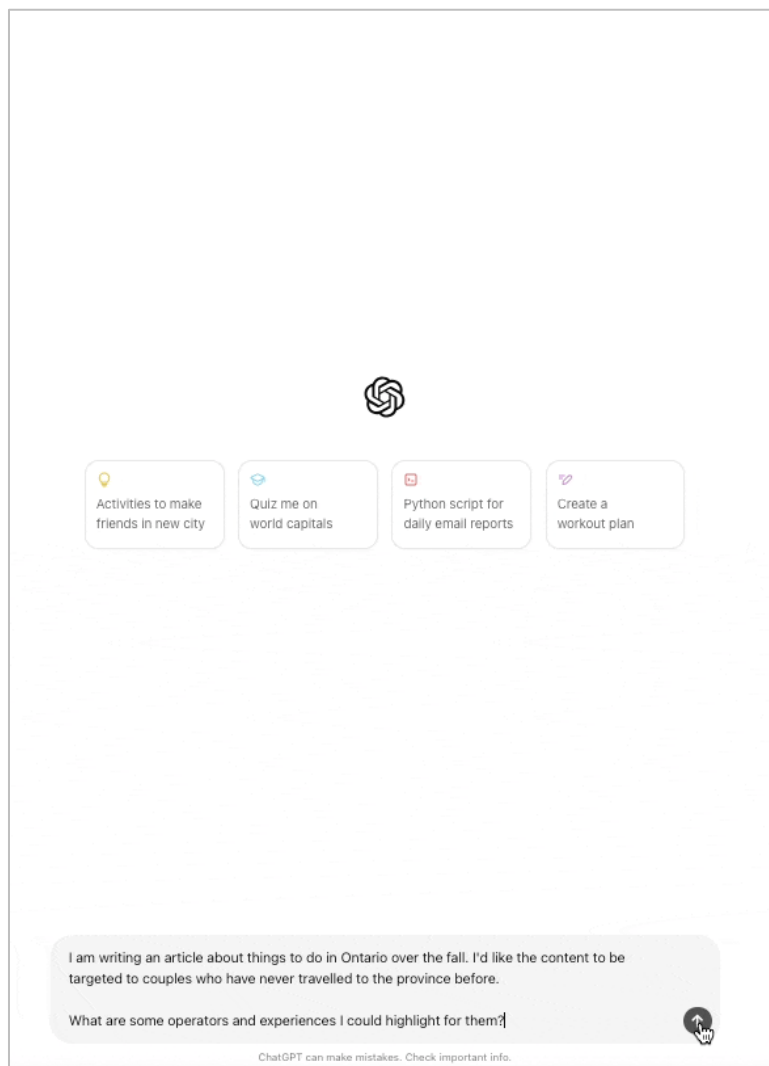
*What are some operators and experiences I could highlight for them?*

### Tools and resources

ChatGPT (free and paid available)

Google Gemini (free and paid available)

Poe (free and paid available)



# DEVELOP CONTENT FIRST DRAFTS AND ALTERNATIVES

Provide 10 possible titles that I could use for this article based on the recommended experiences. Ensure that the titles include SEO keywords.

Certainly! Here are ten SEO-friendly titles for your article:

1. "Top 10 Fall Getaways in Ontario for Couples: Discover Scenic Drives, Wineries, and More"
2. "Experience the Best of Ontario in Fall: Romantic Adventures and Scenic Spots for Couples"
3. "Explore Ontario's Fall Foliage: Romantic Escapes and Must-See Attractions for Couples"
4. "Ultimate Guide to Fall in Ontario: Romantic Destinations, Wine Tours, and Outdoor Adventures"
5. "Couples' Guide to Ontario in Autumn: Scenic Drives, Historic Sites, and Culinary Delights"
6. "Discover Ontario's Fall Charm: Top Romantic Experiences and Scenic Drives for Couples"
7. "Romantic Fall Escapes in Ontario: Wine Tours, Historic Sites, and Stunning Landscapes"
8. "10 Must-Do Fall Activities in Ontario for Couples: Wine Tasting, Scenic Drives, and More"
9. "Ontario's Fall Favorites for Couples: From Scenic Drives to Wine Tours and Outdoor Adventures"
10. "Explore the Beauty of Ontario in Fall: Romantic Getaways and Top Experiences for Couples"

Can you please provide a short introductory paragraph that I can use for my article? It should be 2-3 sentences.



