

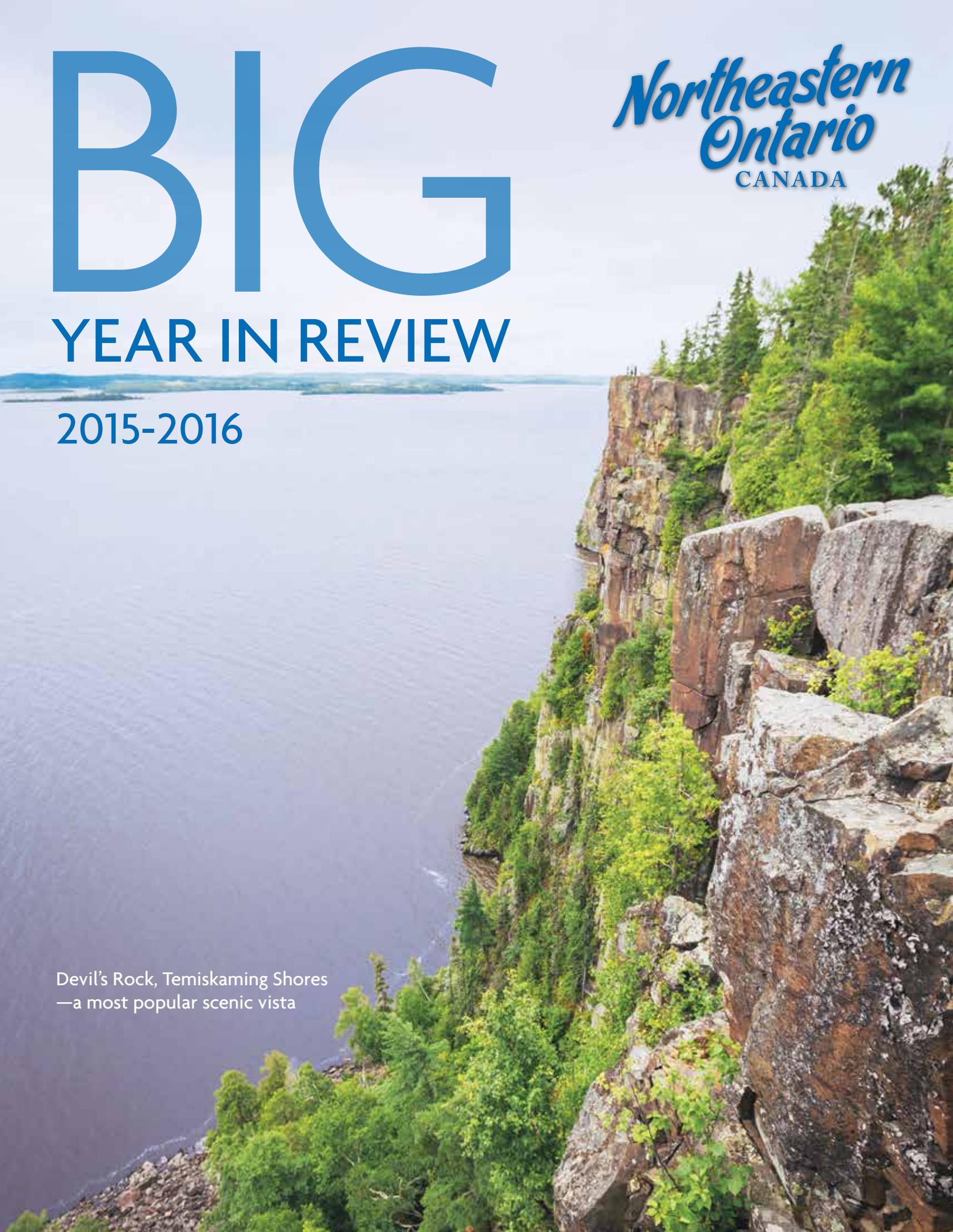
# BIG

## YEAR IN REVIEW

2015-2016

*Northeastern  
Ontario*  
CANADA

Devil's Rock, Temiskaming Shores  
—a most popular scenic vista





## Message From the Executive Director

Dear Industry Stakeholders,

Another spring and another Year in Review present an opportunity to take just a few moments to reflect not only on how quickly the year has sped by, but how much we have accomplished in the past 12 months. Since Northeastern Ontario Tourism (NeONT) took shape only three years ago, we have grown stronger, working with our government and private Partners to attract more visitors to Northeastern Ontario, generating more economic activity right across the Region.

As the old saying goes, “The only thing that is constant is change,” and NeONT experienced quite a bit of change in 2015-16. We said goodbye to Digital Coordinator, Jamie McIntyre, and welcomed Candice Maitland to take on that role. We bid a temporary goodbye to Marketing and Communications Coordinator, Shanna Prowse, as she embarked on a new stage of her life as a first-time mom, and welcomed Sandy Siren as Acting Communications and Marketing Coordinator for the year. Kirsten Hysert, NeONT’s Online Packaging Intern, accepted a permanent position as NeONT’s Administrative Assistant.

NeONT’s Board of Directors also saw changes. I would like to thank the following outgoing Board members for their service: Doug Jeffries, George Stivrins, Marla Tremblay, and Ian Wood. And I would like to thank new Board members, Meredith Armstrong and Jake Lacourse for their contributions to NeONT.

Northeastern Ontario is rich with BIG outdoor experiences and the following pages will give you an overview of how those experiences were actively marketed to consumers in Ontario and the northern U.S. I look forward to working with you—our stakeholders, our Partners, the NeONT Board of Directors, TWG Communications and The New Business—to take tourism in Northeastern Ontario to a new level as we welcome even more visitors to the Region.

Yours in tourism,

**Donna MacLeod**  
Executive Director  
Northeastern Ontario Tourism



**Kirsten Hysert**  
Administrative  
Assistant



**Bernadette Lindsay**  
Partnership &  
Product  
Development  
Coordinator



**Candice Maitland**  
Digital Coordinator



**Sandy Siren**  
(Acting) Marketing  
& Communications  
Coordinator

# SPECIAL EVENTS

## Amazing Race Canada

Hundreds of people showed up for a community viewing party August 12, 2015, at Science North to watch the Sudbury episode of *The Amazing Race Canada*, which had been filmed at several iconic Sudbury locations earlier that year.

