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THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER
August 2010

GEARING UP FOR 2011

Production begins for Rainbow Country's 2011 Discovery Guide

That time of year has come again! Rainbow Country is gearing up for the production of the 2011 Discovery Guide - Rainbow Country's premier promotional print piece.

Rainbow Country's Discovery Guide is designed as a lure piece attracting consumers to our member businesses and to the Rainbow Country region as a whole. It is distributed at consumer shows across the province and throughout the northern United States; at information centres throughout the province; through direct mailing to consumers and as a fully downloadable format from the Rainbow Country website.

NEW!! In order to continue providing a high-quality, comprehensive and user-friendly guide for the region, Rainbow Country is making some exciting new additions and changes to the 2011 layout.

Information pages will be added to each regional section of the guide and will be designed to answer frequently asked questions by consumers. The new pages will include specific regional information such as key events, winter accommodations, lake and fish species descriptions, and regional icons.

Advertisement sales for the 2011 Discovery Guide will begin in September

with the guide ready for distribution in January 2011 - just in time for the 2011 Consumer Show season! Sales & Marketing Manager, Shanna Denis, will send packages with rates and detailed ad submission information shortly.

Advertisement prices for the 2011 guide will remain the same as 2010.

The Rainbow Country Discovery Guide has been proven as a useful, informative and appealing marketing tool for members to reach out to consumers who have yet to discover all the fun, beauty and excitement Rainbow Country has to offer as well as provide updated information to visitors who come back year after year.



COMING TO A CITY NEAR YOU

2011 Consumer Shows - Join Rainbow Country as they take the show on the road once again this winter

Rainbow Country is taking the show on the road again this winter! We have selected 13 travel, sport and consumer shows within Ontario and the Northern United States that will allow Rainbow Country to communicate with our key consumer markets.

Maximize your business's visibility and place your brochures in the hands of potential consumers by partnering in Rainbow Country's Consumer Show Booth.

Sales & Marketing Manager, Shanna Denis, will send a package with rates and detailed show information shortly. Take advantage of this excellent opportunity to further promote your business and reach a broader market in a cost effective way!

REGIONAL SHOWS

Sudbury, Ontario
Timmins, Ontario
Sault Ste. Marie, Ontario

PROVINCIAL SHOWS

London, Ontario
Toronto, Ontario (2 shows)
Ottawa, Ontario

INTERNATIONAL SHOWS

Cincinnati, Ohio
Indianapolis, Indiana
Cleveland, Ohio
Novi, Michigan
Traverse City, Michigan
Sufferin, New York

TELL US YOUR STORY -

Rainbow Country Seeks Member Testimonials

Every month, Rainbow Country Travel Association posts testimonials on Facebook, on the Northern Portal and in our Tourism Newsletter from visitors who have provided positive feedback and great stories on their experiences vacationing in Rainbow Country.

Rainbow Country is currently looking for testimonials from our member businesses to share your happy customer stories with others! Please send your testimonials to shanna@rainbowcountry.com or fax them to (705) 522-3132.

BE HEARD THIS WINTER!

Winter Advertising Opportunities with OTMPC

The Ontario Tourism Marketing Partnership (OTMPC) is offering a number of advertising options to promote your business this winter (November 2010 - March 2011) through print and online programs including :

- Winter Retail Book display ads;
- "Buy 2 nights, get the 3rd night free winter promotional offers" on the seasonal landing page of the main consumer website, www.ontariotravel.net;
- Winter family campaign including family website, www.ontariotravel.net/family.

Material submission deadlines vary for each program:

Winter Retail Book: Sept. 10, 2010

Winter Promo Offers: Sept. 15, 2010

Winter Family Campaign: Package - **Sept. 15, 2010**; Banner ads & calendar box ads - **Sept. 20, 2010**; e-newsletter ads - **Dec. 9, 2010**.

For more information on OTMPC print and online advertising opportunities, please visit <http://www.tourismpartners.com> under 2010/ 2011 Partner Opportunities.

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

RAINBOW COUNTRY CTV CAMPAIGN A HUGE SUCCESS!

“Follow the Rainbow and Discover Your Own Backyard” TV Campaign Results

Rainbow Country Travel Association’s “Follow the Rainbow and Discover Your Own Backyard” CTV television marketing campaign came to a close August 31, 2010.

The campaign, which is designed to capitalize on the growing “staycation” trend, encourages consumers living within and around Ontario’s Rainbow Country to vacation closer to home and discover all the great activities and experiences available right in their own backyards!

Throughout the campaign, Rainbow Country observed a significant increase in traffic to the Rainbow Country website, most of which came from within Ontario. We also saw an increase in local visitors to our welcome centres throughout the region.