Absolutely! Here's a short introduction for your article:

---

Fall in Ontario offers a captivating blend of vibrant foliage, charming towns, and unforgettable experiences, making it the perfect time for couples to explore the province. From scenic drives through colorful landscapes to romantic wine tours and historic getaways, Ontario's autumnal charm promises an enchanting adventure for first-time visitors.

Sure! Here's a revised introduction with a call to action:

---

Fall in Ontario offers a captivating blend of vibrant foliage, charming towns, and unforgettable experiences, making it the perfect time for couples to explore the province. From scenic drives through colorful landscapes to romantic wine tours and historic getaways, Ontario's autumnal charm awaits you. Pack your bags, hit the road, and discover the magic of Ontario this fall!

# CREATE ITINERARIES

## CUSTOMIZED EXPERIENCES

Build a prompt based on:

- who is travelling
- where they're going
- number of days/nights
- season of travel
- activities of interest
- and budget

Fact check and enhance the initial outline with your travel expertise.

### Important reminder

Always fact-check your AI content and consider a **disclaimer for transparency**.



A millennial couple is travelling to Prince Edward County in the fall for 3-4 nights. They will be renting a car and driving from Toronto. Their budget is \$800-1200.

Provide itinerary suggestions including how to get there, where they can stay and experiences they would enjoy, like wineries, shopping, food and entertainment.

< 2/2 >

Memory updated

For a delightful fall getaway to Prince Edward County, here's a curated itinerary that combines natural beauty with local flavors and experiences:

#### Day 1: Arrival and Exploration

- **Travel from Toronto:** Start your journey early morning from Toronto. The drive is approximately 2.5 hours via ON-401 E and Loyalist Pkwy/ON-33 E. This route offers a scenic view of Lake Ontario.
- **Check-in:** Book a cozy stay at *The June Motel*, known for its chic, Instagram-worthy and friendly atmosphere, perfect for a young couple. Alternatively, *Angeline's* in Bloomfield offers a charming and historic setting.
- **Lunch:** Grab a bite at *The Agrarian Bistro* in Bloomfield, featuring locally sourced ingredients and a delightful menu.
- **Afternoon at Sandbanks:** Spend your afternoon at Sandbanks Provincial Park. Enjoy a leisurely walk on the beach or a short hike to appreciate the stunning fall colors.
- **Dinner:** Head to *Flame + Smith* in Bloomfield, where wood-fired cooking meets a rustic and warm setting.

#### Day 2: Wineries and More

- **Breakfast:** Start with breakfast at *The Vic Cafe* in Picton, offering a vibrant atmosphere and hearty meals.
- **Wineries Tour:** Explore some of the renowned wineries. Start at *Hinterland Winery*, one of the best Canadian sparkling wines. Next, visit *Traynor Vineyard* to taste award-winning varietals and end at *Closson Chase* for exquisite Chardonnay and Pinot Noir.
- **Lunch:** Enjoy a relaxing lunch at the *County Cider Company*, where you can savor locally famed apple ciders with a view of the orchards.
- **Shopping in Bloomfield:** Spend the afternoon browsing through local shops like *Kokito* for unique Canadian crafts and *Green Gable* for home goods and *Its and Greetings* for local souvenirs.

#### Day 3: Leisure and Local Culture

- **Breakfast:** At *The Lighthouse Restaurant* in Picton, known for its waterfront views and delicious breakfast.
- **Wellington Farmers' Market:** Visit the market for local produce and artisan goods. Check their schedule as it varies.
- **Lunch:** Grab a quick bite at a local cafe.
- **Lake on the Mountain:** Visit this mysterious natural wonder that offers breathtaking views of the County and the Bay of Quinte. Perfect for enjoying the fall scenery.
- **Dinner and Entertainment:** For your last evening, try *The Drake Devonshire* in Wellington for a modern culinary experience with live entertainment, depending on the night.

