

# Northeastern Ontario

CANADA

2013/2014

SHOW REPORT



ONTARIO  
*Yours to discover*

# Show Overview

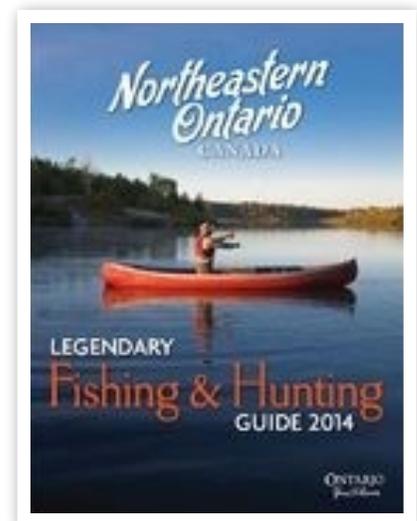
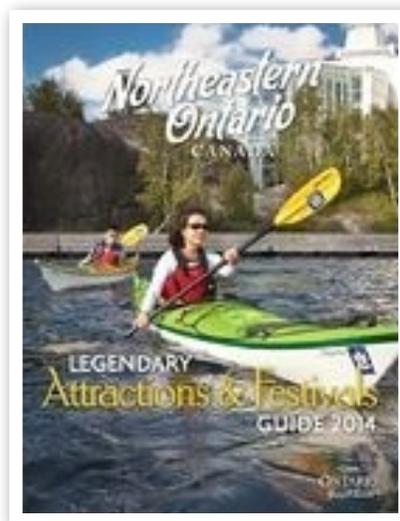
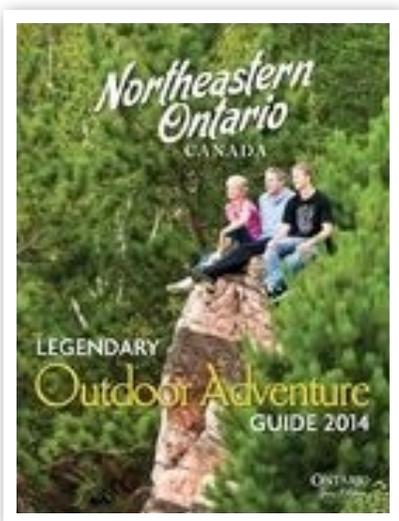
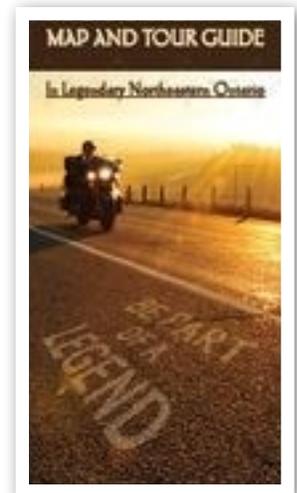
During Northeastern Ontario Tourism's (NeONT) 2013/14 Marketing year, NeONT staff and participating Municipal and Regional Association Partners took part in 12 industry consumer shows throughout the province of Ontario and the Northeastern United States. This report highlights the results of NeONT's attendance at these individual shows and provides recommendations for the organization's future participation.

## Publication Impact

NeONT was very successful in the distribution through consumer shows of all three 2014 guide publications (Festivals & Attractions, Outdoor Adventure, Fishing & Hunting) and the the region's Motorcycle Touring Map.

## By The Numbers

- Hunting & Fishing Guides: 4,063 distributed
- Outdoor Discovery Guides: 3,858 distributed
- Festivals & Attraction Guides: 3,481 distributed
- Motorcycle Map: 4,914 distributed
- Ontario Road Map: 1,314 distributed
- Kickstand Pads: 1,500 distributed
- Snowmobile Contest Postcards: 3,300 distributed
- Tote bags: 2,607 distributed
- Contacts: 11,669 made
- Ballots Entered: 1851 entered into contact database



# Show Overview Cont'd

## 2014 Brochure Distribution Program

Consumer Shows allow NeONT to communicate directly with consumers from the region's key travel markets. For 2014, NeONT offered a Brochure Distribution Program to provide industry stakeholders with the opportunity to place their brochures in the hands of future guests.

