

# Marketing Committee Meeting

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TUESDAY SEPTEMBER 22, 2015



# Agenda

Marketing Committee Meeting

- Strategy Review
- Update on Results
- Regional Partner Update
  
- Break
  
- Google Ad words Strategy Alignment with MTMA
- RTO Competitive Landscape
- On the Horizon: UK / United States Targeting
- Round Table

# Strategy Review

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# “Consumer-Centric Approach”

engaging “searching or discovering audiences”  
through

Continue with **leading edge social/mobile/content strategy**



# Our Marketing Strategy

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Attract “searchers” and “discoverers”

**Discoverers** don’t have us in their travel decision consideration set:

- They are targeted with outbound - or content – marketing
- We use Facebook/other platforms to push content, as well as SEM
- **Accounts for 90% of our budget**

**Searchers** may have us in their travel decision consideration set:

- They are targeted using SEM
- **Accounts for 10% of our budget**

# 2015 Marketing Priorities

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- **Content marketing:**
  - Publish exceptional content serving the Ontario Explorers segment and specific niches
  - While our focus will be on “discoverers,” we will attract “searchers” with product and offer-oriented content
  - Grow site traffic and focus on increasing its quality
- **Lead nurturing:**
  - Convert site visitors to leads and row them to “heads-in-beds”

# 2015 Marketing Objectives

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- Publish 150+ pieces of content on EE.ca
- Drive 700K visitors to that content and other pages on ExplorersEdge.ca
- Drive 150K referrals to third party websites
- Add 4K leads to the email database

# Update on Results

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# Content - Top 10 Blog Posts YTD

- Account for 50% of the total site traffic.
- Blog readers are on the site on average 3 times longer.
- 65 blog post, average two per week

Page Title	Pageviews	Avg. Time on Page
Glamping at Georgian Bay Islands National Park	68,782	191.88
Algonquin Park Resorts & Accommodations: No Need to Rough It	33,309	142.72
Spring Moose Encounters in Explorers' Edge	21,476	161.20
Ontario's Park to Park Trail	20,582	194.52
The Ryde Barn Quilt Trail: Beacons for Ontario's Pioneer Past	20,548	162.44
Cruise the Lakes in Ontario's Cottage Country	17,366	138.35
Campgrounds: Roughin' It and Lovin' It	12,463	133.94
Muskoka Drive-In Theatre: Old Fashioned Fun & New Technology	12,428	157.15
Live Music in Ontario's Cottage Country: Summer 2015	10,867	140.12
Historical Hot Spots	8,904	74.48
<b>Total</b>	<b>226,725</b>	<b>N/A</b>



**Explorers' Edge**

Published by Kate Edge [?] · May 7 · Edited ·

Add this to your bucket list of things to do this spring and summer in Ontario's cottage country. #supercool #historyisfun #ExplorersEdge



### The Ryde Barn Quilt Trail: Beacons For A Pioneer Past

A unique trail in Ontario's cottage country gives a fascinating glimpse into Muskoka's pioneer past.

EXPLORERSEEDGE.CA



**Explorers' Edge**

Published by Kate Edge [?] · August 11 at 6:50pm ·

Head to Muskoka Drive In Theatre for old-time family fun, new release movies, and popcorn refills for 50 cents. #Muskoka #movies #summerfun



### Muskoka Drive-In Theatre: Old Fashioned Fun & New Technology

Muskoka Drive-In continues to delight movie-goers wanting great value and nostalgic fun in Ontario's cottage country.

EXPLORERSEEDGE.CA



**Explorers' Edge**

Published by Kate Edge [?] · May 6 · Muskoka · Edited ·

The annual spring Trillium show is about to begin! See Ontario's iconic flower in all its glory. #GreatCanadianWilderness #springflowers



### The Short and Brilliant Display of Trilliums in Ontario's Cottage Country.

Head to the Explorers' Edge region of Ontario this spring to see the three-petal provincial flower in all its glory.

EXPLORERSEEDGE.CA

Page Views 20,567

Avg Time on Site 162.44

Page Views 12,491

Avg Time on Site 157.01

Page Views 5,610

Avg Time on Site 145.73



Naturally Adventurous

# Impact on Website

August 2015 Key Site Metrics (Compared to August, 2014)

**84.7K site visits**  
Up 17%

**1.5 Pages/Session**  
Up 11%

**129.1K page views**  
Up 30%

**49 sec per session**  
Up 7%

**69.5K site visitors**  
Up 13%

**83% bounce rate**  
Up 3%

# Website Comparison - OTMPC

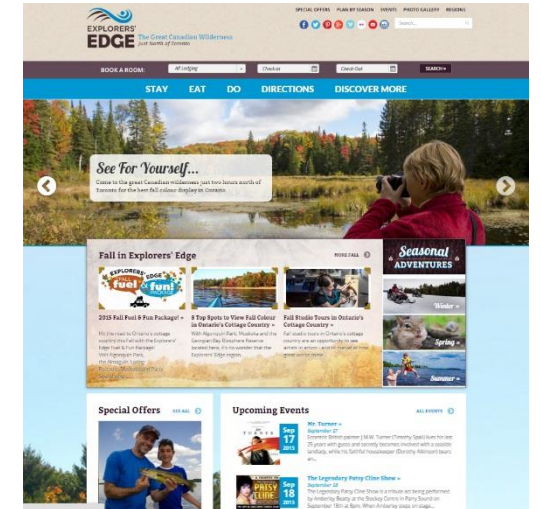
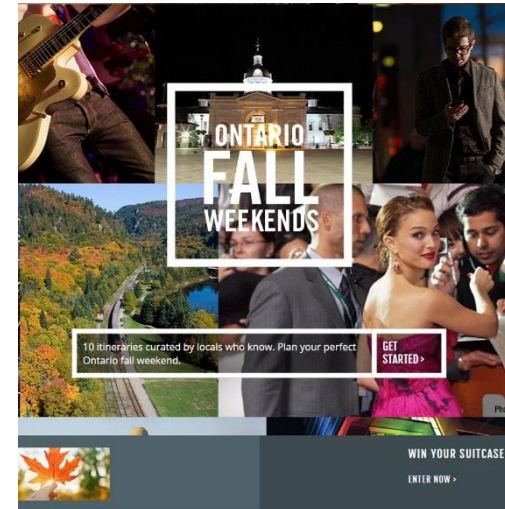
October 2014 – August 2015

