



THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

August-September 2009

A WARM WELCOME TO RAINBOW COUNTRY'S NEWEST MEMBERS

West Parry Sound District Museum- Parry Sound
The Queen's Inn- Manitoulin Island
Southridge Mall- Greater Sudbury
South Bay Resort- Manitoulin Island
Silver Birches Resort- Manitoulin Island
Lakeview Resort- Manitoulin Island
Kellerman's Resort- Parry Sound
Cosy Cove Cottages- Manitoulin Island
Whitesquall- Parry Sound

NEW WEBSITE

www.rainbowcountry.com

RECEIVING LOTS OF VISITORS!

The Google Analytics statistics are in for the period of July 17 to August 17 and they are great! The Rainbow Country website saw 3,574 unique visits to the site - *an increase of 85.3% from last month!*

The increase can be attributed to our three new campaign's – Follow the Rainbow and Discover Your Own Backyard, Globe & Mail E-Blast and the Epoch Times.

Visitors to the site were overwhelmingly Canadian (2,112) followed very closely by USA (1,056) with Europe and Asia making up the remainder.

One interesting note is that 26.7% of visitors to the site typed www.rainbowcountry.com directly into their browser, which means our advertising is working!

43.83% of our visitors get to the site through search engines (i.e. google, yahoo etc.) and 30.51% come from referring sites (i.e. ontariotravel.net, etc.)

The top 12 search engines & referring sites for Rainbow Country are:

www.google.ca
www.bing.com
www.yahoo.ca
www.ontarioparks.com
www.ontariotravel.net
www.gorideontario.com
www.canadiangreatoutdoors.com
www.facebook.com
www.visitgeorgianbay.com
www.twitter.com
www.visitmanitoulin.com
www.frenchriverresorts.com

If you would like a complete Google Analytics report on Rainbow Country stats please contact Brandi Ransom at brandi@rainbowcountry.com

FOLLOW THE RAINBOW AND DISCOVER YOUR OWN BACKYARD

Rainbow Country Travel Association's "Follow the Rainbow and Discover Your Own Backyard" CTV marketing campaign officially came to a close on August 10, 2009.

The campaign was designed to capitalize on the "staycation" trend and to encourage residents living within and around Ontario's Rainbow Country to travel within our region.

Throughout the campaign Rainbow Country noticed a huge increase in our website visits, most of which were coming from within Ontario. We also saw an increase in local visitors to our welcome centre throughout the region. Did you see any impact from the campaign? We'd love to hear from you. To pass on your comments please contact Brandi at 1-800-465-6655 or e-mail brandi@rainbowcountry.com

A huge thank you to our campaign partners: Georgian Bay Country, the Great Spirit Circle Trail, the Manitoulin Tourism Association, Sudbury Tourism, the Town of Espanola and the Town of Parry Sound.

GLOBE & MAIL E-BLAST

Rainbow Country partnered with Resorts Ontario to e-blast our message to over 32,000 Globe & Mail subscribers specifically requesting information on travel within Ontario. The e-blast was launched on July 23.

Rainbow Country's website hits have increased substantially after this blast and we look forward to receiving continuing feedback from our members on the impact of this campaign.

EPOCH TIMES ADVERTORIAL

Rainbow Country once again partnered with the Resorts Ontario to purchase a half-page advertorial in the Epoch Times, the #1 Asian publication in the GTA. The ad went to print on July 24.

The Asian market in Toronto is the largest growing demographic. Tapping into this emerging market has enabled Rainbow Country to build on potential new visitors to our area. We look forward to receiving continuing feedback from our members on the impact of the ad.

FAMILIARIZATION (FAM) TOURS IN RAINBOW COUNTRY

CANADIAN BIKER MAGAZINE:

Rainbow Country partnered with Algoma Country, Bruce County Tourism and the OTMPC to host the Editor of Canadian Biker Magazine on a Motorcycle Tour of our three travel regions. Canadian Biker had previously ridden in Ontario but this was their first venture into the North.

The Editor of the magazine was extremely impressed with the riding adventure available here in the North and had nothing but good things to say about the attractions, dining and accommodations which he found to be first rate.

