

BIG

*Northeastern
Ontario*
CANADA

YEAR IN REVIEW
2014-2015





Letter From the Executive Director

Dear Industry Stakeholders,

As we all get caught up in the day-to-day busyness of life and work, it is times like these that make us pause to look back and reflect on what has been another very eventful year for Northeastern Ontario Tourism. We all recognize the importance of tourism and the vital contribution it makes to strengthening our economy. I am pleased to report on NeONT's many accomplishments and the role it plays in helping to make Northeastern Ontario a great place to visit.

The following pages capture highlights of the activities and projects undertaken to align with NeONT's new three-year Strategic Business and Marketing Plan. This plan enables us to focus more precisely on key actions to achieve desired performance measures.

Tourism in Northeastern Ontario is constantly evolving, and NeONT is evolving right along with it. Engaging consumers via social media, for example, is a factor in this evolution, as evidenced by our new digital strategy and our partnership with The New Business. We look forward to working with TWG Communications to implement an exciting, creative, and results-driven marketing plan. With a new BIG brand look and feel, and a new website, we are ready for new challenges and new success.

Northeastern Ontario Tourism is built on innovation, collaboration and cooperation—among our partners, our Board members, and our staff.

As we continue working to increase tourism receipts for our partners, and for our region, it is a privilege for me to work with such a dedicated Board of Directors whose knowledge of tourism and commitment to the industry contributes so greatly to the progress we have made and will continue to make.

I welcome your engagement and your continued support as we build tourism in Northeastern Ontario.

Yours in Tourism!

Donna MacLeod
Executive Director
Northeastern Ontario Tourism



Shanna Prowse
Marketing &
Communications



Jamie McIntyre
Digital Marketing



Bernadette Lindsay
Partnership &
Product
Development



Kirsten Hysert
Online Packaging
Intern

General Marketing

Northeastern Ontario Tourism (NeONT) Three-Year Strategic Business and Marketing Plan

In December 2013, working in collaboration with PKF Consulting, NeONT undertook the development of a three-year Strategic Business and Marketing Plan.

The three ongoing goals of the plan are to:

- better align NeONT's marketing with Tourism Northern Ontario;
- reduce duplication of efforts; and
- better focus NeONT's message as a region in order to increase tourism receipts for the businesses, communities, and people of Northeastern Ontario.

Based on sound research and the most up-to-date statistics, the strategic plan recommended a restructuring of the organization, and a course of action that is both realistic and achievable—one that is attuned to industry needs and trends. Components of the plan address the following:

- Fundamentals (Vision, Mission, Operating Principles, Strategic and Marketing Goals, and Timelines);
- Sustainable Funding;
- Industry Partnership;
- Operating Plan;
- Marketing Plan;
- Product Development; and
- Resources for Workforce Development and Investment Attraction.

For a copy of Northeastern Ontario Tourism's Three-Year Strategic Business and Marketing Plan, please visit <http://www.northeasternontario.com/research-and-reports/>.

Agency of Record

The Strategic Plan recommended that NeONT hire an Agency of Record to develop and implement a marketing plan. After an extensive search followed by Board approval, TWG Communications was contracted to carry out a brand refresh, and to create and execute a marketing plan for 2014-15.

With the success of the 2014-15 Brand Refresh and Marketing Plan Implementation, NeONT exercised the option to renew the contact for 2015-16.

Brand Refresh

PKF Consulting concluded that the Northeastern Ontario brand was well established in the marketplace and should not be dropped. Instead, the goal of the brand refresh was to enhance NeONT's existing brand, refresh the look and feel to re-engage with the marketplace, and emphasize NeONT's positive attributes.

What best defines Northeastern Ontario? Size. Northeastern Ontario is BIG in every way. BIG is a brand statement for Northeastern Ontario that is indisputable and undeniable. It is a position upon which all stakeholders can agree.

The brand refresh refined and consolidated NeONT's look. Advertising standards were set. Primary and secondary colours were selected to represent the Region and its products. Easily identifiable brand seals were created to tie Partners into programs. The brand slogan, *Northeastern Ontario... Undeniably Big, Unbelievably Close*, was endorsed and a brand new campaign was ready to be rolled out.

BIG

Digital Content

The Strategic Plan also recommended that NeONT hire an agency to develop a Digital Content strategy. The New Business was contracted to devise a roadmap and style guide for NeONT's social media platforms and online presence to ensure that the organization effectively represents Northeastern Ontario Tourism and its Partners in the online world.

NeONT staff will continue to develop an annual content calendar based on the plan to ensure continued growth and success online.

Website Redesign

In January 2014 NeONT commissioned a website audit, which identified functionality issues with the site. Drafted and approved in June 2014, NeONT's Three-Year Strategic Plan also addressed these website issues and the need for an overhaul to more effectively align the organization's online presence with industry trends.

Following the Request for Proposal process, Lucidia Ltd. was hired to complete the redesign, and the new site was launched on March 31, 2015. During its first month of operation (April 2015) the site surpassed all targets, realizing 5668 visits, 4772 new visitors, and 822 outbound clicks. The site had 2009 deeply engaged visitors who spent an average of 7 minutes on the site visiting 5.15 pages before clicking through for a total of 1041 visits to Partner pages. April 2015 experienced 48 requests for guides and 27 subscription sign-ups for the NeONT newsletter. Because the site had just been launched in April, Google did not recognize it until mid-month. The organic reach is expected to be much higher in coming months.

NeONT will set aside a budget annually to ensure that the website remains current, viable, and effective through modifications and updates.



Landing Page



While the new website was being developed, TWG Communications recommended that NeONT replace the existing website with a temporary landing page.

The landing page:

- offered an online resource that would complement NeONT's new BIG brand and offer consistent messaging to the consumer;
- removed consumer access to a website that did not meet consumer needs;
- provided effective links to Partner websites; and
- allowed for proper tracking and measurement of consumer visits to the website and to NeONT's contest pages.

Launched in early December 2014, the landing page offered consumers general information about Northeastern Ontario, a full Partner listing with hotlinks to their websites, PDF downloads of NeONT's travel publications and motorcycle map, and an option to subscribe to NeONT's Travel Newsletter. NeONT also used the landing page to promote and collect registrants for its 2015 Consumer Show Fishing Getaway Contest, which resulted in 849 visits to the landing page and 1941 online contest entries.

The landing page was taken down when the new website was launched in late March of 2015.

Meridian Reservation System

NeONT continued to provide an online reservation system for its Partners. To date, 71 partners have been uploaded to this simple system, resulting in 13,007 click-throughs to Partner pages with the potential of driving \$39,355 in one-day sales.

The Sudbury Tourism section of Meridian featured nine packages throughout the year with eight Hotel Partners and eight Attraction Partners. Close to 170 packages were booked totaling \$43,789.44 in revenues for a total of 314 room nights.