## OMTPC

- Budget 15 million
- Ontariotravel.net 1,830,155

## RTO12

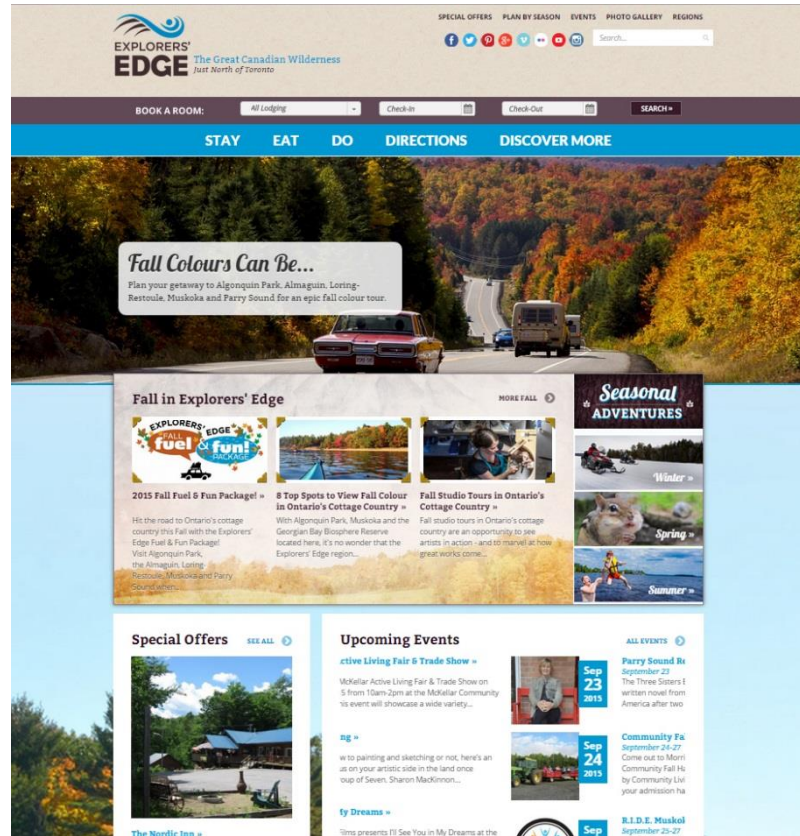
- Budget 400k
- Explorersedge.ca 767,707



**\*\*\* RTO12 achieved 40% of the traffic with 3% of the budget \*\*\***

# Site Traffic

21% Ahead of Plan YTD



	Site Visits					
	Plan		Actual		Pct Over (Under) Plan	
	Month	YTD	Month	YTD	Month	YTD
Apr	36,691	36,691	37,472	37,472	2%	2%
May	62,523	100,214	76,678	114,150	21%	14%
June	65,599	165,813	78,807	192,957	20%	16%
July	70,487	236,300	91,698	284,695	30%	20%
August	69,525	305,825	84,911	369,566	22%	21%
September	71,429	377,254				
October	57,572	434,826				
November	40,321	475,147				
December	69,525	544,672				
January	69,525	614,196				
February	55,620	669,816				
March	36,857	706,673				
<b>Total</b>	<b>706,673</b>					