The first installment of this three-issue story began with Algoma Country, which was published in Canadian Biker Magazine this past month. Rainbow Country's portion of the ride is anticipated in an upcoming issue.

Thank you to our motorcycle friendly members: Endaa-aang Tourism Cabins, Anchor Inn, Science North and the Log Cabin Inn.

POWER BOATING CANADA MAGAZINE

Rainbow Country partnered with Algoma Country and the OTMPC to host a Power Boating Canada Magazine FAM Tour. This national writer visited marinas, restaurants and attraction along the North Channel between Killarney and Sault Ste. Marie from August 10-18, 2009. We look forward to seeing a 10-page feature story highlighting both the Algoma and Rainbow Country regions.

MOUNTAIN LIFE MAGAZINE:

Rainbow Country Travel Association was contacted by Mountain Life Magazine to assist them in planning their extreme mountain bike excursion in the Killarney area. Arriving aboard the Georgian Bay Airways floatplane at Killarney Mountain Lodge on August 14, 2009 were the very excited writer, photographer and BMX stunt bikers who were ready to ride! The boys were greeted by a Rainbow Country representative and provided information on the entire Rainbow Country region for future articles. We look forward to seeing some exciting coverage of the area soon!

OTMPC PHOTOSHOOT:

OTMPC requested Rainbow Country's help in facilitating a photo shoot in the Parry Sound and Muskoka area. The photo shoot encompassed components of the Motorsports initiative which including boating, ATVing and motorcycle touring photos taken throughout the area. These photos will be utilized by OTMPC in their promotional materials, Ontario's GoRide program and also by Rainbow Country.

Along for the ride was Rob Stimpson, renowned outdoor photographer and freelance writer and adventurer Dustin Woods. We look forward to seeing many articles come from this collaboration – the first of which will be out soon in Chill Magazine – The Beer Store publication.

Special thanks go out to Georgian Bay Airways, Bear Claw Tours and the Bayside Inn for assisting in this venture.

RAINBOW SITE VISITS

Throughout the year Rainbow Country staff visit each area to meet & greet some of our members, make new ones, check out your businesses and just help you put a face to the voice you hear on the phone.

This year we have been very busy and have spent lots of time on the road out visiting our members.

MANITOULIN ISLAND:

Sales & Marketing Manager Brandi Ransom was recently on Manitoulin Island visiting members and getting to know the area. We are happy to announce the addition of five new Rainbow Country members and look forward to continuing to promote the Manitoulin area.

PARRY SOUND:

Sales & Marketing Manager Brandi Ransom and Sales & Marketing Intern Julie Armstrong were out and about in Parry Sound this July visiting members and attending meetings. Brandi and Julie visited new members the Bay Street Café for lunch, stopped in at the Charles W. Stockey Centre for the Performing Arts & Bobby Orr Hall of Fame, visited with new members Georgian Bay Airways and stopped at the Georgian Bay Country Information Centre before heading out of town. We are happy to announce the addition of two new Rainbow Country members and look forward to continuing to promote the Parry Sound area.

KILLARNEY:

Executive Director, Donna MacLeod and Sales & Marketing Manager Brandi Ransom visited Killarney Mountain Lodge, the newly constructed Sportsman's Inn and The Friends of Killarney Provincial Park in July and were blessed with sunshine and warm weather. Thank you to Maury and Annabelle East, Daryl Bates and Kris Puhvel for providing tours of their properties and for a fun-filled and informative day.

SUDBURY:

In June Debra McKnight, Julie Armstrong and Donna MacLeod visited Marg Watson-Hyland owner of Sudbury Aviation and Northern Trails Outpost Camps located in Azilda.



A floatplane ride out to Scotia Lake to check out one of the remote outpost was a first time experience for some of the ladies! The flight in and out of the outpost camp only adds to the ambience and adventure! Thanks to Marg and her staff for the one-of-a-kind experience!