Did you see any impact from this campaign? We’d love to hear from you! To pass on your comments, please contact Shanna at 1-800-465-4455 or e-mail shanna@rainbowcountry.com.

A sincere thank you to our 2010 campaign partners: The Great Spirit Circle Trail, The Manitoulin Tourism Association, Friends of Killarney Park, The Sportsman’s Inn, Killarney Mountain Lodge and the Town of Espanola.

To view a web version of each commercial, please go to “Visit Our Regions” on the Rainbow Country website.

GET NOTICED IN RAINBOW COUNTRY’S TOURISM NEWSLETTER

Enhance your business’s visibility by placing an advertisement, coupon or special offer in an upcoming issue of Rainbow Country’s newly re-designed Tourism Newsletter. Rates begin as low as \$25.00 for a full-colour ad!

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. For more information, contact Shanna Denis at 1-800-465-6655 or by e-mail at shanna@rainbowcountry.com.



RAINBOW COUNTRY Updates and more...

Rainbow Country Wishes Good Luck To Summer Travel Counselors Returning to School

As the end of summer approaches, Rainbow Country says farewell and good luck to our 16 Summer Travel Counselors returning to school this fall.

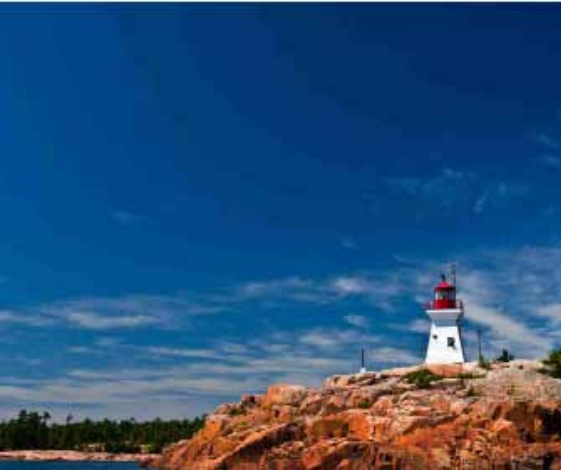
Best Wishes to all!

Rainbow Country Welcomes Lina Signoretti to the Team!

Lina was born and raised in Sudbury. She loves the outdoors and cooking. She is very glad to be working at Rainbow Country Travel Association as our new Administrative Assistant, not only to help travelers to our area, but to learn more for herself and her family.

Lina and her family have a camp on Birch Lake, in Webbwood and are avid fisher people, whether it be on the water or through the ice. She is grateful to be joining the team here at Rainbow Country!





LOW-COST MARKETING PEARLS OF WISDOM

How to Get Great Exposure For Your Business Without Spending a Fortune

If you think that marketing simply involves expensive advertising, then you'll be relieved to know that there are low-cost alternatives. Below are suggestions on how you can tailor your business's marketing strategy to your target market by being visible in the places that are relevant or meaningful to your audience.

Avoid Wasting Money

- Conduct your marketing efforts in a logical, systematic way. Random marketing tends to have little sizzle and you may lose your audience.
- Adhere to a firm plan and give it time. You have to be patient before you see the pay-off.
- Keep track of research expenses; you will need money to produce your campaign.
- Test the campaign before committing to it.
- Prepare marketing pieces that don't have to be updated regularly. References to the number of years you've been in business or specific client information may quickly become outdated.
- Avoid simply relying on humour to position your company. Instead, focus on your product/ service benefit, your competitive difference or your company culture.

Choose the Vehicle That Fits Your Business

Referral system: Set up a referral system so that your existing customers can provide names of potential clients. You could offer discounts to those who refer new clients.

Public speaking: Be a speaker at a conference associated with your type of product/service. This is useful in a busi-

ness-to-business context.

Website: Set-up a basic website, make sure it looks appealing and that it is consistent with your brand. Provide up-to-date data and full contact information.

Press releases: Write short, engaging and newsworthy press releases and distribute them to the newspapers, magazines and radio stations.

Local marketing: Community newspapers offer low-cost advertisement space and community bulletin boards are generally free.

Brochures: Your brochure should reflect your product/service. Keep it simple but professional. If you use professional help, learn from them in order to handle the task yourself later since a brochure can be costly.

Yellow pages: This publication is available for the entire year. List yourself in the specific categories where prospects can easily find you.

Trade shows: Pertinent if your product/service is aimed at a very specific and defined target market, preferably business-to-business.

Networking: Networking is ideal for professional services. It enables information and skill sharing. Business associations help to find new clients and work with existent clients.

Advertising: If your audience uses the Internet, know where they go and if your product/service is appropriate for the website/newsletter. There is no point in using online ads if your audience does not use the Web. Advertising online is usually less expensive than offline.

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