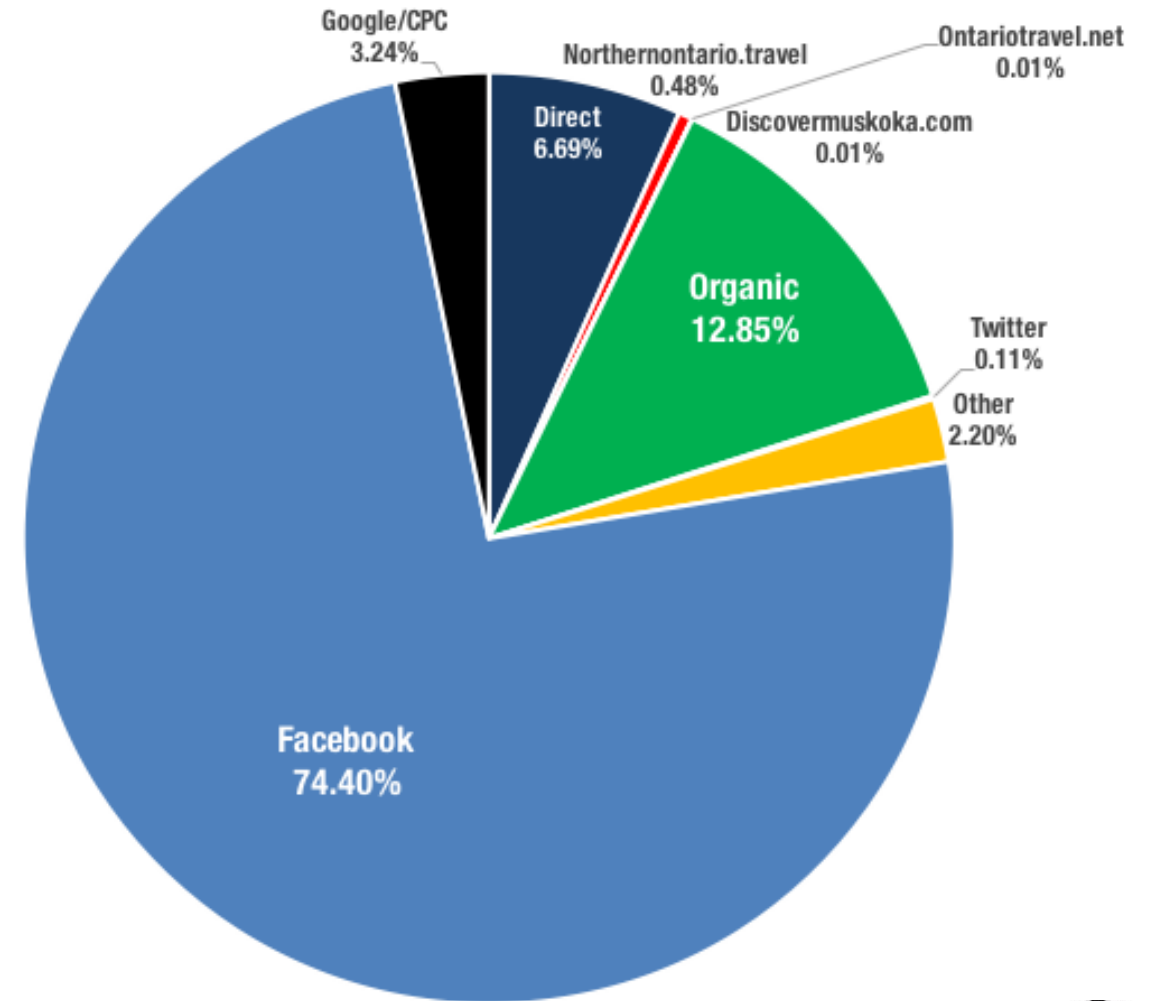
# Traffic Referrals

## Facebook

- Main Source of Traffic

## Organic Traffic

- Up 73% YOY
- 7,000 new likes since AGM



# Referrals to Third Parties

(Google Analytics)

- 58% Ahead of Plan
- End of August

Referral Traffic					
Plan		Actual		Pct Over (Under) Plan	
Month	YTD	Month	YTD	Month	YTD
7,788	7,788	14,423	14,423	85%	85%
13,483	21,272	18,337	32,760	36%	54%
13,924	35,196	20,635	53,395	48%	52%
14,962	50,158	25,209	78,884	68%	57%
14,757	64,915	24,162	102,766	64%	58%
15,162	80,077				
12,220	92,297				
8,559	100,856				
14,757	115,613				
14,757	130,371				
11,806	142,177				
7,823	150,000				
<b>150,000</b>					

# Top Referrals April – August

- Georgian Bay – Provincial Park Camping
- Parry Sound – Amazing Places
- Algonquin Park ~ Arrowhon & Park
- Muskoka Tourism & North Muskoka
- Almaguin Highlands ~ Mikisew
- Operators ~ Blue Spruce, Kilarney Lodge, Bartlet

<a href="http://pc.gc.ca/pn-np/on/georg/activ/camping/cabins-chalets.aspx">pc.gc.ca/pn-np/on/georg/activ/camping/cabins-chalets.aspx</a>	11,072
<a href="http://arrowhonpines.ca/">arrowhonpines.ca/</a>	5,281
<a href="http://muskokadrivein.com/">muskokadrivein.com/</a>	2,409
<a href="http://parktoparktrail.com/">parktoparktrail.com/</a>	2,227
<a href="http://killarneylodge.com/">killarneylodge.com/</a>	2,212
<a href="http://bluespruce.ca/">bluespruce.ca/</a>	1,880
<a href="http://visitamazingplaces.ca/georgian-bay/christian-beach-beausoleil-island">visitamazingplaces.ca/georgian-bay/christian-beach-beausoleil-island</a>	1,838
<a href="http://pc.gc.ca/pn-np/on/georg/index.aspx">pc.gc.ca/pn-np/on/georg/index.aspx</a>	1,573
<a href="http://algonquinpark.on.ca/">algonquinpark.on.ca/</a>	1,467
<a href="http://rydebarnquilttrail.com/">rydebarnquilttrail.com/</a>	1,122
<a href="http://bartlettlodge.com/dining.htm">bartlettlodge.com/dining.htm</a>	952
<a href="http://north-muskoka.com/">north-muskoka.com/</a>	862
<a href="http://voyageurquest.com/algonquin-cottage-rentals/">voyageurquest.com/algonquin-cottage-rentals/</a>	810
<a href="http://algonquinboundinn.com/">algonquinboundinn.com/</a>	639
<a href="http://visitamazingplaces.ca/georgian-bay/the-french-river-gorge">visitamazingplaces.ca/georgian-bay/the-french-river-gorge</a>	606
<a href="http://ontarioparks.com/park/mikisew">ontarioparks.com/park/mikisew</a>	566
<a href="http://arrowhonpines.ca/eat/menu/">arrowhonpines.ca/eat/menu/</a>	525
<a href="http://visitamazingplaces.ca/georgian-bay/mccrae-lake-honey-harbour">visitamazingplaces.ca/georgian-bay/mccrae-lake-honey-harbour</a>	521
<a href="http://visitamazingplaces.ca/georgian-bay/fitness-trail-parry-sound">visitamazingplaces.ca/georgian-bay/fitness-trail-parry-sound</a>	510
<a href="http://voyageurquest.com/algonquin-lodge/">voyageurquest.com/algonquin-lodge/</a>	503
<a href="http://discovermuskoka.ca/outdoor-adventures/beaches.html">discovermuskoka.ca/outdoor-adventures/beaches.html</a>	497
<a href="http://discovermuskoka.ca/">discovermuskoka.ca/</a>	495
<a href="http://turtlemusicfestival.com/index.html">turtlemusicfestival.com/index.html</a>	479



# Lead Nurturing



## Spring (Late)

- Training and Development

## Summer

- Persona Creation – 6 Personas
- Segmentation of the mass list

## Fall

- Targeted e-mails
- Seven in total



I am a...

**organizer of family trips where we can have a great time together.**



I am a...

**person who loves ATVs, motorcycles, snowmobiles, RVs and PWC's; anything with a motor makes my motor run.**



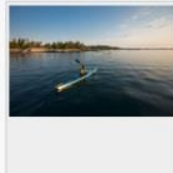
I am a...

**person who loves new dining experiences, arts & entertainment, and live music.**



I am a...

**person who enjoys being in the great outdoors and trying new experiences while I'm there like hiking, biking and paddling - or just soaking up the scenery.**



I am a...

**fitness enthusiast who enjoys training for and participating in recreational and organized sports events.**



I am a...