250 brochures from each participating business were sent for display at NeONT consumer show booths throughout Ontario and Northeast USA. Discounted rates were offered to participating NeONT Partners as well as bulk show booking discounts (i.e. book 5 shows & save 15%).

## 2014 Fishing Contest

A fishing contest was organized for NeONT's 2014 Fishing & Hunting Program consumer show schedule. The contest serves as a consumer lure to NeONT show booths as well as a collection of contacts for NeONT's newsletter database.

For 2014, the contest prize was sponsored by Kesagami Wilderness Lodge and included a Legendary 4-day fishing vacation for two with deluxe accommodations, American Plan meals, a boat & motor, fuel and float plane transportation - valued at \$4,400.

The contest was promoted through Facebook ad purchases and posts, as well as at NeONT show booths. The contest winner was selected in April 2014 and is scheduled to **attend** Kesagami Wilderness Lodge in June 2014.

## 2014 Snowmobile Contest

Northeastern Ontario Tourism, in partnership with Ontario Tourism (OTMPC) and Supertrax Magazine, offered a photo contest for a legendary 3-day snowmobile adventure for two on the OFSC promoted Abitibi Canyon Loop. The package included accommodations, two sleds provided by sleddealers.ca, a guided snowmobile tour, and \$500 for fuel expenses.

To enter the contest, participants had to provide an original/personal photo of their experience snowmobiling in the Northeastern Ontario Region using the hashtag #RideNEOntario. The contest was promoted at shows and through various online campaigns.

## Impact at Shows

Throughout the twelve (12) consumer shows NeONT attended in 2014, NeONT staff and participating Partners engaged with over 11,669 individuals. These personal connections enabled staff to continue to build relationships with these travellers and our best-bet product offerings.

# Cincinnati Boat, Sport & Travel Show

Duke Energy Convention Centre,  
Downtown Cincinnati, OH  
January 17, 2014 – January 26, 2014



The Cincinnati Boat, Sport and Travel show is a fairly large outdoor show with a strong consumer presence. Centrally located in downtown Cincinnati at the Duke Energy Convention Centre, the Cincinnati Show attracts consumers from all walks of life in a steady flow throughout the ten-day show.

The Northeastern Ontario booth was located in spot #163 directly in front of the main entrance. Consequently, Northeastern Ontario's booth was the first image consumers saw upon entering the main doors. If we missed the crowd upon entrance to the show, we were certain to capture their attention upon exiting. It was an ideal location.

The literature moved fairly well at this show. NeONT's "Motorcycle Touring Map and fishing bookmarks, which drove consumers to our website were well received., NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,500 participating partner brochures, a handful of which remained and were delivered to the Windsor Information Centre for distribution.



## Recommendations

The Cincinnati market is still a strong area for the Northeastern Ontario region but the 10-day show is a long-term commitment. NeONT may want to explore the possibility of attending the second half of this 10-day show as the show is closed two days mid week and the second weekend met our target market and was found to have better attendance.