According to CTV, the Sudbury episode attracted millions of viewers across the country. In a release, John Brunton, Executive Producer of Insight Productions, which films *The Amazing Race Canada*, said “It has been an absolute pleasure to bring *The Amazing Race Canada* to Greater Sudbury and I think audiences from coast to coast will be surprised to see just how cool this place really is.”



## Annual General Meeting

Donna MacLeod, NeONT Executive Director, and Marla Tremblay, NeONT Board Chair, spoke to a large and welcoming crowd at NeONT’s third annual general meeting held October 21, 2016, at the Manitoulin Hotel & Conference Centre in Little Current. It was an opportunity for staff and Board members to network with Partners and with community representatives to expand on the work that NeONT does and the importance of tourism as an economic driver in the Region.

## Ontario Tourism Awards of Excellence

Presented jointly by the Tourism Industry Association of Ontario (TIAO), the Ontario Tourism Marketing Partnership Corporation (OTMPC), and the Ontario Culinary Tourism Alliance (OCTA), the Ontario Tourism Awards of Excellence are a celebration of success and an opportunity to recognize those who have made significant contributions to Ontario’s tourism industry. NeONT was proud to have received a nomination for its 2015 BIG Adventure Guide in the Print Collateral category and a shared nomination with Tourism Northern Ontario, Algoma Country, Sunset Country, Tourism Sault Ste. Marie, and Thunder Bay Tourism for the Northern Portal.

A BIG Northeastern Ontario congratulations went out to Great Spirit Circle Trail CEO and NeONT Board member, Kevin Eshkawkogan, who took home the honours for Tourism Champion of the Year. Congratulations, Kevin!

The awards were presented November 10, 2015, at the Ontario Tourism Summit Gala in Toronto.

## Professional Development at Northern Ontario Tourism Summit

NeONT staff members were among the more than 300 delegates who attended the second annual Northern Ontario Tourism Summit held November 16-18 in Sault Ste. Marie. The Summit offered many opportunities for networking, sharing ideas, and learning from the keynote speakers, workshop presenters, and industry experts.



Meredith Armstrong

At the close of the Summit, NeONT Board member and City of Greater Sudbury’s Manager of Tourism and Culture, Meredith Armstrong, announced that Sudbury had been chosen to host the 2016 Summit in November.

# General Marketing

## Top 5 Contest

During the summer of 2015 NeONT gave visitors to the website a chance to win a \$250 gas card by submitting their Top 5 favourites in the following categories: fishing holes and fish species, attractions/festivals and events, winter activities and summer activities, snowmobile loops and ATV trails, places to go paddling and hiking trails, and motorcycle routes.

The Top 5 in each category, as chosen by all those who entered the contest, were captured on five double-sided, 4" x 9" rack cards, which were distributed at the consumer shows. The Top 5 will be the focus of product development and marketing in 2016-17.

The contest winner, Rebecca from Kingston, was selected by random draw from over 1400 entries.



## OTIC Union Station Backlit Panel and Digital Monitor

In order to connect with the more than 250,000 commuters who pass through Toronto's Union Station during the work week, NeONT partnered with the Ontario Tourism Marketing Partnership Corporation to buy time on the station's digital monitors.

The looping video, which featured rotating images of Northeastern Ontario's festivals and attractions, fishing, motorsports, and nature and outdoor experiences, ran for a full year, ensuring that NeONT was front and centre in this key market.



## Stay to Play TV Campaigns

NeONT partnered with Tourism Northern Ontario (TNO) for two CTV Campaigns—Winter 2015-16 and Summer 2016—to build brand recognition and pride of Region. Focusing on the BIG brand, the TV commercials encouraged locals to Stay and Play in their own backyards.



## TWG Communications and The New Business

Throughout 2015-16, NeONT continued to develop its successful and productive relationship with TWG Communications and The New Business. As Agency of Record, TWG creates and executes NeONT’s marketing plan in collaboration with NeONT staff, while The New Business performs a similar function on the organization’s digital content strategy.

Even with aggressive goals, NeONT’s website and social media numbers exceeded expectations month over month. For example, NeONT’s Facebook audience grew this year from 36,672 to 40,656 followers. Our Twitter audience grew from 1,302 to 1,877.

This was also the first full year for our newly-designed website where we had an average of 15,000 visitors per month, and reached our year-end goal of 210,000 visits.

Consumers are using digital channels more and more to help them plan their vacations, and NeONT’s Northern Portal stories at [www.northernontario.travel](http://www.northernontario.travel) attracted more and more attention to our Partners and to all that Northeastern Ontario has to offer.

After an extensive search conducted in early 2016, and following Board approval, TWG Communications and The New Business were contracted for another three-year term.

The excellent working relationship developed with TWG Communications and The New Business has proven to be a great asset in moving the organization forward. This success is evidenced by the smooth flow of our marketing initiatives and our digital and social media initiatives.

Each agency, working collaboratively with staff, advances the organization’s BIG brand in its respective media to effectively present Northeastern Ontario Tourism and its Partners to the world.



## BIG Adventure Guide 2016

To better appeal to our key markets, the BIG Adventure Guide was once again printed with three different covers. The outdoor cover features a canoe and an iconic pine tree, the fishing cover features a father and son casting from a boat, and the motorsports cover features a scene from the legendary New Liskeard Bikers Reunion.

The 2016 BIG Adventure Guide includes a full-page map of NeONT’s catchment area, a chart of travel distances to Northeastern Ontario, useful information for travellers to Ontario, Partner listings, and a Word Search for kids of all ages. Stories focused on a variety of subject matter ranging from the growing number of women interested in recreational angling to the best places to enjoy a summertime staple—fish ‘n chips.

The Guide proved popular at consumer shows, and many of NeONT’s full-page magazine ads have sparked telephone and email requests for copies of the Guide.



## BIG Maps

NeONT produced three double-sided, 36" x 36" maps for use at consumer shows. One side featured NeONT's catchment area and a travel distance chart while the other side featured a map of the five motorcycle routes in Northeastern Ontario.

These maps were very effective at illustrating what area Northeastern Ontario Tourism covers to those visiting the NeONT booth.



## “Have Your Say About Northeastern Ontario” Survey

For the second consecutive year, NeONT invited people who have visited Northeastern Ontario's booth at sport and travel shows to complete a survey about their experience. NeONT offered an iPad Air as an incentive to complete the survey.