**enthusiast who hears "fish on!" as magic to my ears.**



# Seven Newsletters launched

## Open rate up & click through rate up across segments

### New contacts in 2015 ~ 1,500



#### It's The Most Wonderful Time of the Year (for Outdoor Adventurers)

Using their handy [Fall Colour Report](#), the good folks at [Algonquin Park](#) tell us that as of mid-September, the leaves in this region are currently at 10-15% changed. It won't be long until Canada's famous maple trees are putting on an epic show across Ontario's cottage country, so get ready to hike, bike, paddle and photograph the wonderful fall season in the [wilderness just north of Toronto](#).

#### Where to View Fall Colours



There are literally thousands of amazing places to view the leaves, but here are [8 Top Spots](#) that include areas outside of famous Algonquin Park as well. Consider a hike to the Stormy Lake Lookout in Restoule Provincial Park, or up the Huckleberry Rock Cut Trail in Muskoka, among others.

If you're keen to get to Algonquin Park - probably one of Canada's all-time favourite destinations in autumn - Algonquin Outfitters

48% open rate

36% click through



#### Fall Brings Great Scenery & Great Fishing to Explorers' Edge

Autumn's cooler temperatures mean the spectacular colours in the wilderness north of Toronto start to ramp up, and fish behaviour changes to adapt to colder water. Arguably one of the most enjoyable seasons for any outdoor pursuit, fall fishing in the Explorers' Edge region also offers opportunities for everyone who likes to fish to hook a big one, from beginners to veteran anglers.

#### Fall Fishing Insider Tips



**Muskoka Means Muskie** Mike Smith from Reelpro Guide Services offers insight into catching these "fish of a thousand casts" in autumn

**Angling in Almaguin** Fishing advocate and former resort owner Ken Turner gives his tips on fall fishing for pike, walleye and small mouth bass on epic lakes just north of Muskoka

**A Fisher's Paradise** It's a well-kept secret that some of Ontario's best - and most serene - fishing is found in the Loring-Restoule area south of Lake Nipissing.

56% open rate

26% click through



#### Hit the trails in Explorers' Edge and make this the 'Autumn of the ATV'

The handy [Fall Colour Report](#) from the good folks at [Algonquin Park](#) tell us that as of mid-September, the leaves in this region are currently at 10-15% changed. So now's the perfect time to plan your fall getaway to the [Explorers' Edge region](#) to book some serious fun on an ATV.

#### Guided Tours & Where to Rent



[Explorers' Edge](#) is home to plenty of accessible, managed [ATV trails](#), and it's also a great place for beginner riders to get their feet wet (literally) on routes that range from tame to technical.

Just two hours north of Toronto,

49% open rate

41% click through

\*\*\* Mail Chimp Sojourner - three year average - 29% open rate & 4% click rate \*\*\*

# Budget Reconciliation

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Transfer Payment Agreement Activity	Budget	Actuals YTD
Social Media Advertising - Facebook Ads	271,000.00	144,034.00
Search Engine Marketing - Google Adwords	75,000.00	42,815.00
Content Promotion - Stack Adapt / Programmatic Native	60,000.00	31,000.00
OTMPC	17,000.00	10,394.00
Content Developent / Guest Authors	25,000.00	12,246.00
Promotions/Contests/Incentives	22,850.00	791.00
Creative Development	10,000.00	3,296.00
Project Mngmt (Facebook 15%)	40,650.00	20,326.00
Project Mngmt (Google 14%)	10,500.00	4,743.00
Project Mngmt (Stack Adapt / Programmatic Native 10%)	6,000.00	3,002.00
Monthly Retainer (\$4,000 x 12 months)	48,000.00	20,330.00
Tools - Social Listening / Subscription	4,000.00	5,716.00
Hubspot (20k Training Component)	35,000.00	42,639.00
<b>TOTAL</b>	<b>625,000.00</b>	<b>341,332.00</b>

# Additional Programs

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# Jack Rabbit

Launched September 2014

- April – August 2015 – 13,000 Searches
- Search – Referral Ratio 50%
- 352 Listings – 90 Reservation system (Partner Interface)
- Average 18 referrals per operator
- 233 highest – only 5 have 0 referrals

September 2014 vs September 2015

- 2014 ~ 1,857 (63% ratio) vs 2015 2,372 (52% ratio)

The screenshot displays the Explorers Edge website interface. At the top, the logo reads "EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto". Navigation tabs include "STAY", "EAT", "DO", "DIRECTIONS", and "DISCOVER MORE". The search results page shows a search for "September 9 to September 10" with 342 properties available. The results are filtered by "Hotel Name" and sorted by "Relevance". The first six results are:

- Deerhurst Resort**: 1235 Deerhurst Drive, Huntsville, ON. Rates starting from \$159.20\*
- Lawton's Cove Cottages**: 274 Doe Lake Road, Karsine, ON. Rates starting from \$110.00\*
- Spring Lake Resort & Restaurant**: 2832 Highway 60 RR#1, Dwight, ON. Rates starting from \$109.00\*
- Grand Tappatoo Resort**: 30 Tappatoo Trail, Beulah, ON. Rates starting from \$169.00\*
- Canada's Best Value Inn Parry Sound**: 45 Joseph Street, Parry Sound, ON. Rates starting from \$129.99\*
- Sand Lake Cottages & Inn**: 3755 Hwy 518 East, Keeney, ON. Rates starting from \$100.00\*



