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# THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER  
September/ October 2010

## STAY INFORMED ON WHAT WE DO

*Rainbow Country Travel Association invites you to attend its 36th Annual General Meeting*

Rainbow Country Travel Association's Board of Directors invites all members to attend its 36th Annual General Meeting on November 3, 2010 at the Quality Inn (390 Elgin St., Sudbury).

Attending members and their guests will enjoy a hot lunch buffet and refreshments. Each member receives one free meal ticket and additional tickets can be reserved in advance for \$25.00/ per person at the Rainbow Country office. Lunch tickets are not available at the door.

Rainbow Country Travel Association is pleased to announce this year's special guest speakers - The Ministry of Tourism and Culture's Assistant Deputy

Minister of Tourism, Michael Kurts, and OTMPC Director of Northern Marketing, Chris Milner.

This year's AGM will also feature the ever-popular Silent Auction - back for it's 6th consecutive year. Don't forget to place your bids!

Rainbow Country asks that all attending members please RSVP no later than Wednesday, October 27, 2010 to Shanna Denis, Sales & Marketing Manager at 705-522-0104 or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).

Registration will begin at 11:30 a.m. We look forward to seeing you!

### AGENDA:

Auditor's Report  
Year End Review  
Elections & Appointments

### GUEST SPEAKER TOPICS:

Michael Kurts  
Assistant Deputy Minister Tourism

### Regional Tourism Organizations Update

Chris Milner  
Director of Northern Marketing

### Northern Marketing Update



# EXPLORING OUR REGION: FALL SITE-VISITS IN RAINBOW COUNTRY

*Rainbow Country staff visit French River's Totem Point Lodge, 5 Fish Resort, Crane's Lockhaven Resort and Foleyet's Air Ivanhoe for an unforgettably breathtaking outdoor experience!*

Every year, Rainbow Country staff members take the opportunity to explore the Rainbow Country region and visit our members along the way.

These meet and greet visits allow members to become acquainted with Rainbow Country staff and, in turn, Rainbow Country staff have the opportunity to tour, photograph and educate themselves on the unique products and services offered by each member business.

This fall, Rainbow Country had the pleasure to tour the areas of French River and Foleyet!

## **FRENCH RIVER, ON - PART 1:**

On September 16, Executive Director, Donna MacLeod and Sales & Marketing Manager, Shanna Denis, set out on a journey for a taste of the fisherman's dream getaway - the French River!

Donna and Shanna enjoyed a tour of Totem Point Lodge in Wolsely Bay then carried on to Crane's Lockhaven Resort for an overnight lodge experience! Thank you to Sylvia Angi and Ed and Sue Crane for your exceptional hospitality!

## **FRENCH RIVER, ON - PART 2:**

On September 20, Executive Director, Donna MacLeod, Sales & Marketing Manager, Shanna Denis, and Marketing Intern, Trisha Tremblay, visited longtime members Joe and Anne Ott of the French River Lodge and new member, Donna Hazlet of 5 Fish Resort.

Blessed with sunshine and warm weather, Rainbow Country staff could not have asked for more beautiful day or better company - thank you to Joe and Anne Ott for an exceptional lunch and to Donna Hazlet for allowing us to be her first site visit!

## **AIR IVANHOE - FOLEYET, ON**

On September 27, Executive Director, Donna MacLeod and Sales & Marketing Manager, Shanna Denis, drove through the magnificent autumn colours lining HWY 144 to visit George and Jeanne Theriault, owners and operators of Air Ivanhoe in Foleyet, ON.

Better weather could not be had as Donna and Shanna received a float-plane ride and tours of three of Air Ivanhoe's 30 outposts. Thank you to George, Jeanne, Jenna and Joel Theriault for sharing their beautiful property and making us feel at home!



# TYING UP LOOSE ENDS

Don't delay - get your 2011  
Discovery Guide advertisements  
and listings in today!