#### Day 4: Departure

- **Breakfast and Check-out:** Enjoy a leisurely breakfast at your hotel or a local bakery before heading back to Toronto.

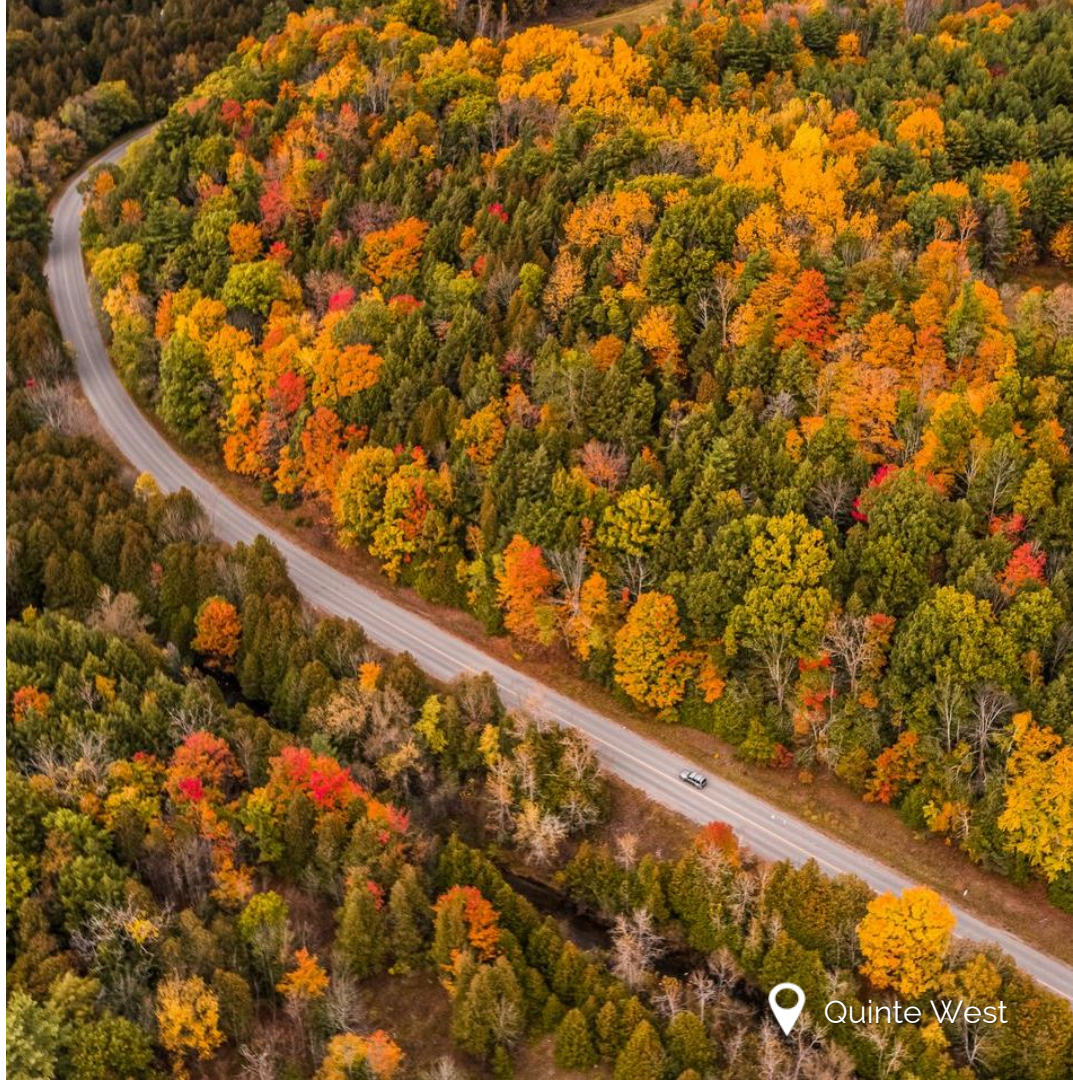
#### Budget Breakdown (Estimate for 3 Nights):

- **Accommodation:** \$400-\$600
- **Meals and Drinks:** \$300-\$400
- **Activities and Entrances:** \$100-\$200
- **Transport (Gas, Parking):** \$50-\$100
- **Miscellaneous:** \$50-\$100

This itinerary balances relaxation with exploration, offering a taste of everything Prince Edward County has to offer, all within your budget and time constraints. Enjoy your trip!