# Spring Fuel and Fun

## Package Registrations

- 404 packages vs. 278 in 2014

## Voucher Redemption

- 55% vs. 54% in 2014

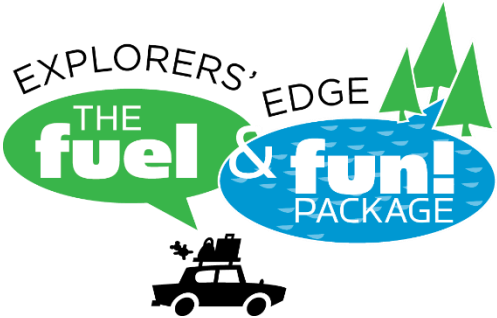
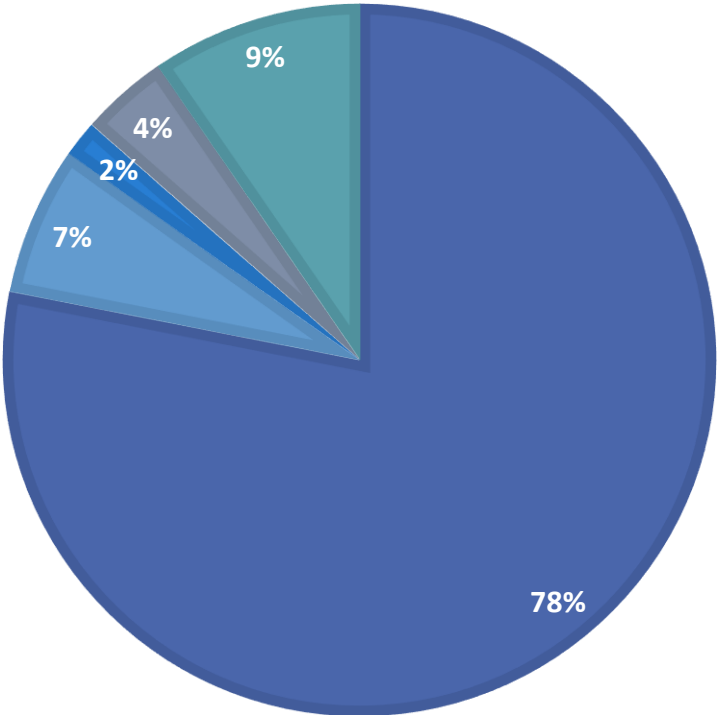
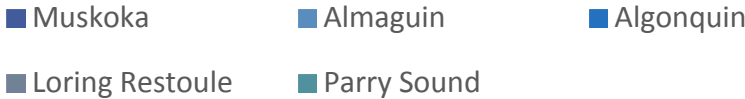
## Operator Participation

- 162 vs. 148 in 2014

## Survey

- 120/379 (32%) first visit
- 325/379 (86%) pre-planned

## REGISTRATION



# Partnerships

- Resorts of Ontario
- MTMA – Entertainment
- Seguin FAM Trip
- Santa's Village Beyond
- Loring Restoule
- REDAC – Roles and Responsibilities
- Muskoka Beer Festival
- IRON Man Muskoka
- Town of Bracebridge, What's Cooking





# Ontario Tourism Marketing Partnership

## Northern Tourism Marketing Strategy

- OTMPC will be leading a “refresh” of the existing Northern Tourism Marketing strategy in collaboration with Tourism Northern Ontario (RTO13) and Explorers Edge (RTO12) .

## OTMPC Northern Theme Campaign “ Explore the Possibilities”

- OTMPC is moving forward with planning for the Northern Campaign moving away from a printed magazine and focuses on a content distribution and engagement strategy. Program details and partnership opportunities will be provided shortly.

## Group of Seven

- OTMPC will be working on a Group of Seven summit to build on the work undertaken by Tourism Northern Ontario , Explorers Edge, the Art Gallery of Ontario, McMichael Canadian Collection, Ontario Parks to name a few, with the goal of positioning the iconic Group of Seven for 2017 with a partnered communication and marketing strategy.



# Break

- Google Ad words Strategy Alignment with MTMA
- RTO Competitive Landscape
- On the Horizon: UK / United States Targeting
- Round Table

# Google Ad Words Strategy

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# Our Marketing Strategy

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Attract “searchers” and “discoverers”

Discoverers don't have us in their travel decision consideration set:

- They are targeted with outbound - or content – marketing
- We use Facebook/other platforms to push content, as well as SEM
- Accounts for 90% of our budget

Searchers may have us in their travel decision consideration set:

- They are targeted using SEM
- Accounts for 10% of our budget

# Our SEM Strategy

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Buy “generic” terms that indicate intentions for travel in Ontario

Buy specific geographic terms covering the entire RTO 12 region

We do NOT buy specific operators

# SEM Results (Calendar YTD)

- We have generated 49,599 paid clicks
  - cost of \$1.69 per click
- 869 different keyword combinations drive these clicks
- Top ten keywords do not include geographic terms.
  - They account for 43% of all clicks
- Top terms include “cottage rentals”
  - these are people we want to divert to operator accommodation

<b>Keyword</b>	<b>Clicks</b>	<b>PCT of Total Paid Clicks</b>
Resorts	2,240	4.5%
Cottage rentals	4,277	8.6%
Hotels	1,724	3.5%
Spa Resort	2,070	4.2%
Restaurants	1,703	3.4%
Snowmobiling	2,507	5.1%
Cottage rental	2,554	5.1%
Romantic weekend getaways	1,375	2.8%
Bed and breakfast	1,231	2.5%
Ontario cottage rentals	1,412	2.8%
<b>Total top 10</b>	<b>21,093</b>	<b>42.5%</b>

# Terms Including “Muskoka”

Terms with the word “Muskoka”  
account for just 9% of total paid clicks

This represents less than 1% of total site  
traffic

Keyword	Clicks	PCT of Total Paid Clicks
Muskoka cottage rental	887	1.8%
Muskoka cabin rental	762	1.5%
Muskoka resorts	548	1.1%
Muskoka cottages for sale	491	1.0%
Muskoka spa	339	0.7%
Muskoka	191	0.4%
Attractions in Muskoka	141	0.3%
Restaurant muskoka	104	0.2%
Muskoka cottage rentals	96	0.2%
Resorts in Muskoka	87	0.2%
<b>Top 10 terms with "Muskoka"</b>	<b>3,646</b>	<b>7.4%</b>
Other terms with "Muskoka"	954	1.9%
<b>Total terms with "Muskoka"</b>	<b>4,600</b>	<b>9.3%</b>

# Organic Search Terms Analysis

10% of ExplorersEdge.ca traffic is organic:

- 90% of that traffic comes from just 20 search terms
- None include “Muskoka”
- One operator included in top 20

80% of DiscoverMuskoka.ca traffic is organic:

- 93% of organic traffic comes from just 20 search terms
- 82% of that traffic is driven by keywords with the term “Muskoka”
- Several operators included in top 20

