

A WARM WELCOME TO RAINBOW COUNTRY'S NEWEST MEMBERS

Apollo Restaurant- Sudbury
 Bayside Inn- Parry Sound
 Bear Claw Tours- Parry Sound
 Bay Street Café- Parry Sound
 Friends of Killarney Park
 Georgian Bay Airways- Parry Sound
 Gordon Bay Marine- Parry Sound
 Park-to-Park Trail Association- Parry Sound
 Parry Sound KOA Campground
 Parry Sound Mall
 Theatre Cambrian- Sudbury
 Sportsman's Inn- Killarney
 St. Joseph Island Museum- Richard's Landing
 Super 8 Motel- Sudbury

A WELCOME TO RAINBOW COUNTRY'S NEWEST STAFF MEMBER



**Job Creation Partnership
 Travel Councillor
 Brandi Mintenko**

Originally from Thunder Bay, Brandi is a true Northerner. She regularly enjoys hiking, swimming, kayaking and anything else outdoors. Working at The CN Tower, Brandi had the opportunity to work with tourists from around the world. She is very excited to be back in tourism, closer to home, where she is able to showcase our beautiful region.

ONTARIO TOURISM COMPETITIVENESS STUDY

Over the past year Mr. Greg Sorbara and his team have conducted town hall meetings across the Province gathering information on how Ontario does business. What works; what doesn't; what needs to be changed and what needs to stay the same; with the end result being to provide recommendations to revitalize and grow tourism across the Province.

From these meetings the Ontario Competitiveness Study Report was formed. The full report is available at <http://www.tourismstudy.ca/en/index.php>

The Ministry of Tourism has identified two recommendations found within the report as items that are in need of more discussion. They are:

1. Regions – How would the Province be divided up?
2. Destination Marketing & Management Organizations (DMMO) – who would undertake the marketing and management of each region?

The Ontario Tourism Competitiveness Study recommended two DMMO's be created in Northern Ontario – East and West. The response in the North is why reinvent the wheel when a governance structure is already in place, in the form of the Northern Office of OTMPC which would only require a little "tweaking" to make it work within this new plan.

1. The Northern Office of OTMPC would become the new DMMO.

2. The DMMO would be co-managed by industry and government through an enhanced version of the existing Northern Committee of OTMPC and would include representation from industry operators, the six NORTAs and five Cities as identified in the Northern Marketing Strategy.
3. This would not only be cost effective but also eliminate any duplication and build on existing partnerships.

Rainbow Country Travel Association is in favour of keeping the existing marketing arrangement for northern Ontario, one that utilizes the NORTA's/ Cities and OTMPC Northern Office to carry out the five-year Northern Ontario Tourism Marketing Strategy as developed and endorsed by the tourism industry in northern Ontario.

We have submitted to the Ministry of Tourism a position paper outlining this support. A full report can be viewed on our website under recent newsletters in the member info section.

Our sister NORTAs have also submitted similar position papers supporting this model.

In addition the Northern Committee of OTMPC has presented a resolution to both the OTMPC Board of Directors and the Ministry of Tourism recommending the five-year northern marketing strategy and approved implementation plan be fully implemented within a regional partnership approach. Resolution can found under recent newsletters in our member info section of our website.

9/11, SARS, the passport requirements are just a few of the negative factors that have created havoc in the tourism industry. In spite all of all of these negative factors, the north continues to look for way to ensure that Northern Ontario is in the forefront of the minds of the traveling public.

Together we have formulated a successful marketing strategy, which we are in the process of implementing. We have established a network of partnerships and working relationships that together with a strong grass

roots foundation will enable us to deliver on this strategy and ensure its success.

Reinventing the regions and the structure at this point that can only be considered a set back here in North. A set back, at a time when this industry can least afford it. Together Northern Ontario can continue to move forward offering our unique product to the world.

ENHANCED MEMBER LISTING

The new Rainbow Country website www.rainbowcountry.com, now includes an optional enhanced member listing. Each listing contains white space to the right of your businesses description. This area has the ability to hold up to five photos of your choice in order to better promote your business. The enhanced member listing fee is \$25 per year for the first photo. Each additional photo (up to four more) has a nominal \$5 fee.

Theatre Cambrian is the first member to take advantage of this exciting opportunity. We encourage you to view their listing as an example at

www.rainbowcountry.com/members/in/greater-sudbury/theatre-cambrian

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

FACEBOOK AND TWITTER

You can now follow Rainbow Country on Facebook and Twitter and we would love to see more members join our groups. View and upload photos of our beautiful regions, read enticing testimonials, receive current Rainbow Country information, learn more about what's going on in our area and much more!

WWW.RAINBOWCOUNTRY.COM

Rainbow Country's new website www.rainbowcountry.com officially launched on June 15, 2009! The new interactive site has been designed to better serve both our members and the public.

