

THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

December 2009

A WARM WELCOME TO SHANNA DENIS



Shanna (pronounced Shawna) Denis is the newest staff member to join the Rainbow Country Travel Association team.

As some of you may already know, our current Sales & Marketing Manager, Brandi Ransom, is expecting her first child in January. Shanna will be on hand to replace Brandi until November 2010. We look forward to Brandi's return, but are confident Shanna will make an excellent and valued addition to our team.

Shanna was most recently employed as the Volunteer and Special Events Coordinator for Northern Lights Festival Boreal, the longest running outdoor festival in Northern Ontario and a proud member of the Rainbow Country Travel Association.

Born and raised in Greater Sudbury, Shanna has enjoyed many summers visiting and vacationing within Rainbow Country. A short drive for fish and chips in Killarney, weekends relaxing on Manitoulin Island, and rugged camping experiences on Georgian Bay are some of her favourite vacation traditions. Shanna looks forward to working with RCTA staff, board members, and partners on new and exciting ventures for 2010.

STUDENT PLACEMENT- MARK BAUER



A warm welcome to our placement student, Mark Bauer. Mark is in his second and final year of the Tourism and Travel Program at Cambrian College and has decided to conduct his placement here with Rainbow Country Travel Association.

We first met Mark this past summer where he worked as one of our Travel Councillors at the Sudbury Welcome Centre on Highway 69.

Mark's career options will be plentiful once he graduates, but for now he is testing the waters in many different areas. Mark's next adventure will hopefully be on a Cruise Ship, where he will put his tourism skills to good practice or attending University in the fall to further educate himself in the field of Business Administration.

You may have already become acquainted with Mark as he conducted follow-up calls for our Annual General Meeting. Mark is currently working on a number of projects including writing stories for Ontario's Northern Portal website www.northernontario.travel/rainbowcountry featuring information on our members and events in our area.

Mark has been a great addition to the Rainbow Country team and we wish him luck in his future endeavours.

RAINBOW COUNTRY TRAVEL ASSOCIATION'S NEW TRADESHOW DISPLAY



Rainbow Country Travel Association will be presenting in style at the 2010 Consumer Shows with a new compact and easy to transport display.

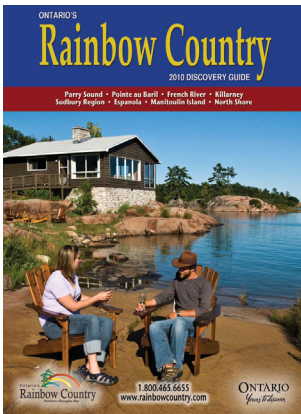
This new display was purchased in March 2009 under the Local Initiatives Program (LIP) supported by Lambac and Sudbury East-West Nippising.

The display consists of removable lycra fabric printed with breathtaking photos of Rainbow Country. The square

material can be placed in many ways, often causing the display to appear as if it has movement.

In addition to photos the display also features a map of the Rainbow Country region from a North America and Ontario perspective as well as our logo and website.

2010 RAINBOW COUNTRY DISCOVERY GUIDE



The 2010 Rainbow Country Discovery Guide has been sent to print and should be received any day now!

This year, after receiving feedback from both our members and visitors we have decided to return to the original 25-word description format (seen in the 2008 guide) as opposed to the information grid used last year. We believe this gives our members even more coverage and provides our visitors with more information in a reader friendly format.

As per usual, the guide will be distributed throughout Ontario to major tourist information centres, to all information centres in the Rainbow Country and to all 13 of our Consumer Shows scattered throughout Ontario and the Northern U.S.A. To further our reach, Rainbow Country Travel Association partnered with the All Canada Show to have over 6,000 copies of our guides distributed to north-western U.S. states just outside of our key marketing region.

The guide will also soon be available in a fully downloadable format on our website- www.rainbowcountry.com

We are looking forward to the 2010 Discovery Guide being placed on shelves and to all of our members receiving a copy soon!

WWW.RAINBOWCOUNTRY.COM NOW AVAILABLE IN FRENCH



The Rainbow Country website is now available in French in a number of sections including the homepage, traditions, visit our regions, plan your vacation, how to get here, testimonials, contact us, search and publication downloads. Member's listings will remain in English as the majority of our members are unable to provide french services.

GOOGLE ANALYTICS AUGUST 18, 2009 - DECEMBER 6, 2009

General Statistics

Number of visits: 6,132
Average time on site: 4:08
Average pages viewed per visit: 3.87

Finding www.rainbowcountry.com

Referring Site: 36.97
Search Engines: 35.34%
Direct Traffic: 27.69%

Top 10 Search Engine Keywords:

Rainbow Country
Providence Bay Fall Fair
Rainbow Country Travel Association
Pointe au Baril things to do
Fishing Pointe au Baril
Espanola/North Shore
Rainbow Country Ontario
Rainbowcountry.com
Rainbow Country Travel

Top 10 Referring Sites

gorideontario.com
images.google.ca
p1063.superclick.com
ontariotravel.net
images.google.com
canadagreatoutdoors.com
ontarioparks.com
northernontario.travel
ontariooutdoor.com
rainbowcountry.com

Top Pages Viewed

Manitoulin Island
Members- Accommodations
Regions- Pointe au Baril
Search
Photos
My Trip
Regions- All
Regions- French River
Regions- Greater Sudbury

Top 10 Countries Hits Come From

Canada
United States
United Kingdom
Germany
Japan
Ireland
France
South Korea
Brazil
Netherlands

Top 10 Cities Hits Come From

Mattagami Heights
Sudbury
Don Mills
Weston
Ottawa
Toronto
Kitchener
Barrie
London
North Bay

2010 GREAT OUTDOOR ADVENTURE CALENDAR

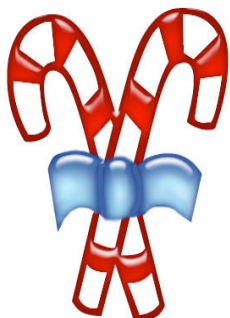


Featuring the parks of Ontario, The 2010 Great Ontario Outdoor Adventure calendar is putting the spotlight on Ontario's world-class adventure activities and destinations.

Ontario has so much outdoor experiences to offer it is sometimes hard to grasp them all. Ontario Tourism has brought this depth of outdoor experiences to the forefront with the launch of the visually stimulating and content rich 2010 Great Ontario Outdoor Adventure calendar. The highlight of the calendar is the stunning photography, which will take you on a journey to both well-known and far-flung regions of Ontario. The images encapsulate breathtaking scenery with a blend of active adventures that create lasting impressions.

Calendars will be ready for pick-up in the new year at the Rainbow Country Travel Association office located off Hwy. 69 at 2726 Whippoorwill Avenue in Sudbury. For more information contact us at 1-800-465-6655.

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HAPPY HOLIDAYS FROM RAINBOW COUNTRY TRAVEL ASSOCIATION

The Board of Directors & Staff of the Rainbow Country Travel Association would like to wish all of our members a healthy, safe and joyful season and a Happy New Year.



ONTARIO
Yours to discover