## 8 TIPS WE'VE ARRIVED

1. Building a strong content foundation
2. Search keywords & tools
3. Timing and seasonality
4. Performance and hygiene
5. Designing for user experience
6. Learning from others
7. Navigation and menus
8. Experimenting with AI



Quinte West



A large field of bright yellow sunflowers stretches towards the horizon. In the background, a blurred industrial landscape with smokestacks and buildings is visible under a cloudy sky. The foreground features a large, detailed sunflower head.

# WORK WITH US



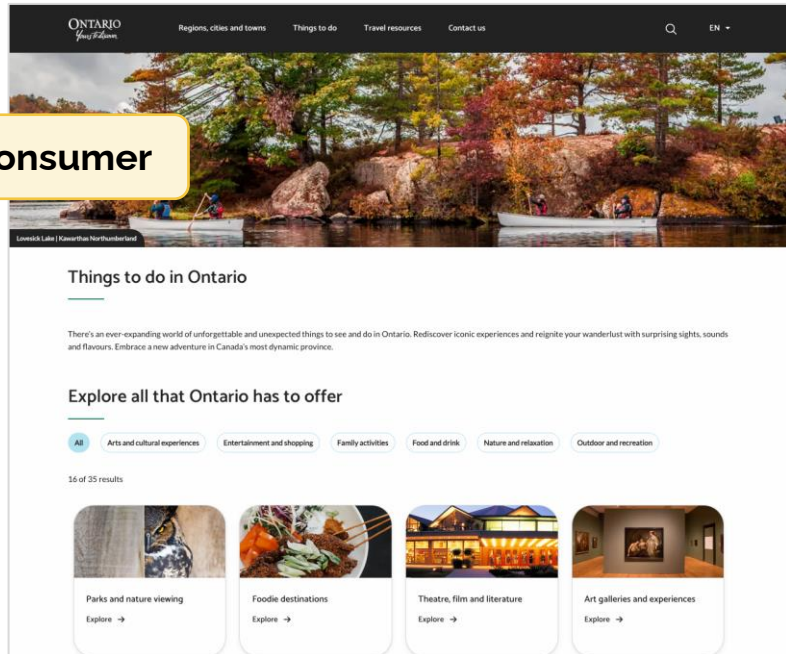
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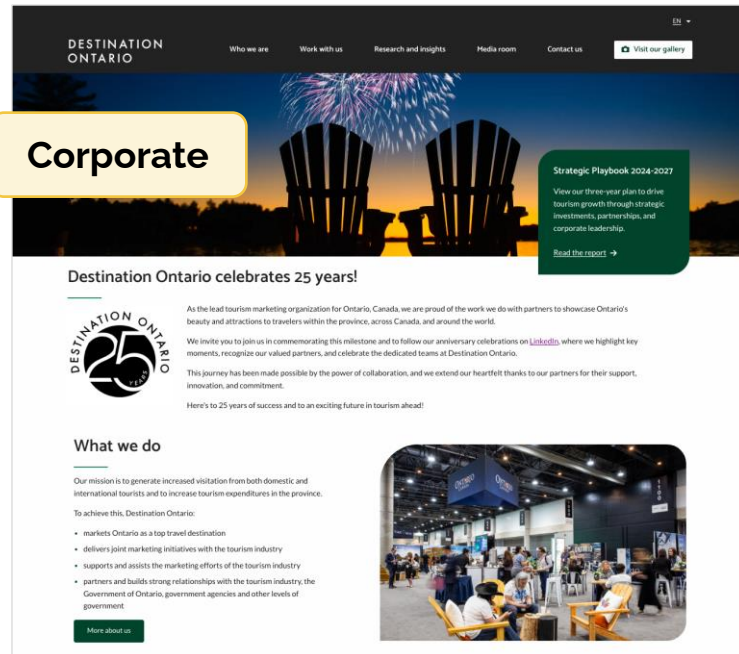
# WORK WITH US VISIT OUR WEBSITE

Visit our consumer and corporate websites to see what content and partnership opportunities exist.