# Montreal Motorcycle Show – Show de la Moto

## Montreal Convention Centre

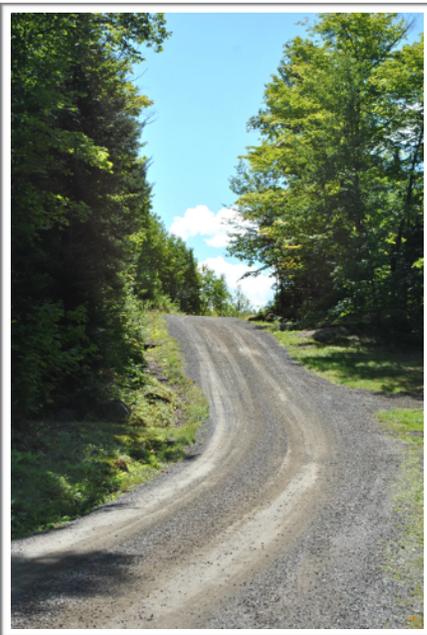
February 28, 2014 – March 2, 2014

The Montreal Motorcycle Show – Show de la Moto takes place at the Montreal Convention Centre, downtown Montreal. The three-day show is all things motorcycle – bike, trike and Spyder dealers; accessories, products and services; and organizations and associations offering maps, itineraries and vacation ideas.



The NeONT booth was located two rows from the main entrance between the OTMPC booth and the Quebec a la Moto booth. Booth location at this show is not a factor. The show is outstandingly busy! Thousands of attendees visit the show and it is shoulder to shoulder for three solid days.

For 2014, NeONT distributed its Motorcycle Touring Map in both French and English, as well as all three 2014 NeONT guide publications. In addition, NeONT distributed 750 kickstand pads and 1,250 participating partner brochures.



## Recommendations

The attendance and interest at this show were gravely underestimated. The Quebec market is very well informed on the Northeastern Ontario region (Wasaga Beach and Temiskaming Shores being two key areas of interest) and many commented on the quality of NeONT roads and scenic vistas. Map inventory needs to be addressed. It is also recommended that database collection needs to be addressed.

Furthermore, with such a specialized subject and educated consumer base, it is recommended that NeONT staffing include motorcycle enthusiasts who are familiar with touring in the NeONT.

# Niagara Sportsmen Show

## Scotiabank Convention Centre

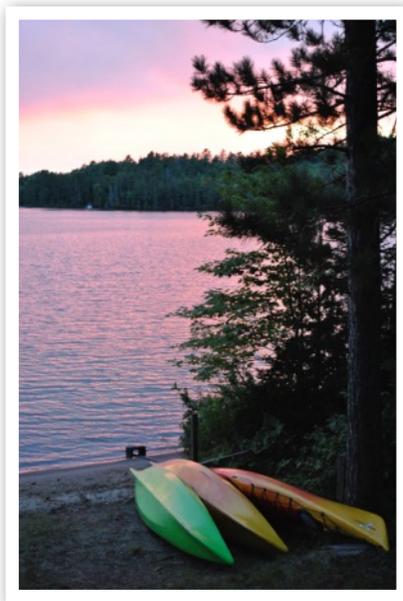
March 14 - 16, 2014

The Niagara Sportsmen Show was structured and promoted as a March Break family attraction and offered a variety of activities including a 4,000 gallon Mega-Tank...rock climbing wall, and many more activities suited for the whole family.



NeONT was located at booth #714, which was a corner location across from the Kid Fish Pond and near the entrance of the show...parents, waiting for the children at the pond, perused vendor booths in close proximity.

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map and fishing bookmarks, which drove consumers to our website. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,750 participating partner brochures.



Despite the March Break promotional approach, attendance at this show was down from 2013 and quite slow throughout the weekend. It was also mentioned that fewer exhibitors were present.

### Recommendations

It is felt that the March Break approach to this show may be a contributing factor to its downfall. If the show dates remain during March Break and the promotional approach continues to market the show as a family activity, it is recommended that NeONT withdraw attendance from this show.

# Philadelphia Outdoor Sportshow

**Greater Philadelphia Expo Centre at the Oaks**  
February 13, 2014 – February 16, 2014

This is the first time NeONT attends this show. NeONT was positioned as a corner booth #308 - approximately three aisles to the right and 10

booths down from the main entrance. Booths surrounding the NeONT booth were primarily retail – sunglasses, fishing tackle and fly fishing rods. Booth #308 was not a bad location, however, it also wasn't ideal. As there were other booths from Ontario at the show, it would have been nice to be grouped together as opposed to spread out throughout the show.

