

IN THIS ISSUE...

2011 Northeastern Ontario Consumer Show Report	1	Website Listing Enhancement	3	OTMPC Advertisement Opportunities	4
RCTA 2011 FAM Tours Contd	2	RCTA Website Advertisement	3	Google Analytics Report	4
Spring Brochure Distribution Program	2	RCTA Updates	3	RCTA Tourism Newsletter Advertising	4

THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER
April 2011

2011 CONSUMER SHOW REPORT

Rainbow Country Represents Northeastern Ontario at 2011 Consumer Shows

As part of the RTO 13A's approved priority projects, Rainbow Country joined forces with Ontario's Wilderness Region (OWR), Ontario's Near North (ONN) and Algoma Country for a combined presence representing Northeastern Ontario at 14 provincial and prime target U.S. Consumer Shows for the 2011 season.

Toronto Motorcycle Show

Toronto, ON

International Motorcycle Show

Toronto, ON

Cincinnati Travel, Sport & Boat Show

Cincinnati, OH

Spring Fishing & Boat Show

Toronto, ON

Indianapolis Boat, Sport & Travel Show

Indianapolis, IN

Ottawa Boat & Sportsman's Show

Ottawa, ON

Outdoorama

Novi, MI

London Boat, Fishing & Leisure Show

London, ON

World Fishing & Outdoor Exposition

Suffern, NY

Sault Ste. Marie Home & Outdoor Show

Sault Ste. Marie, ON

Cleveland Outdoor Adventure Show

Cleveland, OH

Hunting & Fishing Exposition

Traverse City, MI

Sudbury Sportsman Show

Sudbury, ON

Timmins Sportsman Show

Timmins, ON

As part of the 2011 show partnership, RCTA, OWR and ONN provided vacation packages for the creation of a show contest, which offered consumers a chance to win one of THREE vacations in Northeastern Ontario! Combined with our vibrant booth design and alluring guide cover, the 2011 Consumer Show season was a great success for Northeastern Ontario and Rainbow Country.

Rainbow Country would like to thank **Crane's Lochaven Resort, French River, ON**, for providing a full American Plan, weekend getaway package for two.



Rainbow Country also participated in the 2011 All Canada Show. 6,000 Rainbow Country Guides were shipped to the United States to be distributed to nationally recognized travel agencies and touring companies.

For a full report on the 2011 Consumer Show season, contact the Rainbow Country office at 705-522-0104/ 1-800-465-6655.

RAINBOW COUNTRY HIT THE TRAILS THIS WINTER!

Rainbow Country Hosts THREE Exciting 2011 Snowmobile FAM Tours



This winter, Rainbow Country Travel Association assisted in hosting three snowmobile FAM Tours within the region.

2011 SnowGoer Dream Ride

From February 6 - 8, 2011 Rainbow Country, in partnership with the Ontario Tourism Marketing Partnership (OTMPC), the Ontario Federation of Snowmobile Clubs (OFSC), Muskoka Sports & Recreation and SnowGoer Magazine, hosted the 2010 Snowmobile Family Dream Ride contest winners - Rob & Tracy Roth & family.

The contest awarded a weekend snowmobile touring experience to one lucky family demonstrating outstanding passion and commitment to the sport.

The snowmobile ride began at the J.W. Marriott (formerly Red Leaves Resort), Muskoka, ON and included a full-day ride to Pleasant Cove Resort & Cottages, Pointe au Baril, ON as well as a tour and photoshoot at the Charles W. Stockey Centre and the Bobby Orr Hall of Fame.

SnowGoer Magazine participated in the ride and is scheduled to feature an article on the contest winner's ride as well as on

snowmobiling in the Muskoka and Rainbow Country regions.

Rainbow Country would like to thank participating members *Pleasant Cove Resort & Cottages, Pointe au Baril, ON* and the *Charles W. Stockey Centre, Parry Sound, ON*, for contributing to the success of this program.

2011 OTMPC FAM Photoshoot

From February 13 - 15, 2011, Rainbow Country, in partnership with the OTMPC and the OFSC, hosted a two-day professional snowmobile photoshoot and video development campaign in the regions of Parry Sound, Pointe au Baril and French River.

Creatively led by photographer Virgil Knapp & videographer Mike Nardy, the photoshoot was structured from a list of suggestions provided by Rainbow Country and the OFSC and is designed to provide all participants with high-quality photographs and video to be used in upcoming marketing and print campaigns.

SEE THE NEW VIDEO!! Visit <http://www.snowmobile.com/events/rainbow-country-snowmobile-adventure-video-1423.html>

Rainbow Country would like to thank participating member, *Comfort Inn, Parry Sound, ON*, for contributing to the success of this program.

2011 Big Deal Snowmobile Poker Run FAM Tour

From February 16 - 20, 2011, Rainbow Country hosted SnowGoer Magazine and Snowmobiler TV for coverage of Greater Sudbury's Big Deal Snowmobile Poker Run. As part of their visit, Snowmobiler TV hosted a "Test Ride For a Day" contest with local radio stations KICX FM and Q92. SnowGoer and Snowmobiler TV are scheduled to feature articles on Greater Sudbury's Big Deal Poker Run and Snowmobile Touring in the Greater Sudbury region.

Rainbow Country would like to thank participating members, *Sportsman's Lodge, Kukagami Lake, ON* and *The Comfort Inn East, Sudbury, ON*, for contributing to the success of this program.