NeONT contracted CBRE Tourism & Leisure Group (formerly PKF Consulting) to prepare, analyze, and report on the survey to collect feedback on NeONT's success at consumer shows and to provide input on a coordinated action plan for attending future consumer shows in order to achieve greater lead generation and sales conversion.

The 2015-16 survey saw a **50% increase in respondents. 72%** of the respondents indicated that they had physically travelled to Northeastern Ontario within the past 12 months, and of those,

**99% would visit again.**

This compares favourably with the **64%** who had travelled to the Region when surveyed in 2015.

The report analyzed when the respondents travelled, what motivated them to travel, where they travelled from, and where they travelled to in Northeastern Ontario.

Visit <http://www.northeasternontario.com/research-and-reports> to read the complete Northeastern Ontario Consumer Show Attendee Survey and Analysis report.

## Newsletters

TWG Communications designed new Mail Chimp templates to help NeONT reach its audiences through two different eNewsletters. The Industry eNewsletter has over 600 subscribers and features information that is of interest to those associated with the business end of tourism.

Over 4100 consumers subscribe to the Travel eNewsletter, which features stories on where to go and what to see and do in Northeastern Ontario.

## Workforce Development

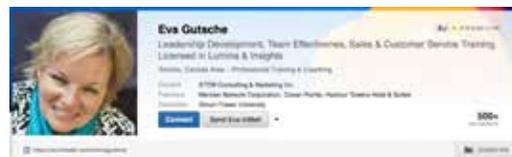
NeONT collaborated with Tourism Northern Ontario to present a two-day workshop May 26-27, 2015, in Haileybury. Facilitated by Eva Gutsche, an EQ Authorized Trainer, "Creating Packages That Sell" was geared to guide tourism operators through the different stages of designing successful tourism packages. At the end of the session, participants had completed a market-ready package. Eight industry partners took advantage of this workforce development opportunity.

## Memorandum of Understanding

NeONT was the successful bidder for Tourism Northern Ontario's (TNO) Request for Expressions of Interest to deliver sub-regional marketing campaigns for the next three years (2016-19). NeONT will continue to plan and implement initiatives to market the Region, in addition to providing other services as requested by TNO.

## Food and Drink Magazine and À bonne verre, bonne table

- PRINT TACTIC:** Full-page ads in Fall 2015 (English and French), Holiday, Winter, and Spring issues
- CIRCULATION:** 512,000 English readers, 23,000 French readers
- READERSHIP:** 2,400,000 active readers per issue
- RECOMMENDATION:** NeONT will continue this very successful campaign and partnership.



# HUNTING AND FISHING

## Game and Fish Magazine

- PRINT TACTIC:** Full-page ads in September and October 2015 issues
- CIRCULATION:** 213,407 (NE Region)
- READERSHIP:** 800,000 active readers per issue (NE Region)
- RECOMMENDATION:** Continue with ads in this publication as we have seen an increase in activity to website from US border states.



## Ontario Out of Doors Magazine

- PRINT TACTIC:** Full-page ad in September 2015 Hunting Annual and in March 2016 Fishing Annual  
Double-page advertorial in March 2016 Fishing Annual
- CIRCULATION:** 99,000 (98M in Ontario)
- READERSHIP:** 651,000 active readers per issue
- DIGITAL TACTIC:** Big box/leaderboard online ads integrate with print schedule
- RECOMMENDATION:** NeONT will refresh the partnership with Ontario Out of Doors, looking for ways to increase ROI with this highly targeted market.



## American Outdoorsman Online Magazine

- DIGITAL TACTIC:** Double-page advertorials in Summer, Fall, and Winter editions
- CIRCULATION:** 120,000 national paid registered users
- READERSHIP:** 250,000 active readers per issue
- RECOMMENDATION:** Continue with ads in this publication looking for ways to increase ROI with this highly targeted market.



## Consumer Shows

Every year, NeONT attends a number of consumer shows in our key markets to reach the travelling consumer while they are in the planning stage of choosing a destination.

The Great American Outdoor Show (February 6-14, 2016) in Harrisburg, Pennsylvania, is the largest consumer show of its kind, attracting outdoor enthusiasts from Pennsylvania, Maryland, Virginia, West Virginia, Delaware, New Jersey, New York, and Washington, D.C. At the 2016 show we distributed 3464 pieces of literature, collected 67 entries to the BIG Fly-in Fishing Experience Contest, and signed up 28 new subscribers to the Travel eNewsletter.

The Toronto Spring Fishing & Boat Show (February 12-15, 2016) is a Family Day Weekend tradition in Ontario. At the 2016 show we distributed 1034 pieces of literature, collected 26 entries to the fishing contest, and signed up 16 new subscribers to the Travel eNewsletter.

The World Fishing & Outdoor Exposition (March 10-13, 2016) in Suffern, New York, has been the largest and most popular sport show east of the Mississippi for almost 40 years. At the 2016 show we distributed 2037 pieces of literature, collected 9 entries to the fishing contest, and signed up 14 new subscribers to the Travel eNewsletter.

Staff will review show reports and survey industry participants to recommend which shows are the best bets to attend in 2016-17.

## BIG Fly-in Fishing Experience

NeONT partners George, Jeanne, and Joel Theriault from Nemegosenda Lake Lodge and Air Ivanhoe generously donated a four-day American Plan package for two, which included a day of guided fishing. The contest was promoted at the Hunting & Fishing and Outdoor Adventure shows, on NeONT's website, and on social media.

Over 900 people entered the contest. The winner, Bev from Sudbury, who describes herself as someone who loves to fish, entered the contest online. She and a guest will enjoy their fly-in fishing getaway in June 2016.

## Media Familiarization (FAM) Tours

Avid angler and hunter Mat Koprash shared his tips and techniques for hunting in "BIG Game Paradise" for the 2016 BIG Adventure Guide.

Freelance writer/photographer Martin Lortz took his family to Mashkinonje Lodge for a last-minute vacation and wrote about it in a story for the Northern Portal.

Amy Nesbitt, professional angler and outdoorswoman, told us why she loves fishing in "Girls Just Wanna Go Fishin'!" for the 2016 BIG Adventure Guide.