NeONT is entering the third year of a three-year contract for the Meridian Reservations System. Slow uptake by partners and a high licensing fee make the value of the project questionable. The Marketing Committee will evaluate the value of the reservation system for the region in fall 2015 and determine next steps.

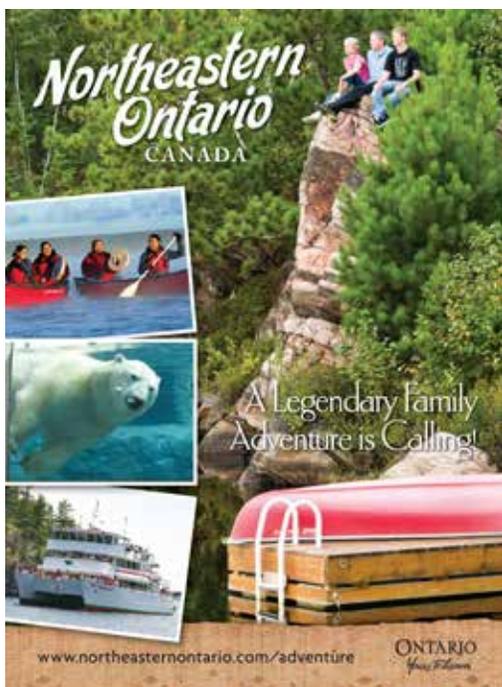
Ontario Tourism Marketing Partnership (OTMPC) Best of Ontario

In order to cascade and align with provincial marketing efforts, NeONT placed a full-page ad in the Ontario Tourism Marketing Partnership's Spring/Summer 2014 Best of Ontario publication. This publication was designed to inspire domestic and American consumers to dream, book, travel, and share their getaway experiences to Ontario.

A million and a quarter copies were produced and distributed—875,000 in the United States (New York, Pennsylvania, and Michigan); 25,000 in Ontario; and 50,000 as fulfillment via requests made on ontariotravel.net, by calls made to the 1-800-ONTARIO call centre, and through in-person requests at Ontario Travel Information Centres (OTICS) and Regional Travel Information Centres (RTICS) across the province.

The commitment was split among the four pillars—Festivals & Attractions, Fishing & Hunting, Motorsports, and Nature & Outdoors, and was geared to showcase and promote travel to Northern Ontario.

It was difficult to track the return on investment for this project and to evaluate its value. Until an accurate means of determining ROI is found for this project, NeONT will not participate again.



Ontario Tourism Marketing Partnership (OTMPC) The Great North Guide

NeONT also had two feature articles in OTMPC's publication Winter 2015: The Great North Guide. The commitment was split among four pillars—Festivals & Attractions, Fishing & Hunting, Motorsports, and Nature & Outdoors.

This guide featured articles on each of Northern Ontario's three sub-regions: Northeastern Ontario, Algoma Country and Sault Ste. Marie, and Northwestern Ontario. The first of NeONT's two feature articles focused on the Region's first-in-class festivals and attractions while the second focused on iconic outdoor experiences.

Eight hundred and ten thousand copies of this guide were distributed, generating 446,200 visits to OntarioTourism.net, 1.2 million views, and 43,875 page views. Two targeted emails were sent to 69,651 recipients, resulting in 12,085 clicks and 13,480 clicks respectively.

It was difficult to track the return on investment for this project and to evaluate its value. Until an accurate means of determining ROI is found for this project, NeONT will not participate again.



BIG Adventure Guide 2015

In response to recommendations made in the Three-Year Strategic Plan and Marketing Plan, NeONT's premier annual print publication was restructured from a product-based fulfillment guide to a fresh, editorial-based lure publication. The new format featured 48 pages of high-quality articles by expert, celebrity writers. For example, award-winning writer and fishing expert, Gord Pyzer, wrote a very well-received article on the top fish species in Northeastern Ontario.

Along with general travel information, a distance calculator, and articles about fun food and roadside attractions, the guide featured stunning photography of Northeastern Ontario.

Over 120,000 copies of the 2015 guide were printed—94,000 copies were poly-bagged with the March 2015 issue of the LCBO's Food & Drink magazine, while 20,000 copies were distributed by CTM to hotels, motels, Ontario Tourism Information Centres, and Regional Information Centres. Eight thousand copies were distributed at the 2015 consumer shows and through direct mail requests made by phone, email, and online. The guide can also be downloaded from the NeONT website at www.northeasternontario.com.

This year, as recommended in the strategy, NeONT moved from three separate pillar publications to one premier printed publication. The BIG Adventure Guide would serve as a lure piece to drive visitors to fulfillment on our new website and to our tourism business operators.



The guide provided feature stories based around our marketing pillars, gave suggested itineraries for travel, provided lists of things to see and do, and included some fun facts about our region. In addition, beginning this year, only NeONT partners were listed in the guide providing an added partnership benefit. The BIG Adventure Guide was very well received and as of June we have limited numbers in stock, which are being used for inquiry fulfillment.

It is recommended that this guide format carry forward for 2015-16 with the development of new story ideas and a similar direction for the upcoming edition.



CTV Commercial Campaign

From July 14 to September 14, 2014, NeONT aired a 30-second commercial to promote the Region's "Legendary" experiences. The commitment was split among three pillars—Festivals & Attractions, Fishing & Hunting, and Nature & Adventure.

This campaign ran on three CTV stations covering the GTA/Golden Horseshoe region of Southern Ontario (Barrie, Muskoka, Newmarket, London, Kitchener, Guelph, Waterloo, and Windsor). Scheduled to run before each CTV newscast (12 p.m., 6 p.m., and 11 p.m.) and before The Tonight Show, the commercial aired a total of 376 times.

The CTV campaign raised awareness of the NeONT travel region in a key target market, but tracking of broadcast results is difficult. The AOR will review and determine if there is a means of tracking before proceeding with additional campaigns.

Winter Photo Shoots

To continue building its library of regional photographs, NeONT, through its Agency of Record, commissioned three photo shoots. NeONT also purchased photos to help fill existing gaps, and TWG is in the process of cataloguing them.

Goh Iromoto Photo Shoot

NeONT commissioned award-winning photographer Goh Iromoto to do a summer photo shoot in Temiskaming Shores. His photos of fishing, paddling, wakeboarding, dining, beaches, museums, B&Bs, and scenic vistas have been added to NeONT's inventory and were used in the 2015 BIG Adventure Guide.

Photo shoots and purchasing photos enables NeONT to showcase our region and refresh the website, advertisements, and on-line marketing with new and exciting visuals. NeONT will continue this practice of keeping our photography inventory up to date and current.



Consumer Survey

Over the past two years, NeONT has been gathering contact information from the people who have visited the NeONT booth at Sport and Travel Shows. NeONT contracted PKF Consulting to conduct a survey with them.

These consumers were asked a series of questions to determine how effective shows are for attracting tourists to Northeastern Ontario. Nine hundred surveys were sent out and 157 consumers (17%) responded. This response rate is slightly higher than the 15% industry standard.