The new site features member information in a number of categories including: accommodations, attractions, golf courses, restaurants, Rainbow Country traditions and many more. The site also features photo galleries highlighting each region, a user-friendly trip planner, download options for Rainbow Country publications and recent newsletters, a member's only section and a media only section to name a few!

If you have not already had a chance, please take a moment to visit our site. We would love to hear your feedback.

WEBSITE ADVERTISING OPPORTUNITIES

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 is the first member to take advantage of this exiting opportunity by purchasing a premium homepage ad, which can be found on our website's landing page. We encourage you to view their ad as an example.

For more information please visit the advertising opportunities page on our website found under the member info section or contact Brandi at 705.522.0104 or by e-mailing brandi@rainbowcountry.com

MAY 29 – JUNE 29, 2009 GOOGLE ANALYTICS REPORT DATA

In an effort to become more informed on our new website statistics and to better market our regions, we have created a Google Analytics account to ensure that important data is collected. We have posted our first report information below. Please note that the new Rainbow Country site officially launched June 15. We expect these number to increase substantially in our July – August report.

General Statistics

Unique visits: 1, 767
Average time on site: 5:36
Average pages visited: 4.48

Visitors by Country

Canada: 1,379
U.S.A: 264
Korea: 51
Germany: 50
Ireland: 10
Switzerland: 8
United Kingdom: 5

Site Visit Sources

Direct visitors: (typed rainbowcountry.com directly into their browser
38.91%
Search engines: (i.e. google, yahoo etc.)
33.32%
Referring sites: (i.e. gorideontario.net, ontariotravel.net etc.)
27.76%

Top search engine & referring sites

www.google.ca
www.ontariotravel.net
www.ontarioparks.com
www.canadagreatoutdoors.com
www.gorideontario.com
www.yahoo.ca
www.ontariooutdoor.com
www.mysudbury.ca
www.frenchriverresorts.com

2009-2010 RAINBOW COUNTRY MARKETING PLAN

The Rainbow Country Travel Association held its annual Strategic Planning Session on June 18, 2009 at the Hampton Inn & Suites in Sudbury. A number of topics were discussed and we are pleased to announce that the 2009-10 marketing plan and budget was passed.

This 2009-10 marketing plan features the following:

- The “Follow the Rainbow and Discover your own Backyard” marketing campaign
- Participation in Canada Scope’s Online Tradeshow at www.canadatourismexpo.com
- E-Blasts sent to over 32,000 subscribers found within the 416/905 area codes, specifically requesting information on Ontario travel.
- Participation in Direction Ontario’s French and English guide and website.
- The creation of survey postcards to be distributed at all consumer shows in order to better track their response.
- A tourism based coupon book, available in hard copy and online and distributed in May 2010
- The 2010 Rainbow Country Travel Guide
- An advertorial spread in the Epoch Times. Toronto’s # 1 Asian publication.
- The addition of four regional consumer shows in order to continue marketing the “Follow the Rainbow and Discover your own Backyard” marketing concept.
- A Tourism Networking Conference to be held April 2010.

For full details on this year’s marketing plan please contact Brandi at 705-522-0104 or e-mail brandi@rainbowcountry.com

RAINBOW COUNTRY NEWSLETTER

The new Rainbow Country website features a “Join your Newsletter” function. The newsletter features descriptions of an event, attraction, accommodation or business in each region. The descriptions are of Rainbow Country members only and a drawn out of a hat on a bi-weekly basis.

This members featured in this weeks installment were:

Espanola/North Shore- Friendly Massey Marathon
French River- The French River Trading Post
Greater Sudbury- Northern Lights Festival Boreal
Killarney- Killarney Summer Concert Series
Manitoulin Island- The Great Spirit Circle Trail
Parry Sound- Stepping into Our Past

FOLLOW THE RAINBOW AND DISCOVER YOUR OWN BACKYARD

The Rainbow Country Travel Association is excited to announce it’s newest marketing campaign, “Follow the Rainbow and Discover your own Backyard”. The campaign currently consists of four different television commercials airing on CTV from June 29, 2009 – August 10, 2009. The campaign is designed to capitalize on the “staycation” trend and to encourage residents living within and around Ontario’s Rainbow Country to travel within our region.

The campaign was launched in conjunction with the launch of our new and improved website, which was created to better serve our members and tourists but also to help inform local residents of the great activities and experiences they can find right in their own backyard. Our regions are so beautiful and are home to some of the most sought after, exciting and relaxing activities and accommodations in the world and we are looking forward to seeing our own residents taking advantage of these assets”.

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

To view a web version of each commercial please visit the following link:
www.youtube.com/user/rainbowcountrytravel