Fishing writer/editor, radio host, and angler extraordinaire, Gord Pyzer, reminisced about his favourite fishing holes in "The Love Affair Still Lingers" for the 2016 BIG Adventure Guide.

Ashley Rae is passionate about year-round fishing and promoting the outdoor lifestyle. She spent a memorable weekend in February in an ice bungalow at Fish Bay Marina on Lake Nipissing and can't wait for her next ice bungalow experience!



Ashley Rae  
SheLovesToFish.com



Photos: Martin Lortz

# NATURE AND OUTDOORS

## Horizon Travel Magazine

**PRINT TACTIC:** Half-page ad in Fall 2015 issue at no charge  
**CIRCULATION:** 100,000 copies distributed in Toronto and GTA as an insert in The Toronto Star. Offered free of charge to NeONT.  
**READERSHIP:** 226,000  
**RECOMMENDATION:** As this was a free insertion we will be open to accepting free offers for the upcoming year.



## Canadian Geographic Travel Magazine

**PRINT TACTIC:** Full-page ad in Fall 2015, Winter 2015, and Spring 2016 issues  
**CIRCULATION:** 147,252 (68,199 in Ontario)  
**READERSHIP:** 750,000 active readers per issue  
**DIGITAL TACTIC:** 25,000 web impressions on www.canadiangeographic.ca/travel included with each insertion. Banner ads August 2015 and November 2015, March 2016  
**RECOMMENDATION:** NeONT will continue this very successful campaign and partnership and continue looking for ways to increase ROI with this highly targeted market.

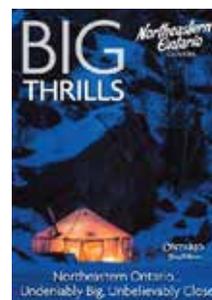


## Explore Magazine

**PRINT TACTIC:** Full-page ad in Fall 2015, Winter 2015, Spring 2016, and Summer 2016 issues  
**CIRCULATION:** 25,000  
**READERSHIP:** 125,000  
**DIGITAL TACTIC:** 200,000 RON online impressions, 2 online articles, 2 influencer articles, 2 social pushes, 6 Live the Adventure eNewsletters  
**CIRCULATION:** 2300 digital subscribers  
**RECOMMENDATION:** NeONT will continue this very successful campaign and partnership and continue looking for ways to increase ROI with this highly engaged market.

## Ontario Parks Guide Online—Backcountry Camping Page

**DIGITAL TACTIC:** Two full-page ads January to November 2016 on ontarioparks.com  
**READERSHIP:** Ontario Parks' website attracts more than 5 million online sessions annually, more than 2.7 million users and 13 million page views. More than 340,000 camping reservations are made annually.  
**RECOMMENDATION:** NeONT will continue this very successful campaign and partnership and continue looking for ways to increase ROI with this highly engaged market.

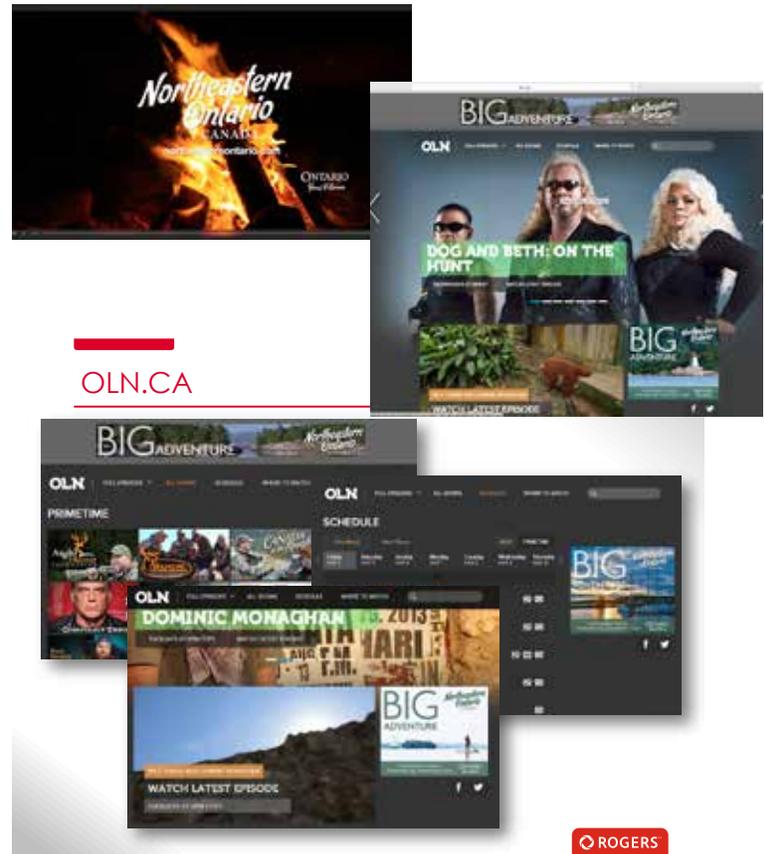


## Outdoor Life Network

### BROADCAST AND

**DIGITAL TACTIC:** QTY - 56 30-second spots per week  
February 29 to March 31, 2016  
Big box and leaderboard digital ads  
March 1-31 on OLN.ca

**RECOMMENDATION:** NeONT will investigate further this broadcast partnership with OLN.



## Consumer Shows

Attending consumer shows is an important business practice that helps NeONT build professional relationships, meet the media, and learn new ideas from industry experts.

The Toronto Outdoor Adventure Show (February 19-21, 2016) has an attendance pegged at roughly 25,700. At the 2016 show we distributed 1586 pieces of literature, collected 102 entries to the BIG Fly-in Fishing Experience Contest, and signed up 64 new subscribers to the Travel eNewsletter.

The Ottawa Outdoor & Adventure Travel Show (March 19-20, 2016) features all things outdoors to entice enthusiasts. At the two-day 2016 show we distributed 729 pieces of literature, collected 35 entries to the fishing contest, and signed up 19 new subscribers to the Travel eNewsletter.

Staff will review show reports and survey industry participants to recommend which shows are the best bets to attend in 2016-17.



NeONT staff Candice Maitland and Kirsten Hysert at the North American International Motorcycle Supershow in Toronto

# FESTIVALS AND ATTRACTIONS

## FAM Tours

Top Five Hiking Trails by Jane Canapini, the force behind the travel website Grownup Travels, was contracted by NeONT to write five stories for NeONT's section of Tourism Northern Ontario's Northern Portal on the Top Five Hiking Trails.