Sixty-four per cent of the respondents had travelled to Northeastern Ontario in the past 12 months and of those, 99% would visit again. The report provided details about where the visitors came from, the seasons in which they travelled, what motivated them to visit Northeastern Ontario, the tools they used to plan their trip, the length of their stay, and the type of accommodations.

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

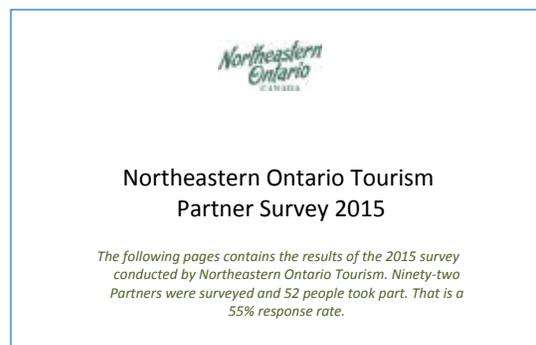
An annual survey of our customers will continue in order to ensure that tactics undertaken by the organization remain successful.

Partner Satisfaction Survey

NeONT circulated a survey to all of its 2014-15 Partners to ascertain how satisfied they were with their Partnership benefits.

Fifty-two partners answered the survey questions for a response rate of 55%. Seventy-three per cent of respondents indicated a “satisfied or better” rating with their Partnership benefits. The top three reasons for becoming a NeONT Partner were NeONT’s website, the Partner listing in the BIG Adventure 2015 Guide, and receiving industry information.

NeONT will continue the annual survey of partners in order to monitor the success of our programming and enable us to adapt partnership opportunities as needed.



Trade Show Displays

With the launch of the BIG brand, the skins for the trade show display booths were retrofitted to maximize their usability and to promote NeONT's new look and feel.

The commitment for this initiative was split among the four pillars—Festivals & Attractions, Fishing & Hunting, Motorsports, and Nature & Outdoors.

NeONT will continue to refresh visuals and tools for trade show usage with the goal of showcasing our region in target markets.



OTIC Union Station Backlit Panel and Digital Monitor

In order to reach the key GTA market, NeONT—in partnership with OTMPC—bought time on digital monitors located in Union Station, a central commuter hub in downtown Toronto. The video featured rotating images that promoted Northeastern Ontario's festivals, attractions, nature and outdoors, fishing, and motorsports. The video ran from January 1 to March 31, 2015.

This campaign sparked guide requests and calls to the NeONT office.

Although difficult to monitor quantitatively, anecdotal feedback regarding these visuals has proven that this means of promotion is very effective. NeONT will continue this campaign for 2015-16 to take advantage of the added traffic in Toronto for the Pan Am Games, thereby extending our reach overseas and to long-haul markets.



Workforce Development

In conjunction with Tourism Northern Ontario, NeONT facilitated four workshops around the region as part of its commitment to workforce development.

The two-day “Creating Packages That Sell” workshop guided tourism operators through the various stages of designing successful tourism packages, which are geared towards their best potential customers. The workshop offered guidance along with a number of resources for developing product, understanding the fundamentals and logistics of packaging, and ways to develop alliances and partnerships.

Post-workshop support for help with finalizing details and expanding distribution channels was also provided. Fifty-five industry partners participated in the four workshops.

NeONT will continue to partner with Tourism Northern Ontario in presenting workshop and training opportunities.

Environics Analytics

Through TWG, NeONT commissioned Environics Analytics to identify key segments of the Ontario population most likely to travel to Northeastern Ontario. TWG uses these data to develop an effective marketing strategy and plan how to best meet the immediate, intermediate, and longer-term goals of Northeastern Ontario Tourism.

The resulting report indicated who the best target audiences are for each product pillar, and the advertising medium best suited to reach them. The analytics were done for both Ontario and United States markets.

Visit <http://www.northeasternontario.com/wordpress/wp-content/uploads/2015/04/NeONT-Demographic-Profile-Research-Summary.pdf> for the Executive Summary and the full report.

NeONT will refresh research annually in order to continue targeting best bet markets by using the best advertising media to reach them.

Stay to Play Summer & Winter Campaigns

NeONT partnered with Tourism Northern Ontario in two CTV television campaigns—Summer 2014 and Winter 2014-15. These campaigns were aimed at encouraging locals to “stay-cation” in their own backyard. Each campaign ran for 15 weeks over which time 600 partner commercials were aired.

The campaigns were complemented by two seasonal “getaway” contests that drove viewers to a Partner Facebook page.

NeONT will continue to partner with Tourism Northern Ontario in showcasing our region to the near-haul market of Northern Ontario.



Festivals & Attractions

Metroland Media Integrated Marketing Campaign

- PRINT TACTIC:** Four-page flyer insert in 20+ community newspapers in May 2014
- DISTRIBUTION:** 124,000 households across the GTA
- TARGET AUDIENCE:** Families with annual income of over \$40,000
- DIGITAL TACTIC:** E-blast sent to 154,000 Metroland subscribers
- ROI:** 1642 names added to NeONT database
- RECOMMENDATION:** Research indicates that although this was a successful campaign, the dollars could be better utilized elsewhere with an increased ROI.



Today's Parent Integrated Marketing Campaign

- PRINT TACTIC:** Half-page ad in March 2014 edition of Today's Parent to promote Legendary Family March Break experience. Additional half-page ad placed in May, June, July 2014 editions.
- DISTRIBUTION:** 160,000
- DIGITAL TACTICS:** Rotating digital ads on Today's Parent website April to August 2014. Newsletter featuring articles from NeONT's Facebook page with links back to the website. Distributed by Today's Parent to 60,000 subscribers. Created unique URL www.northeasternontario.com/familyfun.
- ROI:** Guaranteed minimum of 560,000 impressions with rotating digital ads. 28 unique visitors to URL
- RECOMMENDATION:** NeONT will continue this campaign, refreshing the product offering based on the rebranding.



Northeastern Ontario is vast and beautiful, with unspoiled lakes and waterways during the landscape and ancient red pine forests that have stood tall for generations. Yes, the outdoors is our specialty, but there are so many myths and legends as there are things to do. Our unique cities and attractions offer the kind of adventures that create legends for you and your family or friends, too.



Swim with Grizzly, the polar bear
Few towns in Ontario have a resident polar bear. Continue to stay in a canoe. It's more than just the 300 canoe base at the Canadian Polar Bear Habitat, the only facility of its kind in the world. A specialist's care and maintenance in the care of orphaned and captive bears. It helps ensure the difficulties come rarely, even as an intimate change. Also and have about the bears in a white setting.



Clamping in comfort
Northeastern Ontario jumping - genuine jumping. This genuine experience can be found more than 400 km north of Toronto at the offices of Lake Umbagog. We're in place, in Ontario. It's where, in order to stay. Register. It has never been so glamorous! Spend time outdoors in Northeastern Ontario, where you'll find more accommodations, including King's Head Inn, where you'll find more than 100 years of history and great food.