ExplorersEdge.ca	DiscoverMuskoka.ca
<b>Top 20 = 90% of organic traffic</b>	<b>Top 20 = 93% of organic traffic</b>
arrowhead provincial park	muskoka
arrowhead	muskokas
dog sledding	arrowhead provincial park
perry sound	lake muskoka
georgian bay islands national park	muskoka canada
arrowhead park	muskoka brewery
explorers edge	muskoka ontario
dogsledding	lake of bays brewery
four wheeling	marriott gravenhurst
sledding	severn bridge
arrowhead provincial park skating	hidden valley resort
sunset grill	santas village
screaming head	getaway
algonquin park	yoga retreats
deerhurst resort	summer weekend getaways
arrowhead ice trail	winter getaway
swiss country	weekend getaways for couples
culinary edge ontario	cedar grove lodge
hot tubs toronto	santa's village bracebridge
arrowhead skating trail 2014 hours	yoga holidays



# Why Do You Sometimes See Our Ads When Searching Specific Operators?

We do buy terms like “Cottage Resort”, “Summer Cottage Resort”, “Winter Cottage Resort”, “Resorts” and “Cottages”

Google looks at these terms and the ads we run and then shows our ads for those terms as well as similar ones that Google thinks is relevant

Since "Beauview Cottage Resort was very similar to "Cottage Resort", Google may serve up the ad

We could tweak our buy to include operators as “negative keywords”, meaning that we would never show an ad for those operators:

- This may - or may not be - desirable to operators depending on the strength of their web presence

# RTO Competitive Landscape

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# Why We Did This Analysis

Understanding the activities of our RTO competitors is essential to the development/maintenance of effective marketing strategy for RTO 12

Objective of this analysis is to provide a snapshot of the marketing activities of the 12 other RTOs operating in Ontario, and to compare RTO 12's position against them

# Funding/Economic Impact Analysis

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Average overnight visitor spends  
3 nights in the RTO 12 and \$944

Just under 4.5 million person  
visits to RTO 12 in 2012



1,750 tourism-related businesses in RTO 12

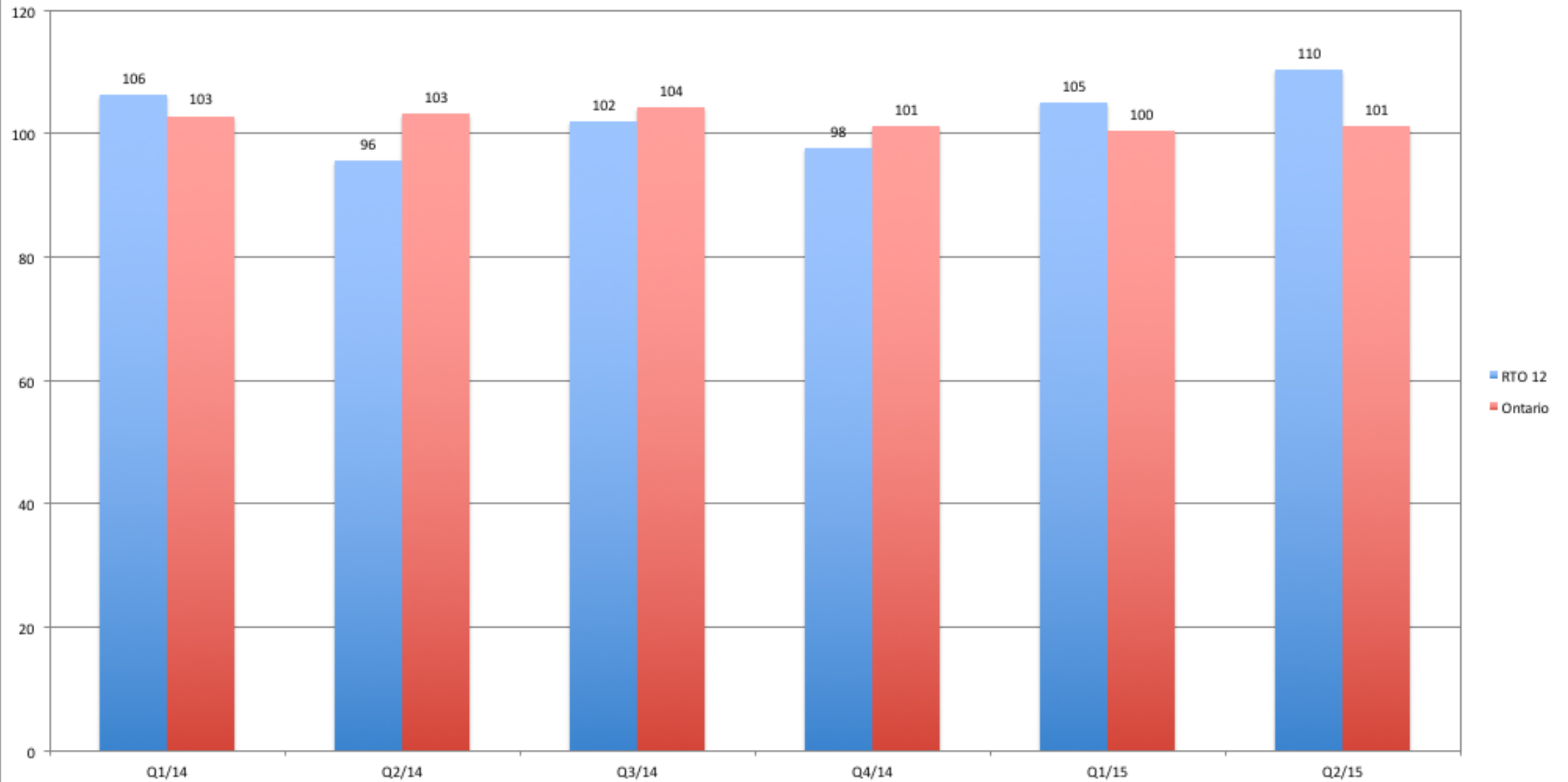
Tourism represents 9% of GDP

MTCS funding/point of GDP is the lowest of all RTOs



## Room Occupancy Index - RTO 12 versus Ontario - 2014-15

(Index compares current quarter to year previous)