## Consumer



## Corporate



[DestinationOntario.com](https://DestinationOntario.com)

[DestinationOntario.com/corporate](https://DestinationOntario.com/corporate)

# WORK WITH US SUBMIT CONTENT

Submit content using our intake forms:

- [Tourism Marketing Organizations](#) - Share your owned content and product/experience ideas
- [Tourism Businesses & Events](#) - Share products, services, events and experiences

We publish content on a seasonal basis which we plan and develop **3-4 months** in advance.



## 'AlwaysON' Partner Content Intake

Destination Ontario joins your organization in encouraging fellow Ontarians and travelers from abroad to plan their travels in Ontario. In support of this 'always on' effort, we are asking you, our key tourism partners, for assistance in fueling Destination Ontario's content marketing efforts.

You can submit through two streams. Share your:

- 1) owned or published planning content for possible amplification by Destination Ontario,
- 2) product/experience content for possible amplification by Destination Ontario.

Your content submission will be used for media relations and broadcast activities, training, and in recommendations provided by our travel counsellors and contact centre staff.



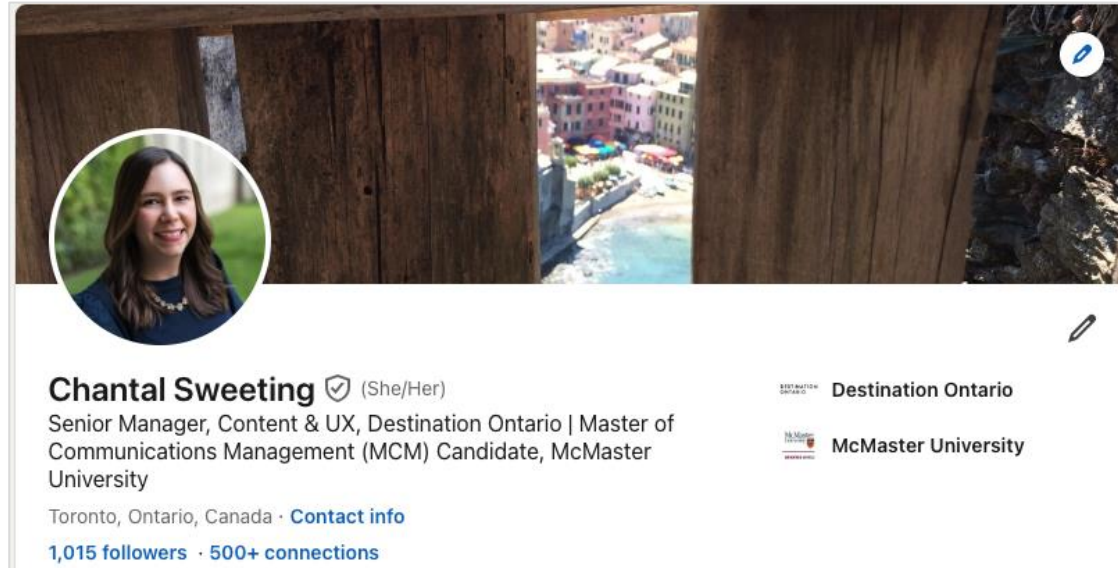
## CONTENT INTAKE FOR TOURISM BUSINESSES & EVENTS

Tourism businesses and events are the lifeblood of our industry. You are the people and experiences that create travel memories, inspiring travellers to return and to explore more of Ontario. Destination Ontario wants to help bring your story to a broader audience by getting to know who you are and what sets your business or event apart.

