

IN THIS ISSUE...

Funding for RTO Priority
Projects 1-2

Rainbow Country Seeks
Member Packages, Sto-
ries and Testimonials 2

RCTA Annual General
Meeting - A Success! 3

RCTA Welcomes New
Members 3

2011 RCTA Guide Goes
to Print 4

Google Analytics -
October to December 4

Christmas Wishes from
Rainbow Country 4



THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER
November/ December 2010

MINISTRY OF TOURISM PROVIDES FUNDING FOR PRIORITY PROJECTS

Rainbow Country combines forces with Ontario's Wilderness Region and Ontario's Near North for the development of a 13A Northeastern Ontario Discovery Guide, Motorcycle Program and Consumer Show Program for the 2011 Season.

Rainbow Country Travel Association has combined forces with Ontario's Wilderness Region (Timmins, ON) and Ontario's Near North (North Bay, ON) for the creation of a joint 2011 Northeastern Ontario Guide, Motorcycle program and Consumer Show program.

The NORTA partnership was formed under the Regional Tourism Organization's (RTO) 13A Northeastern Ontario sub-region and is designed to coordinate and market 13A as a unified area.

Joint Travel Publication:

The program will include the production of one combined travel guide for

the Northeastern Ontario Region - an amalgamation of all three NORTA travel guide publications as well as the creation of a Northeastern Ontario website landing page.

The guide will educate travelers on the close proximity of the three travel regions and will enable the NORTAs to expand their reach and extend stays within the Northeastern Ontario region.

The guide will also be translated and produced in French to be used in the Quebec market and as requested within the Northern Ontario market.

Rainbow Country Travel Association will continue to produce and print a reduced number of its own regional guide for special requests and projects. Both the 13A Northeastern Ontario Guide and Rainbow Country's independent Discovery Guide are currently in production for the 2011 Consumer Show season.

Joint Motorcycle Program:

The joint venture will also see the creation of a Motorcycle program as motorcycle touring has been identified as one of the fastest growing segments of the tourism industry.

Article continued pg. 2

2011 RTO PRIORITY PROJECTS APPROVED FOR NORTHEASTERN ONTARIO BY MINISTRY OF TOURISM - CONTINUED...



Continued from pg. 1

Aligning with the established OTMPC motorsports program, 13A will produce a small guide mapping motorcycle routes and provide an overview of motorcycle friendly accommodations, restaurants and attractions throughout Northeastern Ontario.

13A will also pair the Motorcycle guide with attendance at motorsports shows and a motorcycle website landing page.

Joint Consumer Show Program:

All the NORTAs will joint forces for a combined presence representing 13A

Northeastern Ontario at 13 Provincial and prime target U.S. Consumer Shows for the 2011 season. 13A will distribute the new joint Discovery Guide and provide information on Northeastern Ontario as a whole. Database development at 2011

Consumer Shows will continue in order to track ROI and provide opportunities for continued sales contact with travelers that have visited the Northeastern Ontario booth.

The new joint Discovery Guide will also be distributed at all ten All Canada Shows in the Tourism Marketplace booth.

For More Information:

Funding approval for the 13A NORTA Priority Projects has been received from the Ministry of Tourism and all projects are currently in production for 2011.

For more information on the Regional Tourism Association's 13A NORTA partnership and the approved priority projects, please contact Donna MacLeod, RCTA Executive Director, at 705-522-0104, toll free at 1-800-465-6655 or by e-mail at donna@rainbowcountry.com.



WE WANT TO HEAR FROM YOU!

Help us promote you this winter! Rainbow Country seeks testimonials, stories and bundles for winter content on the Northern Portal and our Tourism Newsletter

Every month, Rainbow Country Travel Association publishes a variety of stories, testimonials, packages and bundles featuring member businesses and associations within the Rainbow Country region.

These print pieces are posted on Facebook, on the Northern Portal and in our Tourism Newsletter to provide travelers with new and exciting information on upcoming events and promotions taking place within Rainbow Country.

Rainbow Country is currently exploring **WINTER** and all the fun things to see and do while visiting the region. If you have a winter program, special package, or a story on one of your favourite winter vacation traditions in Rainbow Country, please share it with us!

Help us promote you! Please send your information to shanna@rainbowcountry.com or fax it to (705) 522-3132.

RAINBOW COUNTRY'S 36TH ANNUAL GENERAL MEETING - A GREAT SUCCESS!

