11667

From: Sabrina Pandolfo
Sent: Friday, August 24, 2018 7:28 AM
To: Roxanne St. Germain; craig.d
Subject: Fwd: Forest Fire Marketing Assistance NeONT
Attachments: RED Funding Fires.doc; ATT00001.htm

File ☒ Incoming ☐ Other
Mayor ☐
Council ☒ I ☐ A
CAO ☒
Building ☐
Finance ☐ S ☐ C
Ec Dev ☐ S ☐ C
Parks & Rec ☐ S ☐ C
Planning ☐ S ☐ C
Public Wks ☐ S ☐ C
PPP ☐
Social Services ☐
☐ _____
☐ _____

Morning guys,

Please include in incoming mail.

Craig not sure if this can come from you or council.

Thanks,

Sent from my iPhone

Begin forwarded message:

From: Rod Raycroft <rod@northeasternontario.com>
Date: August 23, 2018 at 1:33:28 PM EDT
To: <projects@temagami.ca>, <jrook@municipalityofkillarney.ca>, "Meredith Armstrong" <meredith.armstrong@greatersudbury.ca>, Steve Dreany <steve@tourismnorthbay.com>, Donna Maitland <director@mbedc.ca>, James Franks <jfranks@temiskamingshores.ca>, Lakeland Airways/Three Buoys Houseboats <lakeland@ontera.net>, Killarney Mountain Lodge <gm@killarney.com>, "Rob Worling" <rob@orangebazooka.com>, Ted East <paddle@killarneyoutfitters.com>, Temagami Shores Inn and Resort <customerservice@temagamishores.com>, "Temagami Outfitting Co. (summer contact)" <canoe@icanoe.ca>, "Smoothwater Outfitters" <temagami@ontera.net>, Temagami Canoe Festival <temagamicanoefestival@gmail.com>, Temagami Anishnabai Tipi Camp <tipi@ontera.net>, Temagami Trails/NNTA Snowmobile Club <cjtt@cjttfm.com>, <herbertfisheries@gmail.com>, <tanya@keewaydin.org>, Ed & Sue Crane <lochaven@vianet.ca>, Brenda & Art Barefoot <bearsden@bedford.net>, "Mike Palmer" <hartleybay@xplornet.com>, Rainbow Camp <rainbowcamp@rainbowcamp.ca>, <moonlightbay@vianet.ca>, Wolseley Lodge <info@wolseleylodge.com>, "French River Trading Post, Motel & Restaurant" <info@frenchrivertrading.com>, "Ray Sapiano" <info@martenriverlodge.com>, Air Ivanhoe <info@airivanhoe.com>, Beausejour Restaurant & Resort <info@thebeauinn.com>
Cc: Guy Lamarche <guy.lamarche@timmins.ca>, Karim Khamisa <k.khamisa@holidayinnsudbury.com>, Kevin Eshkawkogan <keshkawkogan@indigenoustourismontario.ca>
Subject: Forest Fire Marketing Assistance NeONT

Good afternoon:

I'm contacting each of you as representatives of your municipalities and businesses that were either directly affected or felt the economic impact of the recent forest fires. NeONT is requesting letters of support for a RED funding application to mitigate the impacts of the forest fires. The attached document is the foundation of that submission.

We have estimated industry support and in the form of sweat equity (complimentary services along with some contribution from the municipalities) NeONT will match community and industry contributions

and have modestly placed them at $7,500 and we are asking the Ontario Government for $30,000 for this initiative.

We have already begun engagement of activities we see as necessary to assist in the recovery of the remaining season and prepare the consumer mindset for the winter and summer of 2019.

Please if you are in support of our efforts prepare a letter of support so we can attach it to our submission. This does not commit you, the municipality or business to any financial contribution, but demonstrates a commitment towards participating in the initiative.

Northeastern Ontario Tourism
#Journeys2Discover Program
Rural Economic Development Application

2018 is the worst Forest Fire as of any year's season in Northeastern Ontario and is having a devastating economic impact on Tourism.

The #Journeys2Discover Program is intended to mitigate consumer perceptions caused by forest fires and restoring a Positive Top of Mind awareness of what a Northeastern Ontario Vacation Brings.

Submitted by
Northeastern Ontario Tourism

INTRODUCTION

As of August 7, 2018 there have been over **979 wildfires** in Ontario, which have consumed **221,900 hectares.** In Northeastern Ontario, **427 of those fires** have impacted **62,479 hectares**. Collectively our thoughts are on the primary concern of the safety of residents and resumption of tourism operations in the communities directly affected by these blazes.

Immediately following the news reports of the forest fires, associated road and waterway closures, air advisories, tourism operators faced unprecedented leisure-trip cancellations—mostly by Ontario residents. Within the week the trend of cancelations began to affect many other businesses during our traditional primary tourism season of summer.

Northeastern Ontario Tourism (NeONT) began taking immediate action by contacting operators and developing a network for discussion and sharing of information. This was to assist us in developing a marketing plan to mitigate this trend for August and the fall of 2018 tourism in Northeastern Ontario, and to help industry members mitigate impacts by connecting them with support services from insurance brokers and municipalities.