Maija Craig, a writer for YummyMummyClub.ca and her own maijasmommymoments.com, did a multi-generational tour of Manitoulin Island with her three children and her father.



## Win the Great Canadian Grey Owl Adventure with Ray Mears

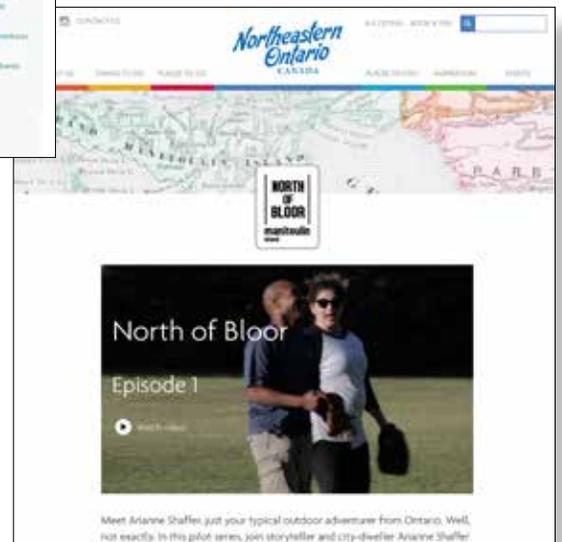
NeONT was one of the sponsors of the Great Canadian Grey Owl Adventure Contest, a wilderness experience of a lifetime with British adventure traveller, author, and TV personality, Ray Mears. The contest was developed in partnership with the OTMPC's UK marketing program. The prize was an eight-day, fully-outfitted trip for two with Ray Mears and the team from Smoothwater Ecolodge to retrace the steps of the legendary conservationist Grey Owl in Northeastern Ontario's Temagami Region—n'Daki Menan Aboriginal Community. The contest winner and a guest would travel by land, air, and canoe into the heart of Lady Evelyn-Smoothwater Provincial Park in July 2016.

Top Five Hiking Trails  
Photo credit: Henk Geurts



## North of Bloor

Toronto-based storyteller Arianne Shaffer went on a quest to Manitoulin Island to soothe her urban rage and find some BIG quiet in a four-part mini series entitled North of Bloor.



## Attractions Ontario

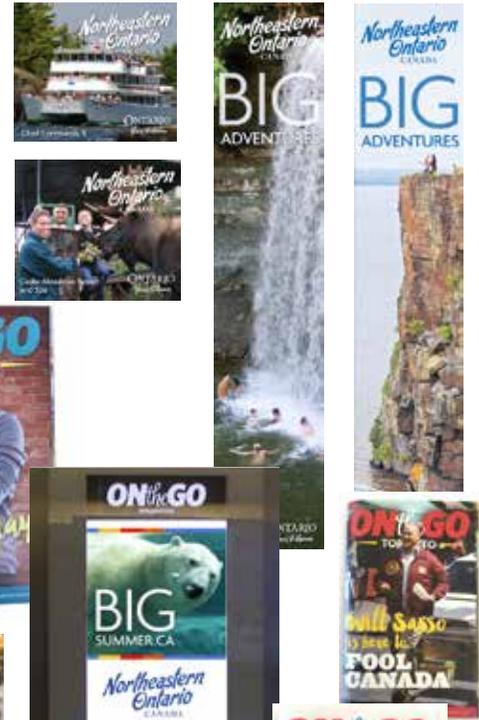
- PRINT TACTIC:** Full-page ad in summer Passport Magazine
- DISTRIBUTION:** 800,000 print copies pan-provincially
- DIGITAL TACTICS:** Magazine available online
- Six digital ads June, July, August 2015
- RECOMMENDATION:** We will reallocate these dollars to get better ROI.

## OnTheGo Magazine and PATH Digital Signage

- PRINT TACTIC:** Four full-page ads—August, September, January, February
- CIRCULATION:** 80,000
- READERSHIP:** 216,000 active GTA readers per issue
- DIGITAL TACTIC:** 5-second digital screen ad on OnTheGo digital PATH signage August 2015, September 2015, January 2016, and February 2016
- Bonus 5-second spots on Gateway Newstands January and February 2016
- RECOMMENDATION:** NeONT will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.

## Parents Canada Magazine

- PRINT TACTIC:** Full-page ad in February/March issue, and April 2016 issue
- Partnership opportunity with Science North and Dynamic Earth to promote Megalodon contest in February/March ad
- CIRCULATION:** 122,500 (78.5M in Ontario)
- READERSHIP:** 600,000 active readers per issue
- DIGITAL TACTIC:** Various banner and leaderboard ads February to April 2016 on ParentsCanada.com
- RECOMMENDATION:** NeONT will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.



ParentsCanada

**YOUR NEW ISSUE IS HERE**

Click here to read it for free  
Click here for past issues

ParentsCanada

Little kid HYGIENE  
6 ways to keep your little one healthy

Check on tips from a doctor

WHO'S INVITED TO THE BIRTHDAY PARTY?

TALKING THROUGH TRAGEDY

Comfort FOOD

4 CHEESE RECIPES OF A MEAL TO HEAL

You are receiving this email because you are on the subscriber list of [parents@ontario.ca](#). We do not want to send UNWANTED MAIL. The email was sent to [parents@ontario.ca](#). Unsubscribe from this site. Update subscription preferences

ParentsCanada

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**ParentsCanada**

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**Understanding Immunization**  
Read more

**Northwestern Ontario is BIG through all four seasons.**  
Plan to make Northwestern Ontario your next BIG vacation destination for BIG family adventures and even BIGGER family memories. There's something for everyone from BIG attractions and destinations to BIG outdoor adventures.  
[Northwestern Ontario](#) | [Lakeshore \(BIG\)](#) | [Lakeshore's Coast](#)

**How to talk to your kids about traumatic events**  
Read more

**Recipes & food tips**

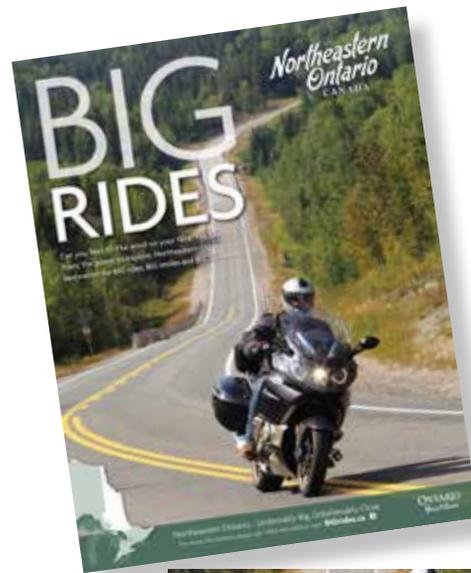
- Bacon cheddar burger "sandwich"
- Curry pasta bake
- Chicken skewers
- Skillet cornmeal & pork
- My kids love peas, but it's just for them!