*Rainbow Country thanks members and
sponsors for their continued support*

Rainbow Country Travel Association hosted its 36th Annual General Meeting on Wednesday, November 3, 2010 at the Quality Inn Sudbury.

The event was attended by officials from Ontario Tourism, partners such as the Near North and Algoma Country, government bodies such as the Ministry of Tourism and the Ontario Tourism Marketing Partnership Corporation and Rainbow Country Travel Association Members.

The luncheon and meeting featured discussions around Rainbow Country Travel Association's successes over the past year, an overview of the audited statements and presentations from Ontario Tourism and the OTMPC.

A year-end review has been created and will be distributed to all Rainbow Country members shortly. For more information on Rainbow Country's AGM, please contact Donna MacLeod, Executive Director at 705-522-0104/ toll free 1-800-465-6655 or by e-mail at donna@rainbowcountry.com.

Thank you to our Annual General Meeting Sponsors:



Thank you to our Silent Auction Sponsors:

Ahmic Lake Lodge
Algoma Central Railway
Bayside Inn
Best Western Sudbury
Brookwood Brae Golf Course
Crane's Lockhaven Wilderness Lodge
French River Lodge
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Georgian Bay Airways
Georgian Inn & Suites

Homewood Suites
Killarney Mountain Lodge/
Killarney Outfitters
OLG Slots @ Sudbury Downs
Rene's Cruises
Respect is Burning Supperclub
Science North & Dynamic Earth
The Keg Steakhouse
Town of Espanola



RAINBOW COUNTRY *Updates and more...*

A Warm Welcome To Rainbow Country's Newest Members!

Microtel Inn & Suites
Parry Sound, ON

North to Adventure
Sault Ste. Marie, ON

Richard Lake Motel
Sudbury, ON

North Channel Marine Tourism
Council
Spanish, ON



2011 DISCOVERY GUIDE HAS BEEN SENT TO PRINT!

The 2011 Rainbow Country Discovery Guide has been sent to print and should be received in early January 2011!

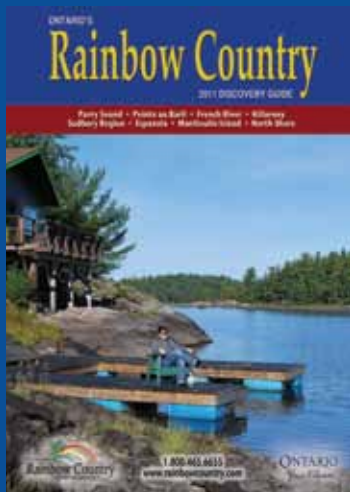
The stand alone Rainbow

Country guide will be used as a supplemental print piece where only information on Rainbow Country is requested.

The guide will also be available in a fully downloadable format on our website- www.rainbowcountry.com and through phone and e-mail requests.

Rainbow Country will primarily distribute the new 13A Northeastern Ontario Discovery Guide, which includes the entire 2011 Rainbow Country Guide, at all 2011 Consumer Shows and travel information centres (see 1st article).

Rainbow Country would like to thank all of our members and regional businesses that participated in the 2011 RCTA Discovery Guide and we look forward to promoting you in 2011!



RAINBOW COUNTRY WEBSITE REPORTS

Google Analytics Statistics from October 2010 - December 2010

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 or by e-mail at shanna@rainbowcountry.com.

Oct 1, 2010 - Dec 10, 2010

GENERAL STATISTICS

VISITS: 3,331
NEW VISITORS: 70.25%
PAGEVIEWS: 9,478
PAGE PER VISIT: 2.85
AVERAGE TIME ON SITE: 2:16

SITE VISIT SOURCES

DIRECT VISITORS: 22%
SEARCH ENGINES: 30%
REFERRING SITES: 47%

VISITORS BY COUNTRY

CANADA: 2,623
USA: 356
GERMANY: 54
UNITED KINGDOM: 40
FRANCE: 29
JAPAN: 16

TOP SEARCH ENGINES

1. www.google.ca
2. www.snowmobilefrenchriver.com
3. www.goride.com
4. www.google.com
5. www.northernontario.travel
6. www.rainbowcountry.com
7. www.ontariotravel.net
8. www.visitontarionow.ca
9. www.canadagreatoutdoors.com
10. www.ontarioparks.com

Happy Holidays from Rainbow Country!

Rainbow Country Travel Association Board of Directors and Staff would like to wish all of our members a healthy, safe, and joyful holiday season!