# Regional Occupancy



## REPORT OF ROOMS OPERATIONS FOR RTO 12 AND THE PROVINCE OF ONTARIO SIX MONTHS ENDED JUNE 2015

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2015	2014	**Point Change	2015	2014	Variance	2015	2014	Variance
RTO 12	42.0%	38.6%	3.4	\$128.87	\$124.18	3.8%	\$54.08	\$47.96	12.8%
ONTARIO	61.4%	60.8%	0.6	\$134.34	\$127.86	5.1%	\$82.45	\$77.74	6.1%



Website Traffic Index		
RTO	BRAND	Website Traffic Index (1 = highest)
5	Toronto	1
10	Canada's Capital	2
13	Northern Ontario Canada	4
12	Explorers' Edge	11
9	The Great Waterway	12
2	Visit Niagara	13
6	Central Counties	15
11	Ontario's Highlands	26
1	Ontario's Southwest	35
7	BruceGreySimcoe	35
3	The Heart of Ontario	50
8	Kawartha's Northumberland	58
4	ONTravel.ca	100

explorersedge.ca will achieve, at minimum, 800K visits this fiscal year

Compared to OTMPC we achieve 40% of their total volume of traffic for just 3% of the spend



<b>RTO</b>	<b>BRAND</b>	<b>Google PageRank</b>	<b>Backlinks</b>	<b>Referring Domains</b>
1	Ontario's Southwest	5	10,228	224
2	Visit Niagara	5	14,676	317
3	The Heart of Ontario	5	8,719	127
4	ONTravel.ca	0	1,052	19
5	Toronto	7	975,302	3,845
6	Central Counties	4	51,855	246
7	BruceGreySimcoe	4	121,347	173
8	Kawartha's Northumberland	4	4,250	86
9	The Great Waterway	5	115,028	288
10	Canada's Capital	6	131,781	2,913
11	Ontario's Highlands	4	16,012	221
12	Explorers' Edge	4	5,325	242
13	Northern Ontario Canada	4	92,986	547

NorthernOntario.Travel (search 75% of total site traffic)	
Keyword	PCT of Searches
motorcycle touring	8.3%
ice fishing ontario	4.1%
northern ontario	3.9%
north ontario	2.7%
thai kitchen thunder bay	2.5%
forks of the credit	2.4%
ontario travel	1.9%
thunder bay country market	1.7%
dryden ontario	1.4%
motorcycle rental	1.3%
ontario motorcycle license	1.3%
motorcycle events	1.2%
toronto motorcycle show	1.0%
sleeping giant provincial park	1.0%
katherine levac	1.0%
ice fishing	0.9%
motorcycle repair shop	0.9%
motorcycle gangs	0.9%
southern font	0.9%
motorcycle shows	0.8%
ontario travel secrets	0.8%
ice climbing	0.7%
forks of the credit provincial park	0.7%
outdoor adventure show	0.7%
outdoor adventure show	0.7%
<b>Top 25 Keywords Total</b>	<b>43.7%</b>

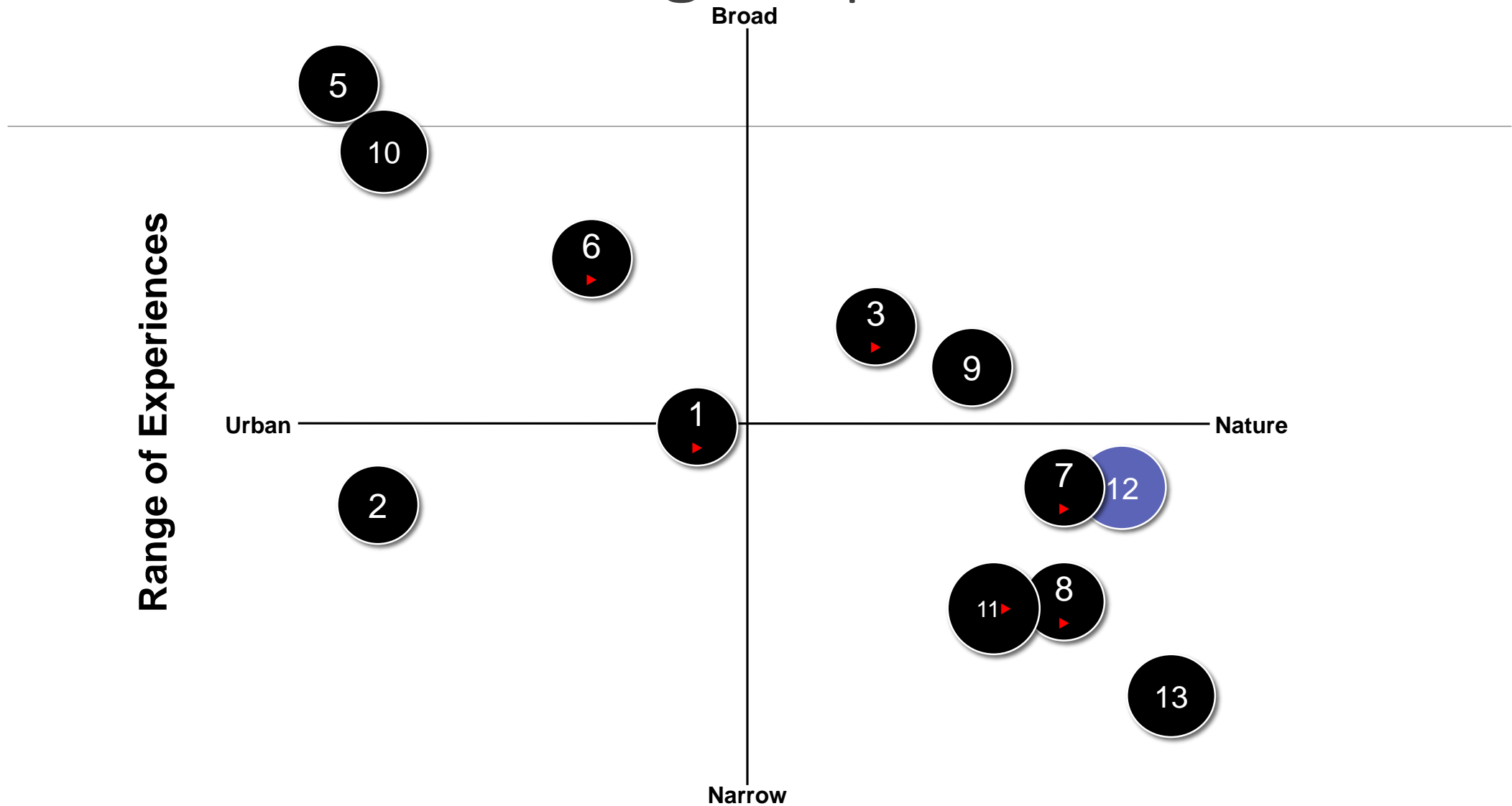
BruceGreySimcoe.com (search 70% of total site traffic)	
Keyword	PCT of Searches
mara provincial park	13.1%
georgian manor resort	8.0%
georgian college	7.1%
grey bruce airbus	6.3%
simcoe county maps	5.9%
visit south georgian bay	3.1%
rto7	2.6%
santa claus beach	1.9%
happy family	1.9%
brucegreysimcoe logo	1.7%
westin trillium house	1.5%
barcelos restaurant	1.3%
beach town ontario	0.9%
nordic style	0.9%
chesley chamber ontario	0.8%
blue water lake	0.8%
mount st louis	0.8%
mount st louis moonstone	0.7%
marketchip	0.7%
lake francis cottages	0.5%
batteaux creek golf	0.4%
collingwood elvis festival schedule	0.4%
fisherman's cave orillia	0.4%
grey bruce airbus schedule	0.4%
festival de loup	0.3%
<b>Top 25 Keywords Total</b>	<b>62.6%</b>