**Something for every stage**

- **Pregnancy** - Discover a cutting-edge for your baby's health
- **Baby** - Get the latest on baby with a little insight
- **Toddler** - How to get a baby ready for a change of clothes!
- **Preschool** - Get to know about kids before they go to school
- **School** - How to read the signs of an eating disorder

**Contact Corner**

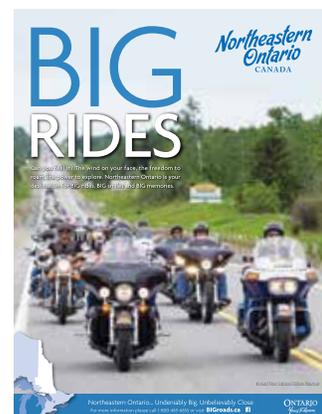
- [Link Contact: Health & Social Services \(week: Fall 2015\)](#)



## FAM Tours

Chef, blogger, traveller, and a former executive director of the Elk Lake Eco Centre, Pamela Hamel took to "The Fish & Chips Trail" for a story for the 2016 BIG Adventure Guide.

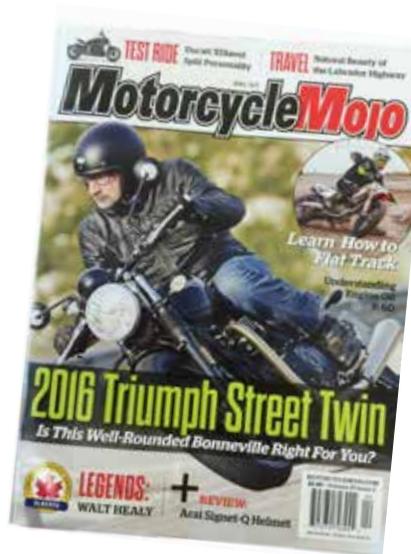
Professional travel, food, and feature writer, Carolyn Heller, visited the Sudbury-Manitoulin area and wrote about her experiences exploring Northeastern Ontario's provincial parks, First Nations art and culture on Manitoulin Island, and Sudbury's multicultural bakeries.



# MOTORSPORTS

## Motorcycle Mojo Magazine

- PRINT TACTIC:** Full-page ad in August 2015, January/February 2016, and April 2016 issues
- CIRCULATION:** 13,695 (500 in USA)
- READERSHIP:** 70,000 active readers per issue
- DIGITAL TACTIC:** Value-added body banner ad on monthly digital newsletter. Top banner ads April 2015, August 2015, and January 15-February 15, 2016.
- RECOMMENDATION:** NeONT will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.



## GoSnowmobiling Magazine and supertraxmagazine.com

- PRINT TACTIC:** Full-page ad in January 2015 promoting snowmobile contest
- CIRCULATION:** 65,000 (1M in USA)
- READERSHIP:** 120,000 active readers per issue
- DIGITAL TACTIC:** Banner ad on supertraxmag.com and on Supertrax Facebook page January to April 2016
- RECOMMENDATION:** NeONT will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.

## RoadRUNNER Magazine

- PRINT TACTIC:** Full-page ad in February 2016 issue and in Travel Directory of April 2016 issue
- CIRCULATION:** 80,490 paid copies, 47,063 paid subscriptions, 33,427 newstand copies
- READERSHIP:** 217,323 active readers per issue
- RECOMMENDATION:** NeONT will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.



## Consumer Shows

For tourism organizations such as NeONT, two of the main benefits of attending consumer shows are increased brand awareness, and interacting one-on-one with potential visitors. You can meet a lot of people over the course of a three-day show.

The Toronto International Snowmobile, ATV & Powersports Show (October 23-25, 2015) is geared for the all-round powersports enthusiast, with a show floor featuring hundreds of exhibitors and an outdoor event area with live racing and freestyle shows. At the 2015 show we distributed 4877 pieces of literature, collected 2215 entries to the BIG Trails Snowmobile Contest, and signed up 79 new subscribers to the Travel eNewsletter.

With over 500 exhibitors in seven halls, and over 1,000 motorcycles on display, the North American International Motorcycle Supershow in Toronto (January 8-10, 2016) is indeed North America's largest retail show for motorcycle enthusiasts. At the 2016 show we distributed 2657 pieces of literature, collected 209 entries to the BIG Runs Motorcycle Contest, and signed up 101 new subscribers to the Travel eNewsletter.

More than 19,000 people attended the three-day Salon Moto et VTT de Québec (Québec City Motorcycle & ATV Show, February 5-7, 2016) with its 100+ exhibitors and close to 400 vehicles on the show floor. At the 2016 show we distributed 1811 pieces of literature, collected 459 entries to the motorcycle contest, and signed up 167 new subscribers to the Travel eNewsletter.

Staff will review show reports and survey industry participants to recommend which shows are the best bets to attend in 2016-17.

# PARTNERSHIPS

## BIG Trails Snowmobile Contest

NeONT partnered with the OTMPC and with four regional Ontario Federation of Snowmobile Clubs (OFSC) districts (11, 12, 14, and 15) to sponsor and promote the BIGTrails.ca snowmobile contest via postcards and the website.

The prize was an all-inclusive, two-day snowmobiling getaway for two, riding the Northern Corridor du Nord in OFSC District 15. The contest was promoted in a full-page print ad in GoSnowmobiling Ontario magazine and in a banner ad on supertraxmag.com.

Contest winner, Joshua, from Tottenham, Ontario, entered the contest at the International Snowmobile, ATV & Powersports Show in Toronto.



