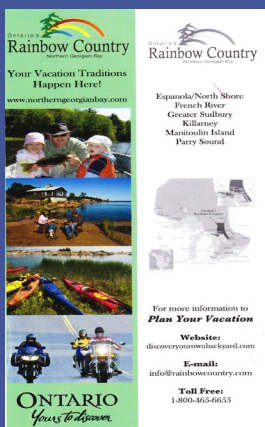


THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

January/ February 2010

RAINBOW COUNTRY BOOKMARKS



Rainbow Country Travel Association recently designed bookmarks to be used as giveaways at the 2010 Consumer Shows. The bookmarks, which showcase photographs of some of Rainbow Country's finest outdoors activities, are intended to direct new visitors to the Rainbow Country website.

Two separate URLs were selected for different regional markets. Consumer shows taking place in Southern Ontario, Eastern Ontario, and the Northern United States will circulate bookmarks advertising www.northerngeorgianbay.com, and consumer shows taking place in Northern Ontario will circulate bookmarks advertising discoveryourownbackyard.com. Rainbow Country will monitor all traffic to these URLs to determine site traffic, the visitor's geographical location, and the visitor's interests.

FAMILIARIZATION (FAM) TOURS IN RAINBOW COUNTRY



Rainbow Country recently partnered with the OTMPC to host SUPERTRAX Magazine writer, John Arkwright, on a sample snow machine tour of our region. During the three-day tour, Arkwright was hosted by Pleasant Cove Resort in Point au Baril, the Sportsman's Lodge and Wilderness Resort in Kukagami, and the Sportsman's Inn and Marina in Killarney.

Arkwright was impressed with the condition of the trails and the northern landscape and expressed that this route would be a great snowmobiling option for the winner of the OTMPC's Choose Your Dream Ride Contest, which is currently being advertised on the ontariotravel.net website and the Rainbow Country website. The article is set for print in next season's SUPERTRAX Magazine.

Thank you to our participating members, Pleasant Cove Resort, The Sportsman's Lodge and Wilderness Resort, and the Sportsman's Inn and Marina for their support in our first 2010 FAM Tour.