ExplorersEdge.ca (search 27% of total site traffic)	
Keyword	PCT of Searches
arrowhead provincial park	66.6%
arrowhead	3.8%
dog sledding	3.6%
parry sound	3.2%
georgian bay islands national park	2.3%
arrowhead park	2.1%
explorers edge	2.1%
dogsledding	1.8%
blackoptek	1.4%
four wheeling	1.1%
sledding	0.7%
arrowhead provincial park skating	0.7%
sunset grill	0.6%
screaming head	0.3%
algonquin park	0.3%
dearhurst resort	0.2%
arrowhead ice trail	0.1%
swiss country	0.1%
culinary edge ontario	0.1%
hot tubs toronto	0.1%
arrowhead skating trail 2014 hours	0.1%
catherine o'mara painting	0.1%
huntsville skating path	0.1%
ice bungalow rentals parry sound	0.1%
paddle shack muskoka	0.1%
<b>Top 25 Keywords Total</b>	<b>91.5%</b>



RTO	BRAND	Facebook			Twitter	Instagram
		Page Likes	Engaged Users	Engagement Rate	Followers	Followers
N/A	OTMPC	225,418	3,400	1.5%	47,578	22,800
5	Toronto	104,100	3,600	3.5%	48,200	2,347
12	Explorers' Edge	81,600	6,100	7.5%	3,878	412
10	Canada's Capital	43,000	2,200	5.1%	28,000	11,400
2	Visit Niagara	37,300	892	2.4%	4,696	N/A
6	Central Counties	24,900	29	0.1%	2,788	396
3	The Heart of Ontario	21,800	160	0.7%	2,820	41
1	Ontario's Southwest	21,400	1,600	7.5%	2,889	141
11	Ontario's Highlands	14,600	650	4.5%	4,386	535
7	BruceGreySimcoe	11,600	70	0.6%	4,531	616
9	The Great Waterway	10,200	758	7.4%	2,127	300
8	Kawarthas Northumberland	2,700	59	2.2%	1,261	241
13	Northern Ontario Canada	198	0	0.0%	N/A	N/A
4	ONTravel.ca	82	0	0.0%	N/A	N/A

# RTO Positioning Map



Type of Experiences

# On the Horizon

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# From Consumer Insight Research by TNS

- To stimulate growth “identify new segments and geographic markets for expansion” (NEW MARKETS)
- Reality is that all the RTOs are going for same low lying fruit
- Can't rely on OTMPC or CTC to bring international visitors to our region
- How do we target international visitors and make an impact with a small budget?



# UK / United States Targeting Strategy

- Test branded content strategy in UK / US markets where language barriers do not exist and do not require translation
- Don't target entire nations (we don't have the budget)
- Leverage 150<sup>th</sup> Birthday of Canada to target UK and US ex-pats living in those countries
- HOOK – contest to evoke national pride in ex-pats to have them be motivated Ambassadors of the great Canadian wilderness (just north of Toronto)
- “Canada: Find out for yourself my friend!” (nominate someone to win a trip to Canada for 150<sup>th</sup> b'day)
- Promote this as a branded regional destination like Provence is a branded destination in France



# Key Components (Business Development)

- Itineraries created by 3<sup>rd</sup> party
- Package development
- Content marketing
- Contest
- Lead nurturing with newsletter sign up and HubSpot segmentation
- Partnership being proposed with FedNor

# Porter Airlines

The logo for Porter Airlines, featuring the word "porter" in a white, lowercase, sans-serif font centered within a dark blue rectangular background.

- 2014-2017 DDP identified significant partnerships to bring greater volumes of visitors to the region
  - including potentially an airline
- Ongoing and recognized need make the Muskoka Airport economically viable
- Potential for business development into the Muskoka Airport with Porter Airlines
- Thursday – Monday packages to promote longer stays and to not compete with their other busy weekend routes
- Test pilot for a summer season - Solves summer weekend traffic congestion challenge
- Meeting in October between Porter Airlines, Explorers' Edge (representing tourism stakeholders) and the District of Muskoka

# Regional / Provincial Alignment

## RTO Outreach

- Muskoka Tourism Marketing Agency, Economic Developers, Chamber Managers
- Partnership Funding & Planning Alignment

## RTO Planning

- October – Board Planning
- November – Tourism Town Halls
- December – Board Review
- January – MTCS Submission

# Round Table

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# Questions

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