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map and fishing bookmarks, which drove consumers to our website. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,750 participating partner brochures.

Due to poor weather conditions (freezing rain/ snow storms) and low attendance on Saturday (reasons unknown), a significant amount of literature remained after the show. Partner brochures were delivered to the Niagara Information Centre.



## Recommendations

Though weather was a significant factor for poor attendance on Thursday and Friday, the lack of weekend traffic cannot be justified. Both days were sunny and warm, but the attendance simply wasn't there. Some longtime exhibitors attribute the slow show traffic to the success of the Harrisburg, PA Hunting Show the previous week. It is not recommended that NeONT attend this show again.

# World Fishing & Outdoor Exposition

Rockland Community College, Suffern, NY, US

February 27, 2014 – March 2, 2014

The World Fishing & Outdoor Exposition in Suffern, NY is a four-day show for avid anglers and hunters. Though considered a very small show in size, it experiences wall-to-wall traffic throughout the weekend.



The NeONT booth (310) was located in an aisle with only tourism operators. The only other Ontario booths were K/O Lodge (from Deep River, ON) and Crane's Lochaven Lodge (from French River, ON), which were one aisle over. It's difficult to change locations at this show, but it's recommended we position ourselves closer to Ontario operators.

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 2,000 participating partner brochures. Marketing material was very well received throughout the weekend as we ran short on most materials by the end of the show.

## Recommendations:

There were quite a few attendees who mentioned hearing about Northern Ontario on a Babe Winkelman fishing program. It's recommended that we create partnerships with notable fishing experts like Babe, and having them attend shows with us. By doing so, we are positioning ourselves as a serious fishing destination, with 'celebrity' endorsement. We can also develop content agreements with the fishing expert, and create campaigns to promote our attendance at the show.

Also, French River is a recognized brand in Suffern, NY. Having Trista Vrebewski from the Municipality of French River as a volunteer was invaluable. If the Municipality of French River is interested in participating in the future, it's recommended that we have booths side by side.

# Toronto International Snowmobile, ATV & Powersports Show

International Centre, Mississauga

October 24, 25, 26, 2013

The Toronto International Snowmobile, ATV & Powersports Show is intended for motorsport enthusiasts. As soon as you step foot on the show floor, you'll be blown away with the incredible roster of exhibitors and the feature events taking place around the show, not to mention the enormous Outdoors Event Area with Live racing and Freestyle Shows.



The NeONT booth #3507 was located in the OFSC District section of the show. It was more specifically located between District 12 (Sudbury) and District 13 (Algoma). We should look into coordinating a “Northeastern Ontario aisle” with all four districts in our area.

As this show took place in October 2013, NeONT distributed copies of its 2013 guide publications (Hunting & Fishing Guide & Outdoor Adventure Guide) Snowmobile Contest Postcards and Ontario Road Maps. These promotional materials were well distributed.



## Recommendations

Representing a tourism organization in the district aisle created some confusion. It is recommended that we explore grouping our booth along with the 4 district booths in one area in order to better direct inquiries.

# Toronto Motorcycle Show

**Direct Energy Centre, Downtown Toronto**

February 21, 2014 – February 23, 2014

The Toronto Motorcycle Show is all things motorcycle – bike, trike and Spyder dealers; accessories, products and services; and organizations and associations offering maps, itineraries and vacation ideas.



The NeONT booth #410, was ideally located in the only tourism related aisle, directly next to the Ontario Tourism speaker stage. Other booths in the aisle included: Ontario Tourism (20ft), Algoma Country/ Wawa (20ft), and Bike Dealers.ca (10ft).

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map. In addition, NeONT distributed 1,250 participating partner brochures and 750 motorcycle kickstand pads.

Low attendance aside, our distribution numbers were favorable. Attendees were excited to view the maps, reflect on past trips and plan future trips. The map placard and the folded map act as discussion points. Every attendee was interested in trip planning. We did however run out of maps on Sunday morning.