More information on these site visits by Rainbow Country staff can be found on Ontario Travel's Northern Portal www.northernontario.travel/rainbowcountry on our Rainbow Country Facebook and Twitter pages. We would love to come and see you. Please contact Donna MacLeod and we can set up a visit to your property! donna@rainbowcountry.com

LOCALSKNOW.CA

Desert-like dunes to tropical-like waters are definitely not what you'd expect when you think of Canadian Landscape. That's why the Canadian Tourism Commission decided to promote Canada's unknown secrets and experiences through the localsknow.ca website and television campaign. Here Canadians themselves are the source of information, stories and photographs that will stimulate travel within and across their own country.

Rainbow Country got on board and posted photographs and descriptions of some of our own hidden gems from around the region. We were thrilled to learn that our region made two appearances in the top 10 most viewed list. Providence Bay Beach on Manitoulin Island was seventh on the list and Georgian Bay, Ontario was ranked in first! Visit www.localsknow.ca to see and post surprising and beautiful pictures as unique as Canada itself!

MEMBER TO MEMBER DISCOUNT PROGRAM

The new Rainbow Country website now features a Member-to-Member Discount Program page found within our member info section. This new program is designed to encourage members to explore the Rainbow Country region in order to better serve our visitors. If you have a discount you would like to offer to your fellow members, please contact Brandi at 705.522.0104 or e-mail brandi@rainbowcountry.com

Advertising Opportunities

ENHANCED MEMBER LISTING

Enhance your membership listing on the new Rainbow Country website. Add up to five photos to your listing to show off your business.

With an annual fee of \$25 per year for the one photo and \$5 for each additional photo it's a real steal.

Theatre Cambrian and Cosy Cove Cottages were the first to take advantage of this exciting opportunity. We encourage you to view their listing to see what it is all about!

2010 RAINBOW COUNTRY DISCOVERY GUIDE

It's that time of year again! Plans are now underway for the 2010 Discovery Guide, Rainbow Country's premier promotional print piece. The guide is used as a lure at sport and travel shows, information centres throughout the province, mailed directly to consumers and is available in a fully downloadable format from our website.

As we enter year two of our new marketing strategy we are tweaking the layout of the 2010 guide just slightly. We are loosing the grid to make way for our very popular **25-word membership listing**. We have found that this format is not only more beneficial to you our member, but our visitors tell us it is much easier to use.

Ad sales for the Discovery Guide will begin in September with the guide ready for distribution in January 2010, just in time for the consumer shows. We know that times are tough and to help out the ad **prices** for the guide will **remain the same** for 2010. Sales & Marketing Manager, Brand Ransom will be sending a package with rates and detailed ad information shortly.

The Discovery Guide is a proven useful, informative and appealing marketing tool to get your message out to visitors who have yet to discover Rainbow Country and also for those who come back year after year.

Rainbow Country Travel Association

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2010 CONSUMER SHOWS

We are taking the show on the road! Rainbow Country has once again selected eight key travel, sport and consumer shows to attend.

New this year, building on the "Follow the Rainbow and Discover your own Backyard" campaign, we have added four shows here in Northern Ontario. This will allow us to further market the "staycation" concept and tap into a prominent and hungry market we haven't actively pursued in the past.

You can get your brochure into the hands of your potential customers by partnering in the Rainbow Country Consumer Show Booth.

Sales & Marketing Manager, Brandi Ransom will be sending a package with rates and detailed show information soon. This is an excellent opportunity to further promote your business and to reach a broader market in a cost effective way.

Our show list includes:

REGIONAL SHOWS

Sudbury, Ontario
Timmins, Ontario
Sault Ste. Marie, Ontario
Thunder Bay, Ontario

PROVINCIAL SHOWS

London, Ontario
Ottawa, Ontario
Toronto, Ontario

INTERNATIONAL SHOWS

Cincinnati, Ohio
Indianapolis, Indiana
Cleveland, Ohio
Novi, Michigan
Traverse City, Michigan

2010 RAINBOW COUNTRY DISCOVERY GUIDE

There are still a number of prominent and highly viewed website advertising opportunities available, from basic homepage and section ads to coupons and more. Theatre Cambrian and Friends of Killarney Park are the first members to take advantage of this exciting and new opportunity. We encourage you to view their ads at www.rainbowcountry.com as examples.

For more information please contact Brandi at 705.522.0104 or by e-mailing brandi@rainbowcountry.com