It's a legendary stay
Whether you arrive by road, train, air or boat, Ontario and Ontario in Northeastern Ontario. It's where you'll find more than 100 years of history and great food. It's where you'll find more than 100 years of history and great food. It's where you'll find more than 100 years of history and great food.

Science can be cool, too
425 million years ago, Manitoba Island was located near the Toronto and was home to a dinosaur. It's a wonder that this history had around here. It's home to thousands of years of history. It's home to thousands of years of history. It's home to thousands of years of history.



Visit us at northeasternontario.ca • Phone us at: 1-800-460-6655

Attractions Ontario

- PRINT TACTIC:** Double-page ad in 2014 Attractions Ontario annual publication. Partners given discounted rate for coupon placement.
- DISTRIBUTION:** 800,000 copies
- DIGITAL TACTIC:** Magazine available at www.attractionsontario.ca
- ROI:** 205 unique visitors to URL
- RECOMMENDATION:** NeONT will continue this campaign.



Plan a Legendary Vacation IN NORTHEASTERN ONTARIO

Whether experiencing our legendary waterways in the comfort of a cruise ship or paddling through the haunting stillness of a river canyon by canoe or soaking up the sun and hanging on for all its worth, Northeastern Ontario offers heart-pounding thrills and our out-door attractions abound.

Northeastern Ontario attractions can take many forms. From fireworks to fishing derbies, from heritage celebrations to fast-moving country roadshows. From rock reveals to folk festivals, from mining fairs to pancake breakfasts, from fish water cruises to science centres and museums we have something for everyone in the Family.

Come for a morning, a day, a weekend or longer - our attractions will fill your time.

ATTRACTIONS
Celebrate our environment and Northeastern Ontario's bio diversity through self exploration or at one of the many destinations that show a spotlight on everything from modern scientific and mining achievements, to recognizing greatness in sport, to cultural icons, to places of history and more.

Every spot on the map has a story to tell at local museums, galleries, monuments, and memorials.

Science North and Dynamic Earth of Sudbury bring geology and ecology to life with fabulous displays and demonstrations. In Cobalt, step back in time at the Bunker Museum and Cobalt Mining

MILES FROM THE EVERYDAY JUST NORTH OF ORDINARY!
From quaint little towns to bustling cities there are festivals and events galore and always reasons to celebrate, so come celebrate with us and enjoy a helping helping of the finest hospitality anywhere.

OUTDOORS
There are few places left where one can travel back in time to hear the call of the Moose and catch beautiful fish. From a book. Few places where one can enjoy the breathtaking and the legendary and then reach into an inner sea for a 3D sound and full length feature presentation or be lulled by the gentle sway of the observation car floating along a ribbon of iron into the Northern wilderness.

Indoors or outdoors, in town or country. In Spring, Summer, Winter or Fall, Northeastern Ontario will touch your heart, inspire your imagination. Fill your soul and leave you waiting for more.

For complete listings visit www.northeasternontario.com/attractions

USA Today

TACTIC: Full-page ad in April 2014 edition
CIRCULATION: 299,140 subscribers and available on 420,000 newsstands
DIGITAL TACTIC: Unique URL www.northeasternontario.com/usatoday created
ROI: 13 unique visitors to URL
RECOMMENDATION: NeONT will reallocate these marketing dollars to get better ROI.



Zoomer Magazine

TACTIC: Half-page ad in April 2014 edition
CIRCULATION: 181,668
DIGITAL TACTIC: Unique URL www.northeasternontario.com/zoomer created
ROI: 25 unique visitors to URL
RECOMMENDATION: NeONT will reallocate these marketing dollars to get better ROI.

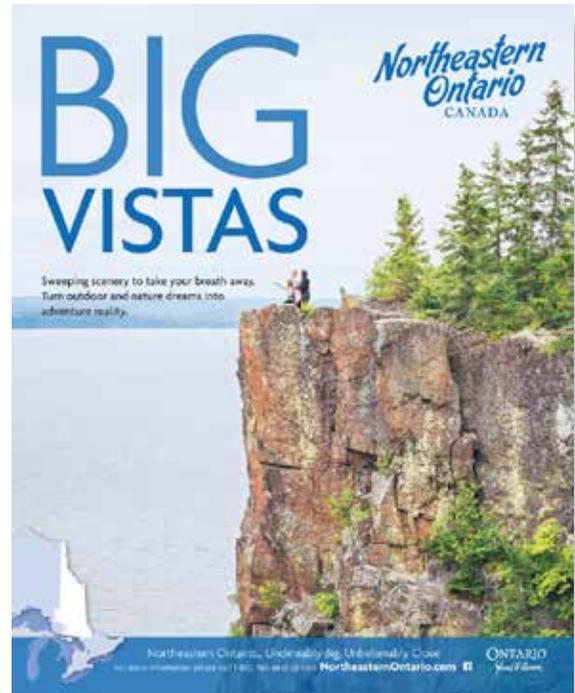


LCBO Food & Drink

- TACTIC:** Full-page ad in January and March 2015 editions
- CIRCULATION:** 500,000 copies
- REACH:** 2.4 million per issue
- TARGET DEMOGRAPHIC:** Middle to upper income families interested in travel, lifestyle, and entertaining
- ROI:** Calls from Partners indicated an excellent ROI with over \$15,000 generated in bookings
- RECOMMENDATION:** NeONT will continue this very successful campaign, building in additional tracking methods.

After we placed our ad in the 2015 BIG Adventure Guide that was packaged with the LCBO's Food & Drink Magazine, we saw a marked increase in our bookings. It was a great initiative that worked very well for us. And the ads that NeONT placed in subsequent editions of Food & Drink really kept Northeastern Ontario front and centre in travellers' minds.

*~ Sue Crane
Crane's Lochaven Wilderness Lodge*



BIG March Break Campaign Partnership

- DIGITAL TACTIC:** Facebook and Twitter ads, Google AdWord, and online newspaper ads from February 22 to March 22, 2015
- FOCUS:** Promotion of Science North's Ice Age exhibit, Dynamic Earth's King Tutankhamun: Treasures From the Pharaoh's Tomb exhibit, and Cochrane Polar Bear Habitat. Supported by OTMPC.
- ROI:** Average increase of 44% in attendance for the three partner attractions. Visit <http://www.northeasternontario.com/research-and-reports/> for the complete report.
- RECOMMENDATION:** NeONT will continue this very successful campaign with our partners.

Thanks to a partnership with Northeastern Ontario Tourism, in support of a digital marketing campaign in March 2015, we were able to roll out a major campaign that resulted in the highest attendance at Science North and Dynamic Earth in recent years! Working with Northeastern Ontario Tourism and pairing the campaign creative with their branding allowed us to reach a broader audience, benefiting more communities across the North. We thank Northeastern Ontario Tourism for their ongoing support and look forward to future opportunities to work together.