## **Recommendations:**

It's recommended that we include motorcycle enthusiasts as part of show staffing. Attendees are quick to ask "do you ride?" It's recommended we increase the amount of map inventory brought to this show to 2,500 and that an option to advertise our electronic maps on our website be created.

This show changed venues in 2014, from the Toronto International Centre out by the airport to the Direct Energy Centre downtown Toronto. Attendance was down over last year, likely due to the move. Attendees and Ontario Tourism Staff suggested researching the North American International Motorcycle Supershow, which takes place earlier in the show season as an alternative. It is considered the premiere motorcycle show in Ontario.

# Toronto Outdoor Adventure Show

**International Centre – Toronto Airport**  
February 21, 2014 – February 23, 2014

The Toronto Outdoor Adventure Show is designed for avid outdoor enthusiasts and offers, quality outdoor equipment, outdoor adventure travel ideas, accommodation options, International travel ideas and more.



NeONT was located at booth #428, which was in the Ontario Outdoor Pavilion and only a few aisles from the main entrance. NeONT's booth was in an ideal location - on a corner facing a portion of the OTMPC booth and beside Great Spirit Circle Trail.

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,500 participating partner brochures. Only a handful of brochures remained. The show was exceedingly busy on both Friday and Saturday and show attendees were interested in taking all three publications, so it was a disadvantage that we ran out of literature.

## **Recommendations:**

Based on attendance and distribution, this show was a great success for NeONT. It is recommended that NeONT increase guide inventory at this show. And that we create a giveaway to drive attendees to our website for download of guides and sign-up for newsletters.

Display booths at this show are quite elaborate. Filled with large props, displays and greenery, NeONT's booth was a little lackluster compared to those surrounding it. Consequently, it is suggested that NeONT explore the development of a stronger booth presence.

# Toronto Spring Fishing Show

**International Centre – Mississauga**

February 14, 2014 – February 17, 2014

The Toronto Spring Fishing Show showcases over 200,000 square feet of outfitters and retailers for outdoor and fishing enthusiasts. The attendance was steady throughout the weekend, with the exception of Friday, and notably up from previous years.



The NeONT booth was centered in the tourism aisle, between Air Ivanhoe and Ritchie's End of Trail Lodge. The corner booth location was ideal for capturing visitors' attention from both directions. There were several lodges from our region in attendance.

For 2014, all three NeONT guide publications were distributed, as well as the NeONT Motorcycle Touring Map and partner brochures. All materials were well received.

The all-inclusive trip to Kesagami Wilderness Lodge in Cochrane, ON offered as the prize for our NeONT Fishing/hunting contest was very well received.

## **Recommendations:**

The success of this show can be attributed in part to the participation of our volunteer Dave Lafontaine, organizer of Temiskaming Small Mouth Bass Series. Show attendees appreciated having a fishing expert, to talk about fishing hotspots and techniques.

It is recommended that we explore creating partnerships with notable fishing experts having them attend shows with staff. We could also explore opportunities to develop content agreements with these fishing experts and create digital campaigns to promote our attendance at the show. It's recommended that if we attend again in 2015, we coordinate with operators in our area to create a Northeastern Ontario 'district'. years.

# London Boat & Leisure Show

The Western Fairgrounds, London, Ontario  
February 21-23, 2014



Set in a new location for 2014, the London Boat, Fishing and Outdoor Show is a large show with three acres of boats, boating equipment and recreational power products. Top dealers from Southwestern Ontario and Muskoka showcase hundreds of new boats, motors, trailers and recreational power products throughout the three-day show.

NeONT was located at booth #412 – across from Mariner’s Market Place and the RCMP Ship Rider Program. This was a good location for traffic flow, but a corner booth location in the same row would have been ideal. The show was busy and consumers showed a genuine interest in traveling to the region.

All three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,750 participating partner brochures.