## 2010/ 2011 Membership Renewals:

If you have not yet renewed your 2010/ 2011 membership, please note that **all membership fees must be paid in order to confirm your FREE 25-word listing is printed in the 2011 Discovery Guide**. Please submit your membership form and payment to:

2726 Whippoorwill Ave.  
Sudbury, ON  
P3G 1E9

To receive an invoice or a copy of Rainbow Country's membership renewal form, please contact Shanna Denis, Sales & Marketing Manager, at 705-522-0104 or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).

## 2011 Guide Listings:

As Rainbow Country prepares to send the 2011 Discovery Guide to print, we urge all members to review your business's **FREE 25-word guide listing** and submit any revisions you may have via FAX at 705-522-3132 or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com) no later than November 1, 2010.

## 2011 Guide Advertisements:

Members that are placing advertisements in the 2011 Discovery Guide are also asked to submit their completed artwork or artwork revisions before November 8, 2010 to allow time for corrections and approvals.

## 2011 Consumer Show Brochure Distribution:

Rainbow Country Travel Association is gearing up for Consumer Show season, which begins January 2011. Every year, Rainbow Country travels throughout Ontario and the Northeastern USA promoting our members and the Rainbow Country region.

Members interested in participating in Rainbow Country's 2011 Consumer Show Brochure Distribution Program are urged to submit their forms as soon as possible. Hurry - spaces are limited!



## RAINBOW COUNTRY Updates and more...

### Rainbow Country Seeks Silent Auction Gift Donations

Rainbow Country Travel Association is offering the ever-popular Silent Auction at our 6th Annual General Meeting on November 3, 2010.

Every year, members and local supporters generously provide items for our Silent Auction. Rainbow Country is still seeking donations of gift items for our Silent Auction.

If you are interested in providing an item for this year's Silent Auction, please contact Shanna Denis, Sales & Marketing Manager, at 705-522-0104 or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).

Help us make this year's Rainbow Country Silent Auction our best yet!





# RAINBOW COUNTRY GETTING LOTS OF HITS

Google Analytics Statistics from July 2010 - September 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.

## 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](http://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](mailto:shanna@rainbowcountry.com).

Rainbow Country's website viewership has been strong during the summer months. We are happy to report that there has been a steady increase in visitorship to the site and to member pages!

Rainbow Country continues to track-visitorship to our website [www.rainbowcountry.com](http://www.rainbowcountry.com) through the Google Analytics reporting system.

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](mailto:shanna@rainbowcountry.com).

July 27, 2010 - October 22, 2010

## GENERAL STATISTICS

VISITS: 6,643  
NEW VISITORS: 72.56%  
PAGEVIEWS: 23,249  
PAGES PER VISIT: 3.5%  
AVERAGE TIME ON SITE: 2:30

## SITE VISIT SOURCES

DIRECT VISITORS: 17.84%  
SEARCH ENGINES: 45.42%  
REFERRING SITES: 36.75%

## VISITORS BY COUNTRY

CANADA: 1,326  
USA: 168  
GERMANY: 30  
UNITED KINGDOM: 29  
FRANCE: 18  
INDIA: 13

## TOP SEARCH ENGINES

1. Internet Explorer
2. Firefox
3. Safari
4. Chrome
5. Opera
6. Konqueror
7. Mozilla
8. Mozilla Compatible Agent
9. Blackberry 9650
10. Camino

## OTMPC 2010/ 2011 WINTER BRAND E-NEWSLETTER SPONSORSHIP

OTMPC is offering a new winter advertisement opportunity for tourism partners - a Winter Brand E-Newsletter. Promote your business by advertising on OTMPC's E-Newsletter, which reaches 150,000 consumers that have specifically requested to receive information on tourism. Spaces are limited.

For more information and for deadlines, contact OTMPC sales at 416-314-6314 or 1-888-365-4422, or e-mail [otmp.sales@ontario.ca](mailto:otmp.sales@ontario.ca).