~ Science North



PBS Travelscope

TACTIC: Summer 2014 NeONT hosted production team of PBS's Emmy Award winning Travelscope

FOCUS: Promotion of attractions, festivals, and outdoor experiences on Manitoulin Island and in Sudbury and the French River

ANTICIPATED AIR DATE: September 2015

RECOMMENDATION: NeONT will continue to research opportunities to showcase our region with far reaching media such as this program.



FAM Tours

- Frank Chartrand from the website design, marketing, and digital communication firm, Bureau, wrote two articles (Greater Sudbury's summer festivals and Downtown Sudbury's charm) for NeONT's Northern Portal.
- Travel blogger Caitlin Carpenter wrote a series of articles on accommodations, arts, and culture in Temiskaming Shores.

NeONT Partners attended the following events to discuss media FAM tour opportunities:

- Canada Media Marketplace—24 appointments booked
- Travel Blogger's Exchange Canada—104 appointments booked
- Travel Media Association of Canada—26 appointments booked
- Go Media—31 appointments booked



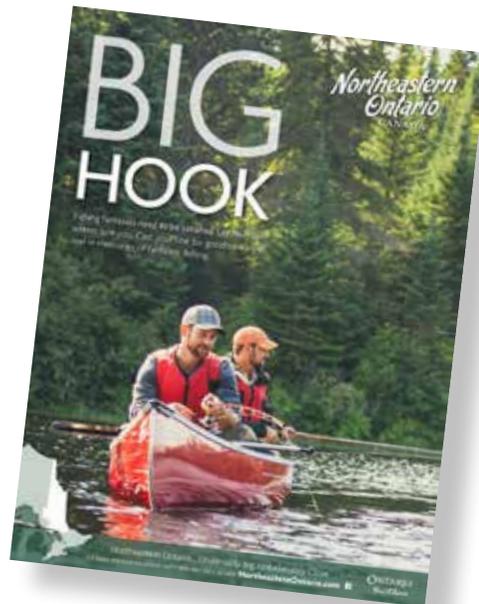
Canada Media Marketplace



GoMedia Canada

Outdoor Canada Magazine

- PRINT TACTIC:** Full-page ad in February 2015 issue
- CIRCULATION:** 86,033 (52,024 in Ontario)
- RECOMMENDATION:** NeONT will reallocate these marketing dollars to a US-based publication for a more targeted reach.



The New Fly Fisher

- TACTIC:**
- Three 30-minute *The New Fly Fisher* shows on fly-fishing, plus one extra show rescheduled from summer 2013
 - Partnership with OTMPC's GoFish and GoHunt programs
 - Host locations chosen from NeONT Partners Sponsorship of *The New Fly Fisher* "Tips & Tricks" YouTube channel
 - All videos display the NeONT logo, which is hotlinked to the NeONT website
 - Over 20 videos currently populate the website
 - New video is posted every Monday, Wednesday, and Friday.
- RECOMMENDATION:** This partnership is entering Year Three. NeONT will review success with partners and determine overall ROI before committing to another three years.



Consumer Shows

FEBRUARY 2015

- Great American Outdoor Show, Harrisburg PA
 - 2000 pieces of literature distributed
 - 120 entries to 2015 Fishing Getaway contest
 - 65 sign-ups for Travel Newsletter
- Toronto Spring Fishing Show
 - 1300 pieces of literature distributed
 - 145 entries to 2015 Fishing Getaway contest
 - 81 sign-ups for Travel Newsletter



MARCH 2015

- World Fishing & Outdoor Exposition, Suffern NY
 - 1900 pieces of literature distributed
 - 88 entries to 2015 Fishing Getaway contest
 - 77 sign-ups for Travel Newsletter

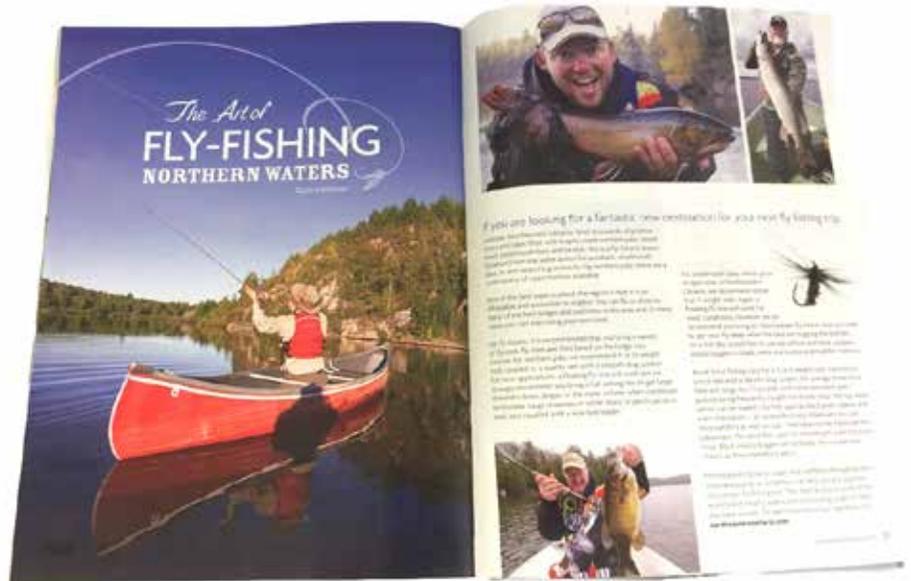


Fishing Getaway Contest

NeONT partner Marten River Lodge generously donated a four-day, three-night, all-inclusive Fishing Getaway for two, which included a day of guided fishing or a day of guided paddling. Posters, bookmarks, and a web page were developed to promote the contest. Contest entrants could indicate on their ballot if they were interested in receiving NeONT's Travel Newsletter. There were over 2600 entries to the contest. Winner Curtis Benedetti from Ottawa will enjoy his Fishing Getaway in July 2015.

FAM Tours

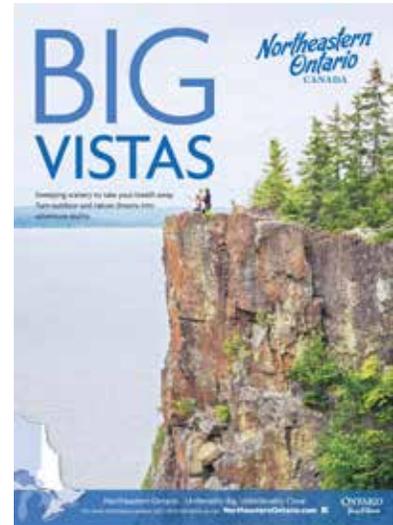
- Michelle Matte article on walleye fishing in Greater Sudbury for the Northern Portal.
- Outdoor writer Gord Pyzer article on top fish species in Northeastern Ontario for the 2015 BIG Adventure Guide, and article on walleye fishing in Cochrane area for Outdoor Canada.
- Article on fly-fishing techniques for the 2015 BIG Adventure Guide by Colin McKeown, host of The New Fly Fisher.