Literature moved well (add a quantifier here), however, attendance was strongest on the Saturday portion of the show and consumer interest in the region was greater.

## Recommendations

The London show was a strong show for NeONT and it is recommended that we continue to attend. The show was busy and consumers a genuine interest in traveling to the region was established from consumers based on positive conversation and literature distribution.



# Toronto Spring Cottage Life

**International Centre, Toronto**

March 28-30 2014

The Spring Cottage Life Show focuses on all aspects of cottage living including boats, docks, builders and contractors, building products, green solutions, décor and style, arts and crafts, and more.

NeONT was located at booth #2348, which was a corner booth located in Hall 5 with a variety of exhibitors, including the Wildlife Centre and the Cottage Kitchen. We had a 500 square foot booth, across from City of Sudbury. Science North attended with Sudbury, and was lacking space, so they set-up a small science display in the corner of our booth. This proved to draw in attention, from those who might not have thought of Northeastern Ontario as a destination.

For 2014, all three 2014 NeONT guide publications were distributed from the booth, as well as the NeONT Motorcycle Touring Map. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,250 participating partner brochures. All materials were well distributed.



## **Recommendations:**

Further research is needed, to determine if this is the correct show to reach our target market. If we attend in 2015, it is recommended that we explore a partnership with Greater Sudbury who also attends. Hosting a display from the Cochrane Polar Habitat, Science North and other attractions would be beneficial.

# Ottawa Outdoor & Adventure Travel Show

**Executive Golf Centre, Ottawa ON**  
March 15 – 16, 2013

The Outdoor & Adventure Travel Show Ottawa-Gatineau, showcases outdoor adventure experiences, travel destinations, and retail equipment.

This show's main goal is to inspire you to take your outdoor experiences to

new heights by presenting you with nothing but exciting gear, interesting travel destinations, and memorable show attractions!

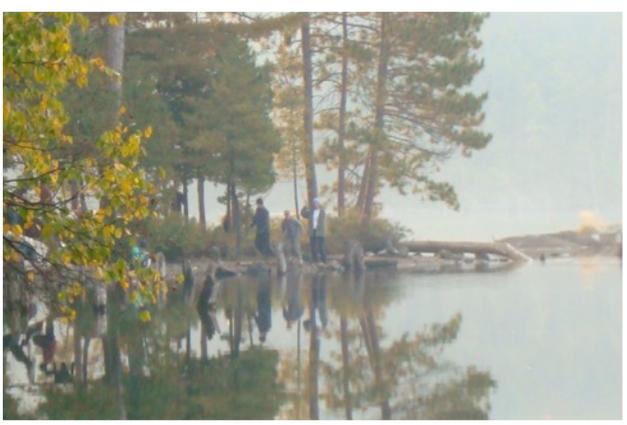


NeONT's booth #105, directly beside the main entrance and across from the OTMPC Outdoor Adventure booth.

For 2014, all three 2014 NeONT publications were distributed, as well as the NeONT Motorcycle Touring Map. In addition, NeONT promoted and accepted entries for its 2014 Legendary Fishing Vacation Contest and distributed 1,250 participating partner brochures. No literature remained at the end of the two-day show.

!

The show attendance is low in comparison to the Toronto Outdoor Adventure Show, but people in Ottawa seem responsive to Northeastern Ontario and have experience canoeing/ camping in Temagami, Timmins, Killarney, etc. Many visitors were looking for the "next big thing" to explore, and were interested in Moosonee, Abitibi and Wolf Lake. There were quite a few people interested in the Agawa Canyon remote outpost canoeing, thinking it was in Northeastern Ontario.



## Recommendations

We ran out of Discovery Guides early Saturday and it is recommended that we increase inventory to 1000 guides. When supplies ran low, staff began taking down names/addresses and a total of 42 packages were sent out.

City of Timmins was in attendance and it is recommended that we explore a partnership opportunity with them.