Bernadette Lindsay, NeONT Partnership & Product Development Coordinator, at the Toronto International Snowmobile, ATV & Powersports Show

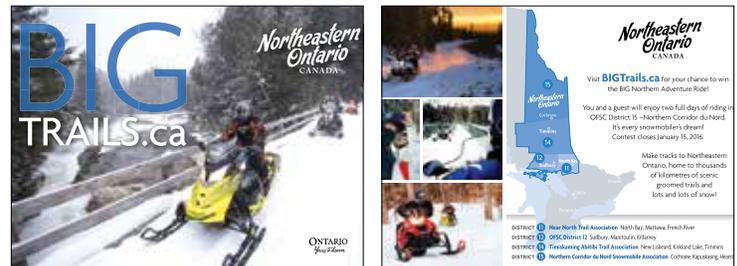
## Northern Ontario Regional Snow Campaign

From February 29 to March 13, 2016, VerticalScope delivered a fully integrated digital campaign to create awareness for 1.8 million snowmobile enthusiasts. The two-week campaign consisted of high-frequency digital display banner ads targeted to seven snowmobile-focused websites, along with a one-week homepage takeover and roadblock where the message encouraged the audience to visit Northeastern Ontario for snowmobiling recreation.

The campaign netted excellent results. VerticalScope, the world's largest, on-line forum company, reported that from an editorial perspective, they have never, in the history of the company, had a campaign be so successful. Over 1000 people per day saw the campaign over the two weeks, 9500 read the article "How to Save Your Snowmobile Season," and 10,000 watched the video on YouTube.

Thousands of people were exposed to the amazing recreational opportunities that Northeastern Ontario offers. The story highlighted the Region along with the key communities and outfitters. URLs directed traffic back to Partner websites.

In addition to financial commitments from the Ontario Tourism Marketing Partnership Corporation and Northeastern Ontario Tourism, community partners who made financial contributions



to this initiative include: The City of Temiskaming Shores, The Town of Kapuskasing, The City of Timmins, The Town of Kirkland Lake, The City of Greater Sudbury, The Town of Cochrane, The Town of Hearst, and Tourism North Bay.

Private sector partners include: M & M Group, Clarion Pinewood Park, and Cedar Meadows Resort.

# GROUP TOURS & MARKETPLACES

## BIG Runs Motorcycle Contest

The BIG Runs contest featured a three-day adventure for two riding the Lake Temiskaming Circle Tour as the prize. The contest was promoted at the motorcycle consumer shows and online.



## FAM Tours

Travel writer and creator of the travel blog ShamelessTraveler.com, Stephen Bischoff, featured his “Motorcycle Adventures in Northeastern Ontario” on motorcycle.com and NeONT’s BIG Blog.

Mike Blakoe and Matt Clark from On Snow Magazine accompanied contest winners on a ride from Kirkland Lake to Cochrane on the Gold Rush Tour. Story to appear Fall 2016.

“WOW Is the Word” for freelance outdoor writer/photographer Martin Lortz in his story about snowmobiling in Northeastern Ontario for the 2016 BIG Adventure Guide.

Jeff Martin and Richard Hiley from Supertrax accompanied the BIGTrails.ca snowmobile contest winner on his two-day ride in the Cochrane area. Story to appear Fall 2016.

## Group Tours

NeONT continued its successful partnership with Greater Sudbury Tourism overseeing the Group Tour pillar. Greater Sudbury Tourism staff polled municipal partners to create the marketplace selection, attended marketplaces, and completed the required reporting.

Sudbury Tourism staff attended the American Bus Association Conference January 9-12 in Louisville, Kentucky. This was a good opportunity to showcase what Northeastern Ontario has to offer both Canadian and American group tour operators. Attendance at the OTMPC Québec Sales Mission March 21-25, 2016, provided another opportunity to nurture relationships with group tour operators in this key market, and to highlight the tourism offerings and experiences available in Northeastern Ontario.

## Group Tour Magazine and Group Tour Spotlight e-magazine

- PRINT TACTIC:** Ads in May, August and November 2015 issues
- DIGITAL TACTIC:** Banner ads and leaderboard for e-magazine
- RECOMMENDATION:** NeONT will reallocate these dollars to attain better ROI.

## Marketplaces

- 39 connections made with travel promoters at Rendezvous Canada
- 36 connections made for FAMs and story ideas at Canada Media Marketplace
- 90 connections made with travel promoters at Québec Sales Mission





# Year in Review Budget 2015-16

## General Marketing

• On-line	\$127,328.00
• Print	142,347.00
• Meridian	24,000.00
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	<b>\$293,675.00</b>

## Nature And Outdoors

• Print	\$72,823.00
• Broadcast	17,827.00
• Partnerships	19,750.00
• FAM Trips	5,000.00
• Consumer Shows	18,000.00
• On-line	34,900.00
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	<b>\$168,300.00</b>

## Fish & Hunting

• Print Advertising	\$58,290.00
• Partnerships	25,750.00
• FAMs	5,000.00
• Consumer Shows	24,000.00
• On-line	39,110.00
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	<b>\$152,150.00</b>

## Motorsports & Touring

• Print Advertising	\$29,595.00
• Partnerships	27,500.00
• FAMs	5,000.00
• Consumer Shows	17,565.00
• On-line	21,490.00
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	<b>\$101,150.00</b>

## Festivals & Attractions

• Print Advertising	\$45,560.00
• Broadcast	9,850.00
• Partnerships	19,000.00
• FAMs	5,000.00
• On-line	21,740.00
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	<b>\$101,150.00</b>

## Group Tour

• Marketplaces	\$24,475.00
• Print Material	6,840.00
• On-line	6,510.00
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	<b>\$37,825.00</b>

