



# THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

May 2009

## THE NEW AND IMPROVED RAINBOW COUNTRY WEBSITE

You may have noticed the many great changes being made to the Rainbow Country website  
[www.rainbowcountry.com](http://www.rainbowcountry.com).

This new interactive site has been designed to better serve both our members and the public. Please note that the site is currently under construction and should be fully operational within the next few weeks.

The new Rainbow Country site features member information found within our comprehensive member listing in our member's only section. Member listings can also be found in a number of categories including; accommodations, attractions and Rainbow Country traditions. The site also features a number of photo galleries, a user-friendly trip planner, an up-to-date listing of festivals and events, links to Rainbow Country publication downloads and much more.

In addition the new Rainbow Country site brings with it a number of prominent and highly viewed advertising opportunities ranging from homepage and section ads to coupons and additional photo placement options.

For more information on these exciting advertising opportunities please review the outline found within your renewal package or contact Brandi Ransom by calling 705.522.0104 or by e-mailing [brandi@rainbowcountry.com](mailto:brandi@rainbowcountry.com)

## OTMPC MEMORANDUM OF UNDERSTANDING – NORTHERN PORTAL

The Rainbow Country Travel Association has successfully negotiated its Memorandum of Understanding (MOU) with the Ontario Tourism Marketing Partnership Corporation (OTMPC) – Northern Office for the 2009 – 2010 fiscal year.

This fiscal year's MOU has Rainbow Country working diligently on a number of exciting and beneficial projects that will help to enhance the visitor's experience. These projects include attending consumer trade shows with fellow Northern Ontario Tourism Alliance (NORTA's), conducting regular Media and Familiarization (FAM) Tours and communicating and circulating OTMPC sales and partnership opportunities, newsletters and publications to all Rainbow Country members.

Most importantly Rainbow Country will be responsible for populating the new content rich Northern Portal website [www.northernontariotravel.com](http://www.northernontariotravel.com), which acts as a window to our regions, cities and experiences.

Rainbow Country has more online presence than ever and this is where we can pool our resources. Short testimonials, stories, pictures and event information are needed to represent each community in Rainbow Country that will be used on the Northern Portal, the Rainbow Country website and on our Facebook and Twitter pages. All submissions should be sent to [debra@rainbowcountry.com](mailto:debra@rainbowcountry.com).

## WELCOME TO RAINBOW COUNTRY

Please join Executive Director, Donna MacLeod and Administrative Assistant, Debra Watson-McKnight, in welcoming their newest staff members to the Rainbow Country team.



### **Sales & Marketing Manager Brandi Ransom**

Brandi joins us from Parry Sound where she was most recently employed as the General Manager of the Parry Sound Area Chamber of Commerce. Raised in Sudbury and spending the first three years of her professional life in Parry Sound, Brandi had the opportunity to discover many of the beautiful communities found within Rainbow Country. Brandi is looking forward to spending even more time exploring this area we are so lucky to call home and is looking forward to working with the rest of the staff and board to create a strong and present Rainbow Country.



### **Sales & Marketing Intern Julie Armstrong**

While attending Laurentian University, Julie had the opportunity to work at the A.Y. Jackson Lookout Tourist Booth, speaking with tourists and informing them of our natural beauty and attractions. Once again working for the Rainbow Country Travel Association, Julie is excited to be joining the Sales & Marketing team.

## 2008 INFORMATION CENTRE STATISTICS

Rainbow Country Travel Association is proud to announce that visitors stopping at information centres within Rainbow Country are increasing annually.

With a record 81,877 visitors in 2008 the Rainbow Country staff and board are optimistic that these numbers will continue to increase.

## GPS COORDINATES

The Rainbow Country Travel Association can now provide the public with the exact location of and directions to their desired destinations by using Google Maps on our new and improved website. Although Google Maps is quite precise it can often be off in the placing of its "Google Dots" which pinpoint the desired location on an electronic map. In order to ensure that each dot is in its exact location we are now able to input a member's GPS Coordinates into the site. If you know your GPS coordinates or have any questions please contact Debra at 705.522.0104 or e-mail [debra@rainbowcountry.com](mailto:debra@rainbowcountry.com)

## RAINBOW COUNTRY NOW ON FACEBOOK AND TWITTER

Search Rainbow Country Travel Association to join our recently posted Facebook group. Here members and the general public can ask questions, post information on festivals and events, promote local sights and engage in various discussions topics. Our organization has also created a Twitter account under the user name, RainbowCountry, to provide a liaison between business owners and interested visitors while furthering our exposure to prospective tourists.

## 2009 ANNUAL SPRING BROCHURE DISTRIBUTION

As a free service provided to all Rainbow Country Travel Association members, representatives from Rainbow Country will be delivering 1050 member brochures to the following information centres: A.Y. Jackson, French River, Little Current, Massey, Parry Sound Area Chamber of Commerce, Point au Baril and Spanish. In addition, brochures will be distributed in Downtown Sudbury and 300 will remain at the Sudbury Welcome Centre.