SPRING INTO ACTION!

Rainbow Country Launches its 2011 Spring Brochure Distribution Program - Deadline May 25,

Rainbow Country Travel Association is preparing for its 2011 Annual Spring Brochure Distribution.

As a free service to our members, representatives from Rainbow Country will deliver 1,000 copies of member brochures to eight (8) Information Centres within the Rainbow Country region.

All interested members are asked to bundle one (1) package of 300 brochures for the Sudbury Welcome Centre and seven (7) packages of 100 brochures for the following information centres:

AY Jackson
French River
Little Current
Massey

Parry Sound Area Chamber of Commerce
Pointe au Baril
Spanish

All brochures must arrive at the Sudbury Welcome Centre before May 25, 2011 to be included in the distribution.

PUT A FACE TO YOUR BUSINESS -

Add Photos and Enhance Your Rainbow Country Website Business Listing Today!

Upgrade your **FREE 150-word** website listing by adding photographs of your property starting at only \$25.00! Place up to **five pictures** beside your business description on the Rainbow Country website and provide visitors with a sneak peak of your property or product. They say a picture is worth a thousand words - add your picture today!

For more information on enhancing your member website listing, contact *Shanna Denis, Sales and Marketing Manager* at 705.522.0104 or by e-mail at shanna@rainbowcountry.com.



RAINBOW COUNTRY Updates and more...

Upcoming Programs & Deadlines

2011 Spring Brochure Distribution Program
DEADLINE - May 25, 2011

Send your brochures to:

Sudbury Welcome Centre
ATTN: Shanna Denis
2726 Whippoorwill Ave.
Sudbury, ON
P3G 1E9

2011/ 2012 Rainbow Country Membership Renewal
DUE - May 27, 2011
(Packages to be sent out this month)



WEBSITE ADVERTISING OPPORTUNITIES

Get noticed with Rainbow Country!

With over 100,000 visits to the site annually, Rainbow Country is the perfect resource for advertising your property or business to consumers looking to book their next vacation in Rainbow Country!

Rainbow Country has a wide variety of website advertisement opportunities available including front page advertisements, enhanced listings with photos of your property or business, coupons and special offers and more!

For full details on Rainbow Country's online advertisement opportunities, visit www.rainbowcountry.com/advertising/ website-advertising or contact Shanna Denis, Sales & Marketing Manager at (705) 522-0104 or by e-mail at shanna@rainbowcountry.com.

ADVERTISEMENT OPPORTUNITIES WITH OTMPC 2011/ 2012

The Ontario Tourism Marketing Partnership (OTMPC) is offering advertising options to help promote your business this Spring/Summer 2011 through online programs including :

- 2011 Francophone E-Newsletters (Four targeted Ontario e-Newsletters set to reach the Francophone market in Ontario & Quebec).

DEADLINE: Varies based on issue

COST: From \$500.00

TO BOOK: Submit signed insertion order by fax ONLY to 416-314-6976.

- 2011 Outdoor E-Newsletters

(Promote your outdoor destination, experience or product to outdoor enthusiasts who have opted-IN to receive travel information from OTMPC).

DEADLINE: Varies based on issue

COST: From \$250.00

TO BOOK: Submit signed insertion order by fax ONLY to 416-314-6976.

For more information on OTMPC advertising opportunities, please visit <http://www.tourismpartners.com> under 2011/ 2012 Partnership Opportunities.

Questions? Contact the OTMPC Sales Office at 1-888-365-4422 or by e-mail at otmp.sales@ontario.ca.

RAINBOW COUNTRY WEBSITE REPORTS

Google Analytics Statistics from December 2010 - April 2011

Google Analytics is a website reporting system that allows us to track all traffic to the Rainbow Country website and assemble detailed statistics on our viewership.

Rainbow Country continues to track our visitorship to our website www.rainbowcountry.com through the Google Analytics reporting system.

Rainbow Country is pleased to report that there has been a steady monthly increase in visitorship to the site and to our member pages!

For further information on the Google Analytics reporting system or to receive a full report, please contact Shanna Denis, Sales & Marketing Manager, at 705-522-0104/1-800-465-6655 or by e-mail at shanna@rainbowcountry.com.

Dec 11, 2010 - Apr 7, 2011

GENERAL STATISTICS

VISITS: 5,464

NEW VISITORS: 75.16%

PAGEVIEWS: 18,714

PAGE PER VISIT: 3.42

AVERAGE TIME ON SITE: 2:42

SITE VISIT SOURCES

DIRECT VISITORS: 22.69%

SEARCH ENGINES: 29.56%

REFERRING SITES: 47.75%

VISITORS BY COUNTRY

CANADA: 4,351

USA: 651

GERMANY: 80

FRANCE: 57

UNITED KINGDOM: 40

INDIA: 19

TOP SEARCH ENGINES

1. Google
2. Yahoo
3. Bing
4. Search
5. AOL
6. Ask
7. Naver
8. MSN

RCTA TOURISM NEWSLETTER

Rainbow Country's Tourism Newsletter is reaching more consumers than ever before!

The Tourism Newsletter, which features spectacular local photographs, informative articles on seasonal topics, captivating regional information and more, is distributed monthly to **THOUSANDS of consumers** interested in receiving regular updates on the Rainbow Country region. Enhance your business's visibility by placing an advertisement, coupon or special offer in an upcoming issue. Rates begin as low as \$25.00 for a full-colour ad!