**TOTAL** **\$854,250.00**

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Tactic	Description	Status
Top 5 Contest	Visitors to northeasternontario.com were encouraged to vote for their Top 5 Favourites in 11 different categories. There were over 1400 entries to the contest, which generated much positive awareness of all that Northeastern Ontario has to offer. Double-sided, 4" x 9" rack cards were printed with the Top 5 results in each category to be distributed at consumer shows.	The Top 5 will be the focus of product development and marketing in 2016-17.
OTIC Union Station Backlit Panel and Digital Monitor	Video feed and still photography panels depicting NeONT Region. Used as lure to drive to website fulfillment and to entice consumers to visit the Region.	Completed and reviewed annually. Visual presence in key market is important. Anecdotal reporting positive.
Stay to Play TV Campaigns	Partnered with Tourism Northern Ontario on two television ad campaigns to encourage Northern Ontario market to "staycation."	Builds brand awareness for NeONT Region in Northern Ontario.
TWG Communications and The New Business	After an extensive Request for Expressions of Interest process, and following Board approval, TWG Communications and The New Business were contracted for another term.	Contracts extended to March 31, 2019.
BIG Adventure Guide	Publication that promotes Northeastern Ontario and directs consumers to the website and to NeONT Partners.	Will continue this foundation project. Guide is used as lure driving to website fulfillment. Well received. Review and update annually.
"Have Your Say About Northeastern Ontario" Survey	Electronic survey follows up with consumers who visited NeONT booth at consumer shows to determine how effective the shows are at luring consumers to visit the Region.	Provides valuable tracking information and ROI for effectiveness of shows and marketplaces. Recommended for 2016-17.
Newsletters	Travel eNewsletter and Industry eNewsletter with 4164 and 674 subscribers respectively.	Effective tool for communicating information to two target audiences. Open rate consistently above industry average. Recommended for 2016-17.
Workforce Development	Partnership with Tourism Northern Ontario to host workshops to increase capacity in the Region.	Will continue facilitating workshops as they arise.
LCBO Food and Drink Magazine Campaign	Four full-page ads with one bonus French-language ad.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
Attractions Ontario	Full-page ad in Passport Magazine plus digital ads.	Will reallocate these dollars to get better ROI.

Tactic	Description	Status
OnTheGo Magazine and PATH Digital Signage	Full-page print ads, digital screen ads, plus bonus five-second spots at Gateway Newstands.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
Parents Canada Magazine	Print and digital campaign to promote March Break activities as well as Science North and Dynamic Earth Megalodon contest.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
Game and Fish Magazine	Full-page ads featuring fly fishing expert, Bill Spicer.	Continue with ads in this publication as we have seen an increase in activity to website from US border states.
Ontario Out of Doors Magazine	Print and digital campaign promoting hunting and fishing, and fishing advertorial by professional angler, Amy Nesbitt.	NeONT will refresh the partnership with Ontario Out of Doors, looking for ways to increase ROI with this highly targeted market.
American Outdoorsman Online Magazine	Double-page advertorials written by Gord Pyzer, Keith Beasley, and James Smedley, all experts in their respective fields.	Completed will review for next year.
Hunting and Fishing Consumer Shows	Great American Outdoor Show in Harrisburg, PA; Toronto Spring Fishing & Boat Show; World Fishing and Outdoor Expo, Suffern, NY.	Will review show reports and survey industry participants to determine which shows are the best bets to attend in 2016-17.
BIG Fly-in Fishing Contest	Four-day, American Plan fly-in fishing getaway for two offered by Nemegosenda Lake Lodge as prize for entering fishing contest.	Will repeat in 2016-17 to continue adding subscribers to Travel eNewsletter database.
Fishing and Hunting FAM Tours	Introduced new writers to Northeastern Ontario.	Will continue FAMs as opportunities present themselves.
Horizon Travel Magazine	Half-page ad at no charge distributed as insert in The Toronto Star.	Will continue with ads in this publication, looking for ways to increase ROI with this.
Canadian Geographic Travel Magazine	Print and digital ads.	Will continue this very successful campaign and continue looking for ways to increase ROI with this highly targeted market.
Explore Magazine	Print and digital ads plus online and influencer articles.	Good target market match. Will continue this very successful campaign and partnership, and continue looking for ways to increase ROI with this highly engaged market.

Tactic	Description	Status
Ontario Parks Guide Online--Backcountry Camping Page	Two full-page online ads.	Will continue this very successful campaign and partnership, and continue looking for ways to increase ROI with this highly engaged market.
Outdoor Life Network	Campaign of 30-second spots and digital ads.	Builds brand and region awareness. NeONT will investigate further this broadcast partnership with OLN.
Nature and Outdoor Consumer Shows	Toronto Outdoor Adventure Show and Ottawa Outdoor & Adventure Travel Show.	Will review show reports and survey industry participants to determine which shows are the best bets to attend in 2016-17.
Nature and Outdoor FAM Tours	Attracted new writers to the Region.	Will continue FAMs as opportunities present themselves.
Motorcycle Mojo Magazine	Full-page print ads and digital ads.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
GoSnowmobiling Magazine and supertraxmagazine.com	Full-page print ad and digital ads.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
RoadRunner Magazine	Full-page print ad.	Will continue this partnership and continue looking for ways to increase ROI with this highly engaged market.
Motorsports Consumer Shows	Toronto International Snowmobile, ATV & Powersports Show; North American International Motorcycle Supershow, Toronto; Québec City Motorcycle & ATV Show.	Will review show reports and survey industry participants to determine which shows are the best bets to attend in 2016-17.
BIG Runs Motorcycle Contest	Contest promoted three-day trip for two riding the Lake Temiskaming Circle Tour.	Will repeat in 2016-17 to continue adding subscribers to Travel eNewsletter database.
BIG Trails Snowmobile Contest	Contest promoted two-day trip for two riding the Northern Corridor du Nord snowmobile loop in OFSC District 15.	Will repeat in 2016-17 to continue adding subscribers to Travel eNewsletter database.

Northern Ontario Regional Snow Campaign	Two-week, fully-integrated digital campaign to create awareness for 1.8 million snowmobile enthusiasts on "How To Save Your Snowmobile Season."	The campaign netted excellent results. More than 1000 people saw the campaign over the two-week period, 9500 read the article, and 10,000 watched the video on YouTube.
FAM Tours	Snowmobile and motorcycle FAM tours to promote opportunities in Northeastern Ontario.	Will continue FAMs as opportunities present themselves.
Group Tour Magazine and Group Tour Spotlight e-magazine	Print and digital ads.	NeONT will reallocate these dollars to attain better ROI
Marketplaces	Making connections and building relationships with travel media and travel companies to feature NeONT Region and product offerings.	Valuable connections made. Recommended for 2016-17.

# Northeastern Ontario... Undeniably Big, Unbelievably Close

*Northeastern*  
*Ontario*  
CANADA