Outdoor Adventure

Explore Magazine

- PRINT TACTIC:** Full-page ad in March 2015 issue
- DISTRIBUTION:** 15,103 subscribers—10,387 in Ontario
- DIGITAL TACTIC:** Two banner ads to create brand awareness and promote outdoor experiences on Explore Magazine website from May to August 2014
- ROI:** 184 unique visits
- RECOMMENDATION:** NeONT will refresh the partnership with Explore Magazine, looking for ways to increase ROI with this highly targeted market.



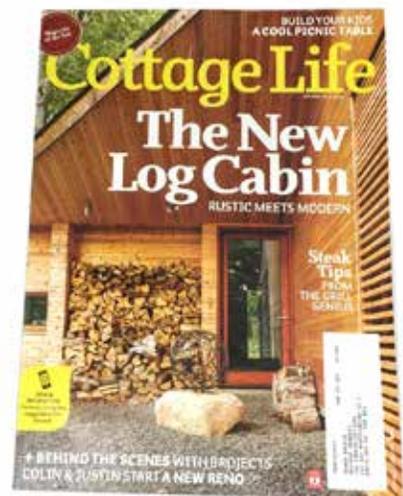
Ontario Parks Guide

- TACTIC:** Full-page ad in 2015 Ontario Parks Guide
- DISTRIBUTION:** 700,000
- RECOMMENDATION:** NeONT will refresh the partnership with Ontario Parks, looking for ways to increase ROI with this highly targeted market.



Cottage Life

- PRINT TACTIC:** Full-page ad in February 2015 issue
- DISTRIBUTION:** 72,419 subscribers—58,619 in Ontario
- READERSHIP/ISSUE:** 1.018 million
- RECOMMENDATION:** NeONT will reallocate these marketing dollars to get better ROI.



Consumer Shows

FEBRUARY 2015

- Toronto Outdoor Adventure Show
 - 1350 pieces of literature distributed
 - 186 entries to 2015 Fishing Getaway contest
 - 96 sign-ups for Travel Newsletter

MARCH 2015

- Ottawa Outdoor Adventure Show
 - 1000 pieces of literature distributed
 - 183 entries to 2015 Fishing Getaway contest

FAM Tours

- Jenny Martindale article on outdoor winter adventure for 2015 BIG Adventure Guide
- Jim Byers article for The Toronto Star on The Group of Seven and Cottage Country
- Jessica Fenton of Turquoise Compass article about travel gems in Timmins for Northern Portal



Motorsports

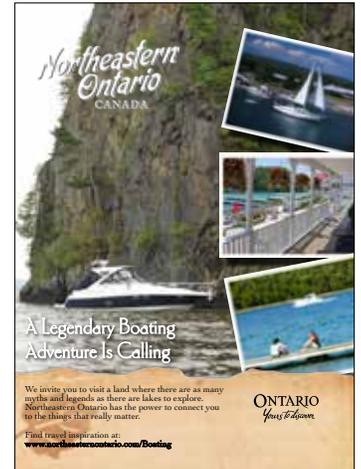
ATV World Magazine

- PRINT TACTIC:** Full-page ad in May 2014 issue
- DISTRIBUTION:** 80,000 copies
- DIGITAL TACTIC:** Unique URL www.northeasternontario.com/atv created
- ROI:** 13 click-throughs to NeONT website
- RECOMMENDATION:** NeONT will reallocate these marketing dollars to get better ROI.



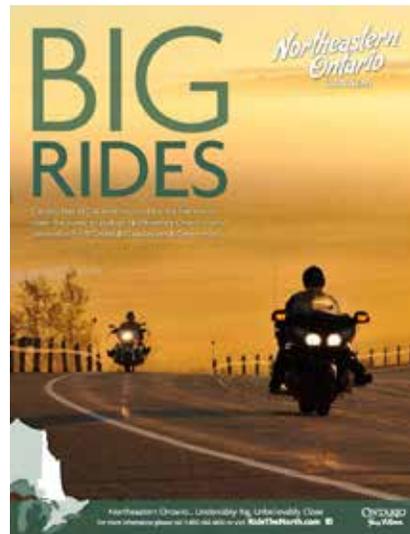
Boats & Places Magazine

- PRINT TACTIC:** Full-page ad in Summer 2014 issue of Boats & Places
- DISTRIBUTION:** 135,000 copies
- DIGITAL TACTIC:** Unique URL www.northeasternontario.com/boating created
- ROI:** 7 click-throughs to NeONT website
- RECOMMENDATION:** NeONT will reallocate these marketing dollars to get better ROI.



Motorcycle Mojo Magazine

- PRINT TACTIC:** Full-page ads in May 2014 and January/February 2015 issues
- DISTRIBUTION:** 13,6795 subscribers
- TOTAL READERSHIP:** 55,000
- RECOMMENDATION:** NeONT will refresh the partnership with Motorcycle Mojo, looking for ways to increase ROI with this highly targeted market.



Motorcycle Touring Map

- PRINT TACTIC:** 2013 Motorcycle Map* was polybagged with April 2014 issue of Motorcycle Mojo Magazine
- CIRCULATION:** 13,695 subscribers
- TOTAL READERSHIP:** 55,000
- RECOMMENDATION:** This fulfillment piece is very well received and NeONT will refresh the map, looking for ways to increase ROI with this highly targeted market.

*Map was updated to align with the BIG brand and 5000 copies were printed for distribution at shows and as fulfillment for inquiries



Go Snowmobiling Ontario

- PRINT TACTIC:** Full-page ad in December 2014 issue
- DISTRIBUTION:** Total membership of Ontario Federation of Snowmobile Clubs (OFCS) = 65,000, mostly in GTA and Northern USA
- RECOMMENDATION:** NeONT will refresh the partnership with Go Snowmobiling, looking for ways to increase ROI with this highly targeted market.

Partnerships

- Partnership with Direction Ontario at Le Show de Moto in Montreal
- NeONT sponsored consumer giveaway bags, distributed French-language Motorcycle Touring Maps, displayed a flag on Direction Ontario's booth, displayed a banner bug, and placed a full-page ad in 2015 Motorcycle Guide
- Partnership with four regional OFSC Districts (11, 12, 14, and 15)
 - Promotion included NeONT glide flags on OFSC District booths, postcards for distribution to consumers, web banner on OFSC District websites linking to BestTrails.ca, and NeONT logo on all four OFSC District maps
- Partnership with OTMPC to sponsor contest for all-inclusive, two-day snowmobile getaway for two in Greater Sudbury
 - Contest promoted on BestTrails.ca
 - Postcards mailed to 50+ Ontario snowmobile sales, repair, and gear shops
 - 827 entries
 - 779 additions to NeONT database

RECOMMENDATION: NeONT will continue to work with the OFSC Districts and OTMPC on these mutually successful initiatives but will have to seek alternate means of reaching the Francophone market with the dissolution of Direction Ontario.

