

THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

May 2010

A WELCOME TO RAINBOW COUNTRY'S NEWEST STAFF MEMBERS

Senior Travel Councilor Courtney Natale



From the local town of Lively, Courtney was born and raised to be a Northerner. Working as a summer student with Rainbow Country Travel Association last year gave her the experience and knowledge needed to take on the new challenge of being our Senior Travel Councilor.

Courtney is very excited to be back with RCTA sharing her knowledge and smiles with tourists visiting our beautiful region!

Sales and Marketing Intern Trisha Tremblay



Trisha is a recent graduate from Collège Boréal's Marketing program and also recently travelled to France for an overseas marketing internship. She has previously worked as a tourist information guide in the Township of McGarry, situated in Ontario's Wilderness Region. Growing up in Northern Ontario has given her a passion for the outdoors.

Trisha is happy to be joining the rest of the team in hopes of helping others discover the wonderful Rainbow Country region.

IMPORTANT DATES

RCTA Coupon Book Sales Deadline

June 4, 2010

Harmonized Sales Tax

In effect July 1, 2010

WELCOME TO RCTA'S NEWEST MEMBERS

5 Fish Resort & Marina
Green Star Laundry



ONTARIO
Yours to discover

2010 CONSUMER SHOW REPORT

Rainbow Country Travel Association, in partnership with Algoma Country and Ontario's Wilderness Region, participated in 12 Sport and Travel Shows this spring. The 2010 shows attended include:

The Cincinnati Travel, Sport & Boat Show
Toronto Spring Fishing & Boat Show
The Indianapolis Boat, Sport & Travel Show
Ottawa Boat & Sportsman's Show
Outdoorama - Novi, Michigan
London Boat, Fishing & Leisure Show
Eastern Fishing & Outdoor Show - Suffern, New York
Toronto Sportsman's Show
Cleveland Outdoor Adventure Show
Traverse City Hunting & Fishing Expo
Sudbury Sportsman Show
Timmins Sportsman Show
Sault Ste. Marie Home & Outdoor Show

Despite tough economic times, the consumer response towards travelling and vacationing within Northern Ontario and Rainbow Country was very positive. Capitalizing on the concept of a "staycation", consumers attending the provincial shows were eager to explore Northern Ontario's beautiful landscape and were well informed on specific activities and areas they wished to visit.

As travelers seek new vacation destinations, a strong show presence and positive word-of-mouth are keeping Rainbow Country at the forefront of consumer travel itineraries. Consumers attending shows within the Northern United States were eager to share their recent experiences in Rainbow Country and excitedly reported that they plan on making the trip to Northern Ontario annually.

Members who participated will be receiving full show reports shortly. If you were not a participant and would like to view a copy of the reports, please contact Donna MacLeod, Executive Director, at 705.522.0104 or by e-mail at donna@rainbowcountry.com.

2010 CONSUMER SHOW CONTEST - WINNER ANNOUNCED!



Rainbow Country's 2010 Consumer Show contest winner has been announced - Mr. Neil McClure of London, Ontario is the lucky winner of a four-day fishing getaway for two at the French River Lodge! Rainbow Country thanks Joe and Anne Ott for providing RCTA with a fabulous prize package that made this contest possible.

The contest winner was selected from show ballots collected at all 2010 Consumer Shows. The contact information collected from the ballots will allow Rainbow Country to develop a database of individuals interested in receiving periodic information and updates regarding our members and the Rainbow Country region.

ENHANCE YOUR RCTA WEBSITE LISTING!



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.

2010 ANNUAL SPRING BROCHURE DISTRIBUTION

As a free service to all Rainbow Country members, RCTA will be delivering 1,000 copies of each member's brochures to eight information centres within the Rainbow Country region. 300 brochures will remain at the Sudbury Welcome Centre, while bundles of 100 brochures will be distributed to each of the following locations:

A.Y. Jackson
French River
Little Current
Massey
Parry Sound Area Chamber of Commerce
Pointe au Baril
Spanish

Rainbow Country's 2010 Discovery Guide will also be included in the distribution. To acquire additional copies of RCTA's Discovery Guide, please visit The Sudbury Welcome Centre or any of the information centres listed above.

RCTA TOURISM NEWSLETTER - A NEW WAY TO PROMOTE YOUR BUSINESS



Rainbow Country produces a monthly tourism newsletter for consumers interested in receiving more information on Rainbow Country and its members. Hundreds of travelers subscribe to our newsletter each year through the "Join our Newsletter" option on the Rainbow Country website and during Sport and Travel Shows Rainbow Country attends in the spring.

Members now have the opportunity to enhance their business's visibility by placing an advertisement, coupon, or special offer in Rainbow Country's Tourism Newsletter starting at **only \$75.00 for a full colour ad!** For more information on advertising rates, please contact Shanna Denis, Sales and Marketing Manager at 705.522.0104 or by e-mail at shanna@rainbowcountry.com.

RAINBOW COUNTRY COUPON BOOK - NEW!

Coupon spaces in Rainbow Country's 2010 Coupon Book are selling fast! Don't miss your chance to offer great savings to travelers, while showcasing your business's property and/ or services.

The Coupon Book will feature coupons and advertisements from all six of Rainbow Country's regions. **10,000 copies** will be circulated at all major tourist information centres within the region; at select high-traffic accommodations and attractions throughout the Rainbow Country region; at establishments owned by members that have purchased coupons, at the Niagara Falls, Toronto, Barrie, Sault Ste. Marie, Simcoe Country and Windsor information centres; as well as by mail to consumers requesting further information on the Rainbow Country region by phone or by e-mail.

The coupons will also be available in a fully downloadable format from the Rainbow Country website, www.rainbow-country.com, for one year – a \$100 savings for our members as this is the current fee to place a coupon online.

For more information on Rainbow Country's 2010 Coupon Book or to reserve your coupon, contact Shanna Denis, Sales and Marketing Manager, at 705.522.0104 or by e-mail at shanna@rainbowcountry.com.

GOOGLE ANALYTICS REPORTS

Rainbow Country continues to track visitorship on the Rainbow Country website www.rainbowcountry.com through our Google Analytics account. Important data is collected monthly and seasonally to determine visitor interest in the Rainbow Country region and its members.

Rainbow Country is pleased to report that there has been a steady increase in visitorship to the Rainbow Country site since its official launch on June 15, 2009. A large number of visitors are also choosing to explore individual members further by clicking through to member sites. Every visit to your site is a potential booking or sale for your business!

For further information on the Google Analytics reporting system, or to receive a full report, please contact Shanna Denis, Sales and Marketing Manager, at 705.522.0104 or by e-mail at shanna@rainbowcountry.com.

Google Analytics Report - April 1, 2010 to May 26, 2010

General Statistics

Visits: 3,542
New Visitors: 2,792
Pageviews: 13,945
Pages Per Visit: 3.94
Average time on site: 3:03

Site Visit Sources

Direct Visitors: 11.29%
Search Engines: 46.76%
Referring Sites: 41.95%

Visitors by Country

Canada: 1,764
U.S.A.: 238
Germany: 17
United Kingdom: 16
France: 15
Netherlands: 11

Top Search Engines and Referring Sites

1. www.google.com	2. www.bing.com
3. www.yahoo.com	4. gorideontario.com
5. ontarioparks.com	6. ontariotravel.net
7. canadagreatoutdoors.com	