Your input is vital to fueling Destination Ontario's content and communications efforts and may be utilized in our image and video posts in social media, our blog and website content, and our marketing campaigns. Your input also provides potential ideas for our media relations and broadcast activities, trade itineraries, business development training, and recommendations provided by our travel counsellors and contact centre staff.

# STAY IN TOUCH

Find me on LinkedIn or send an email.



[chantal.sweeting2@ontario.ca](mailto:chantal.sweeting2@ontario.ca)





# THANK YOU



Frontenac Provincial Park

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# RESOURCES

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Tip	Resources
<b>Tip 1:</b> Start with a strong content foundation	<p><b>Destination Ontario Style guide:</b> Available upon request.</p> <p><b>UXWRITINGHUB, 16 top style guides:</b> <a href="https://uxwritinghub.com/content-style-guides">uxwritinghub.com/content-style-guides</a></p> <p><b>Hemingway Editor:</b> <a href="https://hemingwayapp.com">hemingwayapp.com</a></p> <p><b>Grammarly:</b> <a href="https://grammarly.com">grammarly.com</a></p> <p><b>Audience research:</b> DO Corporate site, Research and Insights <a href="https://destinationontario.com/en-ca/corporate/research-and-insights">destinationontario.com/en-ca/corporate/research-and-insights</a></p>
<b>Tip 2:</b> Write for what's being searched	<p><b>SEMRush Keyword Magic Tool:</b> <a href="https://semrush.com/features/keyword-magic-tool">semrush.com/features/keyword-magic-tool</a></p> <p><b>AnswerThePublic:</b> <a href="https://answerthepublic.com">answerthepublic.com</a></p> <p><b>Google Keyword Planner:</b> <a href="https://ads.google.com/intl/en_ca/home/tools/keyword-planner">ads.google.com/intl/en_ca/home/tools/keyword-planner</a></p> <p><b>Google SEO Starter Guide:</b> <a href="https://developers.google.com/search/docs/fundamentals/seo-starter-guide">developers.google.com/search/docs/fundamentals/seo-starter-guide</a></p>

# RESOURCES

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Tip	Resources
<b>Tip 3:</b> Plan for when it's being searched	<b>Google Trends:</b> <a href="https://trends.google.com/trends">trends.google.com/trends</a>
<b>Tip 4:</b> Schedule content analysis and hygiene	<b>Google Analytics:</b> <a href="https://analytics.google.com">analytics.google.com</a>
<b>Tip 5:</b> Consider how your content is being consumed	<b>Google PageSpeed Insights:</b> <a href="https://pagespeed.web.dev">pagespeed.web.dev</a>
<b>Tip 6:</b> Learn from others and copy with pride	<b>Nielsen Norman layout best practices:</b> <a href="https://www.nngroup.com/articles/design-pattern-guidelines">www.nngroup.com/articles/design-pattern-guidelines</a>
<b>Tip 7:</b> Create simple navigation	<b>Nielsen Norman group menu best practices:</b> <a href="https://www.nngroup.com/articles/menu-design">www.nngroup.com/articles/menu-design</a>

# RESOURCES

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Tip	Resources
<b>Tip 8:</b> Experiment with artificial intelligence (AI)	<p><b>How to Research and Write Using Generative AI Tools:</b> <b>Dave Birss, LinkedIn Learning</b> <a href="https://www.linkedin.com/learning/how-to-research-and-write-using-generative-ai-tools">linkedin.com/learning/how-to-research-and-write-using-generative-ai-tools</a></p> <p><b>Chat GPT:</b> <a href="https://chat.openai.com">chat.openai.com</a></p> <p><b>Google Gemini:</b> <a href="https://gemini.google.com">gemini.google.com</a></p> <p><b>Poe:</b> <a href="https://poe.com/">https://poe.com/</a></p> <p><b>WIRED AI Policy:</b> <a href="https://www.wired.com/about/generative-ai-policy/">https://www.wired.com/about/generative-ai-policy/</a></p>