Motorcycle Micro-Site

- TACTIC:** Ride the North micro-site developed as Phase 2 of Ride the North marketing strategy. Content to be moved to new NeONT website.
- RECOMMENDATION:** As recommended in the strategic plan, NeONT has rolled the microsite into the overall website for better Google ratings.



FAM Tours

- Pam Hamel article on roadside diners and poutine hotspots for 2015 BIG Adventure Guide
- Craig Nicholson article on best snowmobile trails for 2015 BIG Adventure Guide
- John Flores (Road Runner magazine) was hosted on a motorcycle FAM Tour of the Georgian Bay Coastal Route
- Mike Jacobs article on NeONT's Great Legends Tour for Northern Portal
- Martin Lortz article on snowmobiling in Mattawa for Northern Portal

Consumer Shows

OCTOBER 2014

- International Snowmobile Show, Toronto
 - Because the BIG brand refresh was underway, the landing page BestTrails.ca was created to promote OFSC Districts 11, 12, 14, and 15; Northeastern Ontario snowmobile trails; and the snowmobile getaway contest
 - 130 contest entries collected at the show
 - 1200 contest postcards distributed to drive consumers to BestTrails.ca

FEBRUARY 2015

- Toronto Motorcycle Show
 - 1900 pieces of literature distributed
 - 79 entries to Fishing Getaway contest
 - 33 additions to Travel Newsletter database



Meetings, Events, Sports, and Group Tours

Marketplaces

- 66 connections made with travel promoters at Quebec Sales Mission
- 38 connections made with travel promoters at Rendezvous Canada
- 34 connections made at Ignite Canada
- 15 connections for FAMS and story ideas made at Canada Media Marketplace
- 12 sporting connections for municipal Partners made at Canadian Sports Tourism Alliance

Memorandum of Understanding

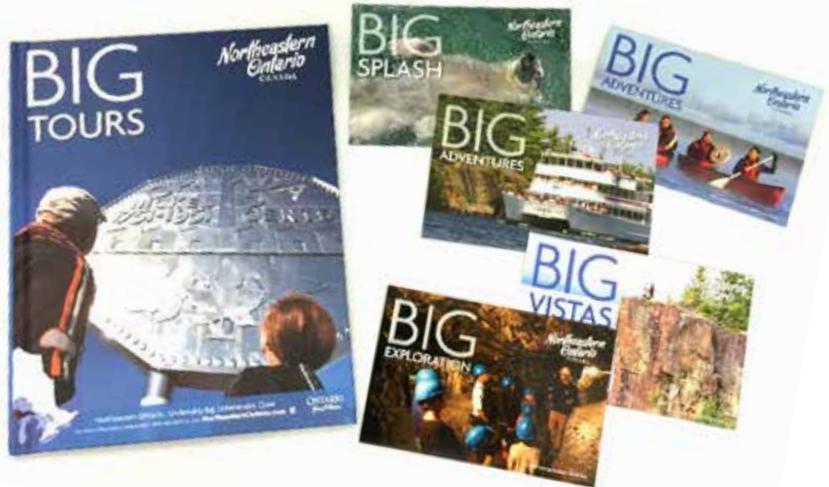
The Strategic Business Plan recommended that a Memorandum of Understanding be developed to secure a partner organization to undertake the research and development of a Group Tour Plan for Northeastern Ontario, which will be implemented in Phase 2 for 2015-16.

Greater Sudbury Tourism was contracted to develop this plan. In preparation, interviews and literature scans were conducted with NeONT Partners and industry stakeholders. From these interviews, marketing tactics were developed to attract group tour business. These tactics included itineraries, print pieces, and giveaway items.

It was also recommended that a budget be set for 2015-16.

Visit <http://www.northeasternontario.com/research-and-reports/> for the Group Tour final report.

RECOMMENDATION: NeONT will continue its successful partnership with Sudbury Tourism for the implementation of Group Tour product development.





Marketing Budget 2014-15

General Marketing

• Website	\$60,000
• Social/Digital	36,000
• SEO/SEM	21,000
• Video Production & Photography	60,000
• Print – Guide	62,745
• Tracking & ROI	30,500
• Meridian	24,000

\$294,245

Nature & Outdoor

• Print	\$50,000
• Broadcast	30,000
• OTMPC Partnerships	30,000
• FAMs	10,000
• Consumer Shows	39,850
• Other Partnerships	8,000

\$167,850

Fishing & Hunting

• Print	\$64,000
• Broadcast	18,000
• OTMPC Partnerships	18,000
• FAMs	9,000
• Consumer Shows	35,865
• Other Partnerships	7,000

\$151,865

Motorsports & Touring

• Print	\$36,000
• Mirco-site	12,000
• OTMPC Partnerships	18,000
• FAMs	12,000
• Consumer Shows	17,910
• Other Partnerships	5,000

\$100,910

Attractions & Festivals

• Print	\$48,000
• Broadcast	24,000
• OTMPC Partnership	12,000
• FAMs	11,910
• Other Partnerships	5,000

\$100,910

Group Tour

• Marketplaces	\$23,270
• Print Collateral	15,200

\$38,470

Total \$854,250

Tactic	Description	Status
Strategic Plan	Three-year strategic business & marketing plan to lay the foundation for establishing and building the NeONT organization.	Existing plan serves 2014-17. Update of strategic plan scheduled to begin 2016.
Agency of Record	Agency of Record hired to make recommendations and build an advertising campaign carrying out media buys as needed, and to ensure that the NeONT brand is maintained and that tracking measures are in place.	Contract extended to March 31, 2016. RFP for three-year term scheduled to begin Fall 2015.
Brand Refresh	Create a consistent look and feel for the NeONT brand.	Refresh complete. Review in 2017.
Website Redesign	Create a user-friendly website that can be maintained by the client and used as fulfillment for inquiries.	Contract completed March 31, 2015.
Digital Content	Create ongoing digital content for blog, portal, and website to ensure fresh content that responds to changing industry wants and needs.	Contract extended to March 31, 2016. RFP for three-year term scheduled to begin Fall 2015.
Meridian Reservations Systems	On-line reservation systems for partner packages and bookings.	Three-year contract completed March 31, 2016. Review to take place Winter 2015/16.
OTMPC - Best of Ontario (Print)	Provincial publication used as lure to drive to website and bookings.	Tracking and monitoring results difficult. Not recommended for 2015-16. Review annually.
OTMPC - Great North (Print)	Northern-focused print publication used as lure to drive to website and bookings.	Tracking and monitoring results difficult. Collaboration continues. Review annually.
BIG Adventure Guide	Regional publication used as lure to drive to website and Partners. Best-in-class stories entice readers to explore website for more information.	Foundation project to continue. Guide used as lure driving to website fulfillment. Well received. Update and review annually.
CTV Commercial Campaign	CTV campaign targeted at best bet market in GTA to drive to website and Partners for fulfillment.	Tracking and monitoring results difficult. Needs to be combined with trackable campaign. Not recommended for 2015-16.
Photoshoots and Photography Acquisition	Fresh images for use in publications, media buys, website, and other digital applications.	Foundation project to continue.
Consumer Survey	Survey to follow up with consumers who visited NeONT booth at consumer shows and marketplaces to determine effectiveness of luring consumers to visit our Region.	Provides much-needed tracking and ROI for effectiveness of shows and marketplaces. Recommended for 2015-16.
Partner Satisfaction Survey	Determine Partner awareness of NeONT and NeONT initiatives. Monitor satisfaction.	Provides much-needed tracking of awareness and program success. Recommended for 2015-16.