Rainbow Country's 2009 Discovery Guide will also be included in the distribution. To acquire additional copies please visit the Sudbury Welcome Centre or any of the information centres listed above.

## 2009 TRAVEL AND SPORT SHOW REPORTS

The Rainbow Country Travel Association partnered with Ontario's Near North and Algoma Country for the 2009 Travel and Sports. Recent shows attended include the London Boat & Fishing Show, Ottawa Boat & Sportsman Show, Toronto Spring Fishing & Boat Show, Cincinnati Travel, Sport & Boat Show, Cleveland Sport, Travel & Outdoor Show, Michigan Hunting & Fishing Expo, Michigan Ultimate Sport Show and the Indianapolis Boat, Sport & Travel Show.

The response from all shows has been extremely positive and we continue to see a growth in the awareness of Northern Ontario and Rainbow Country.

Provincial shows allowed us to see the growing trend of traveling within your own province. Ontario residents have opened their eyes to the great things to see and do in our province and have begun to look further north in the hopes of escaping city life with little travel time. The Asian market was clearly present at all provincial shows, showing us that this market is strong and growing.

Our international travelers continue to be increasingly aware of the treasures found within Northern Ontario. This can be partially accredited to FAM tours featured on fishing and snowmobile television shows. Our four key regions (Cincinnati, Indianapolis, Cleveland and Michigan) have a strong history of travel in Northern Ontario. Travelers are looking for new vacation spots on a regular basis and continued show presence and positive word-of-mouth seem to be keeping Rainbow Country near the front of the pack. Questions and concerns regarding the new passport regulations are definitely highlighted, making knowledgeable and concise communication strategies a top priority.

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 by calling 705.522.0104 or by emailing [donna@rainbowcountry.com](mailto:donna@rainbowcountry.com)

## MEMBER TO MEMBER DISCOUNT PROGRAM

The Rainbow Country website will feature a Member-to-Member Discount page in our member's only section. This new program is designed to encourage members to explore Rainbow Country in order to better serve our visitors. If you have a discount you would like to offer, please contact Brandi at 705.522.0104 or e-mail [brandi@rainbowcountry.com](mailto:brandi@rainbowcountry.com)

## GEORGIAN BAY COASTAL ROUTE CLUSTER DEVELOPMENT STRATEGIC PLANNING SESSION

Tourism officials encompassing Georgian Bay have joined together with a common goal: to make Georgian Bay into an icon tourism destination.

Rainbow Country Travel Association will be co-hosting a Cluster Development Strategic Planning Session along with Georgian Bay Country and Sudbury Tourism. The goal is to bring together key tourism stakeholders in the area to provide an update on the development of Georgian Bay as a tourism icon and to discuss the need for grass roots organizational support.

The Strategic Planning Session will take place on May 12, 2009 at the Quality Inn in Sudbury.

## OTMPC MARKETING OPPORTUNITIES

The Ontario Tourism Marketing Partnership Corporation (OTMPC) has a number of marketing opportunities available which allow you to:

- Market and leverage your product under the Ontario brand
- Extend your reach by partnering to save money
- Secure new and year-round opportunities
- Create awareness of your destination, product and/or service

For more information visit [www.tourismpartners.com](http://www.tourismpartners.com) or contact Sales Manager Nicole Papineau at 416-314-6314 or [otmp.sales@ontario.ca](mailto:otmp.sales@ontario.ca)

## ONTARIO MINISTRY OF TOURISM REGIONAL PLANNING SESSION

Representatives from the Rainbow Country Travel Association have been invited to the Ontario Ministry of Tourism's Regional Planning Session being held May 5, 2009 in North Bay. These sessions will take place in 16 different cities between April 29 and May 27, 2009.

MPP Greg Sorbara's report on Tourism, *Discovery Ontario: A Report on the Future of Tourism*, recommended the establishment of tourism regions to better coordinate tourism marketing and management across the province. The research conducted to support the report demonstrated that the most competitive jurisdictions use a regionalized approach to tourism marketing and management.

The Ministry of Tourism is moving forward in collaboration with industry partners to discuss the establishment of tourism regions, which aim to bring together key activities related to promoting tourism growth. At the planning sessions, we will discuss the concept of regions including; identifying parameters and potential boundaries and identifying the role and function of Destination Marketing and Management Organizations (DMMO) and how to sustain them.

If you are interested in reading the Sorbara Report please visit [www.tourismstudy.ca](http://www.tourismstudy.ca)



**ONTARIO**  
*Yours to discover*

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Thank you to our Board of Directors for their continued support of the Rainbow Country Travel Association.