Trade Show Displays	Equipment utilized at consumer shows, marketplaces, and meetings as visual displays representing the Region.	Visuals align with Brand refresh. Maintenance of equipment for 2015-16 only.
OTIC Union Station Back Lit & 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.	Tracking and monitoring results difficult. Visual presence in key market important. Anecdotal reporting positive. Initiative continues for 2015-16. Review annually.
Workforce Development	Partnership with Tourism Northern Ontario to host workforce development workshops to increase capacity in NeONT Region.	Highly successful. Builds relationships and workforce. Recommended to continue for 2015-16.
Environics - Ontario and USA	Best bet research based on postal/zip codes from Partners' clients, which provides us with information regarding demographics and preferred advertisement media to better target our marketing.	Valuable information provided for statistically-based rationale on media buys targeted at best buy markets.
Stay to Play - CTV Campaign	Partnered with Tourism Northern Ontario on television ad campaign to reach Northern Ontario market.	Builds brand awareness of NeONT Region in Northern Ontario. No cost to NeONT for participation.
Metroland Media Integrated Marketing Campaign	Print and digital campaign promoting festivals and events to families. Tied to a contest driving to our website.	Limited success with the campaign. Good target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
Today's Parent Integrated Marketing Campaign	Print and digital campaign promoting festivals and events to families. Tied to a contest driving to our website.	Limited success with the campaign. Good target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
Attractions Ontario	Print ad supporting attractions in NeONT Region.	Limited success with the campaign. Good target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
USA Today	Print ad supporting festivals and attractions in NeONT Region.	Limited success with the campaign. Good target market match but poor market reach for dollars spent. Not recommended for 2015-16.
Zoomer Magazine	Print ad supporting festivals and attractions in NeONT Region.	Limited success with the campaign. Good target market match but poor market reach for dollars spent. Not recommended for 2015-16.
LCBO - Food & Drink	BIG Adventure Guide and full-page ads inserted in publication.	Excellent brand awareness campaign. Good target market match. Anecdotal results from partners very positive. Rework and continue for 2015-16 with tracking and monitoring methods applied.

PBS - Travelscope	30-minute travel show featuring three aspects of our Region. Show to air September 2015.	Potential is huge. Excellent target market match. Monitor tracking and ROI. One-time show commitment. Look for alternate shows of this calibre.
FAM Tours	Meeting media to attract new writers to our Region, setting up Familiarization (FAM) Tours and storylines for all marketing pillars.	Valuable tool for content development and earned media. Continue for 2015-16.
US Hunting & Fishing Guide Regulations	Print ads in US hunting and fishing publications with on-line downloads to attract avids to NeONT website for information.	Limited success with the campaign. Excellent Avid target market match but poor click thru rate for dollars spent. Not recommended for 2015-16.
Ontario Out of Doors	Print ad and poly-bagging of BIG Adventure Guide to reach avid market.	Limited trackable success with the campaign. Excellent avid target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
The New Fly Fisher	Three 30-minute television shows on the Fishing Network and PBS featuring regional Partners. YouTube video e-zine and how-to videos.	Third year of agreement to host shows in the region in partnership with OTMPC. Review to take place Winter of 2015/16.
Consumer Shows - Fishing & Hunting	Great American Outdoor Show, Harrisburg, PA, largest hunting show in North America; Toronto Spring Fishing Show, avids targeted; World Fishing & Outdoor Exposition, New York, avids targeted.	Good success. Recommended for 2015-16.
Fishing Getaway Contest	Fishing Getaway offered as prize for consumers who entered the contest and opted to receive newsletter.	Excellent tracking for shows and allows for ongoing communications with the client. Recommended for 2015-16.
Explore Magazine	Print ad in avid outdoor magazine.	Good success with the campaign. Good target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
Ontario Parks Guide	Print ad in guide targeting outdoor enthusiasts.	Limited trackable success with the campaign. Excellent Avid target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
Cottage Life	Print ad in guide targeting outdoor enthusiasts.	Limited success with the campaign. Good target market match but poor market reach for dollars spent. Not recommended for 2015-16.
Consumer Shows - Nature & Outdoors	Toronto Outdoor Adventure Show and Ottawa Outdoor Adventure Show. Both target avids in best bet markets.	Good success. Recommended for 2015-16.

ATV World Magazine	Print ad in magazine targeting avids.	Limited success with the campaign. Good target market match but poor market reach for dollars spent. Not recommended for 2015-16.
Boats & Places Magazine	Print ad in magazine targeting avids.	Limited success with the campaign. Good target market match but poor market reach for dollars spent. Not recommended for 2015-16.
Motorcycle Mojo Magazine	Print ad in magazine targeting avids.	Good success with the campaign. Good target market match. Rework and continue for 2015-16 with tracking and monitoring methods applied.
Motorcycle Touring Map	Regional map featuring sanctioned rides indicating points of interest, meals, gas stops, and accommodations along the way.	Good success with the campaign. Good target market match. Rework with tracking and monitoring methods applied supply dependant on demand and the need to reprint. Review and overhaul for 2016-17
Other Partnerships - Direction Ontario	Direction Ontario provides representation at Francophone motorcycle show in Quebec, drawing avid market to our Region.	Good success with the campaign. Good target market match. Rework with tracking and monitoring methods applied. Supply dependent on demand and the need to reprint. Review and overhaul for 2016-17.
Motorcycle Micro-site	Motorcycle stand-alone website rolled into overall regional site to better serve and manage the offering.	Good transition. Good numbers to date. Transition has taken place, no continuation required.
Consumer Shows - Motorsports	Display booth at International Showmobile, ATV & Powersports Show, Toronto and Toronto Motorcycle Show, targeting avids in their respective sports.	Good success. Recommended for 2015-16.
Marketplaces - MES&GT	Making connections and building relationships with media and travel companies in order to feature NeONT Region and product offerings.	Good success. Recommended for 2015-16.
Memorandum of Understanding	Recognizing the expertise of our Partners, NeONT developed an MOU for Group Tour development in our Region.	Contract completed March 31, 2015. Option to renew for 1 year 2015-16 approved.

Northeastern Ontario... Undeniably Big, Unbelievably Close

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