Our current or planned actions include:

- Resolve inaccurate information about travel conditions and promote **"Call Before you Go"** tools and websites.
- Promote areas where it's safe to visit now and in the fall by highlighting the message that **Northeastern Ontario is Open for Business** campaign and a social media tagline of ***#Journeys2Discover.***
- Provide trip ideas to inspire travellers from Ontario, Quebec and the Great Lakes States. Our immediate actions to date taken in July and August included:
    - Initiating proactive contact with media, aimed to generate coverage here in Ontario by using social media, print outlets, radio, and TV to visit French River, Killarney, Temagami and Sudbury.
    - Providing accurate resource information to tour operators and receptive tour operators.
    - Working with local operators to assist with new itinerary ideas where capacity exists and hosting any who want to visit this fall to showcase existing and alternative product.
    - Securing real-time advertisements on Facebook and Instagram to boost beautiful photos by actual travellers from around Northeastern Ontario to help inspire travel. Partnered with Instagram influencers, to inspire camping, hiking, and biking—and other trip activity ideas.

These activities are a fraction of the work we are exploring to help sustain, and in some areas, recover the impacts of the fires on the 2018 tourism season. You can assist us in our efforts by using **#Journeys2Discover** or **#LoveNortheasternOntario** in your own social posts, or by sharing our content with your network.

Northeastern Ontario has redirected some of its marketing budget to support fall travel in impacted regions. Detailed information for tailored activities designed to help the impacted areas will be coming from us soon.

THE GOAL

In 2016, Northeastern Ontario experienced 3.52 million visits, with approximately 60% of those as same day visitors (2.1 million visits). Research indicates that an average overnight visitor spends $119 per day or a party $238. Our goal is to encourage overnight stays in late summer and autumn in the Northeastern Ontario autumn by visitors whose summer plans were impacted in 2018 by fires.

Planned for August and fall of 2018 for a period of eight weeks, the program will market opportunities and events in Northeastern Ontario to prospective visitors by targeting them based on their psychographic interests by observing their purchased behaviors and targeting Anglers, Hunters and VFR. We will create a database to market to throughout the year building a desire to experience various vacation opportunities, for fishing, hunting, snowmobiling, attractions, festivals and events in the Region impacted by the fires in the summer of 2018 and place them at that key position of top of mind for the fall as well as winter and summer of 2019.

MARKETING OBJECTIVES

1. **Journeys2Discover visitors through Northeastern Ontario overnight stays coupled with day adventures.**

The campaign is aimed to create 1,150,000 which we anticipate creating 10,225 engagements and conservatively, we anticipate a potential conversion into bookings of 945 travel parties, above any organic recovery expectations following the visitation losses of earlier during the summer of 2018. Our campaign will focus mainly on the regions directly affected by the fires and target local Northeastern, GTA and Southwestern Ontario markets.

The intent is to encourage to spark late summer and fall vacations or a weekend escape from high prospects with a personal connection of engaging in VFR travel with flexibility in weekend plans and day travellers passing through the region on existing itineraries to spend at least one or an additional night in the region. The potential economic value of this visitation at over $166,250 in additional tourism spending in the region and result in over $21,600 in tax revenues. Over time, we expect this marketing initiative will help operators package better and extend the length of stays by an average of one day of 1.5% of same-day travellers.

2. **Increase awareness of Northeastern Ontario events, attractions, activities and other opportunities.**

Through an integrated marketing program that employs advertising in Northeastern Ontario and surrounding markets, co-op promotions, posters and other collateral, operator support programs and public relations. #Journeys2Discover provides a framework for marketing the following Northeastern product areas:

- Fall colour activities, festivals and events
- Attractions (including shopping and dining)
- Outdoor day activities, tours and adventures
- Arts, Culture and Culinary (including museums, galleries, studios, breweries, food producers and restaurants)

BUSINESS OBJECTIVES

1. Leverage Northeastern Ontario Tourism marketing resources through industry and private sector strategic partnerships.
2. Enhance Northeastern Ontario Tourism's operator potential to attract additional visitors through the development of programs designed to support private-sector businesses.

TARGET MARKET

- Between the ages of 35 and 60.
- Primarily travelling as couples, friends and family.
- Have high household incomes ($70,000 plus)
- Are well-educated.
- Are well-travelled.

SECONDARY TARGET MARKET

- Local Northeastern Ontario
  - private sector tourism operators.
  - Retail businesses, restaurants
  - Artisans, musicians, and artists
  - Breweries, food producers

GEOGRAPHIC MARKET

- Visitors travelling through Northeastern Ontario.
- Visitor as they approach Northeastern Ontario on Highways 17, 11, 69 and 400.

MARKETING PROGRAM ELEMENTS

Northeastern Ontario Tourism will develop a mix of marketing tools designed to deliver the *Open for Business* messaging and *#Journeys2Discover* message to our target market. The creative/promotions will build upon the positive strengths and brand characteristics that Northeastern Ontario has already developed and aligned with Ontario, but will be customized for the unique challenge of convincing our market to stay another day during their visit to Northeastern Ontario.

The following outlines the immediate and short-term tools required to launch the #Journeys2Discover Istagram program in 2018 and gear up for additional programming in 2019.

Social Media Campaign & Tagline		Estimated budget:	$5,000
Expected Reach	50,000		
Expected Engagement	1,175		
Expected Group Bookings	105	RoI (Based on 2 days $476)	$49,980

The campaign statement of *#Journeys2Discover* will personify the Social Meid campaign to engaging in day adventures with overnight stays and focus attention on key objectives of *Open for Business*. This is a critical exercise, as objective will be echoed in everything produced

various marketing materials. All efforts are made to stay true to the Ontario Brand in all promotional efforts, then people (both visitors and our internal market) will grow to perceive vacationing in Northeastern Ontario in the desired light.

Feature Articles & Digital Geo-Fencing Campaign Estimated budget: $15,000

Expected Reach	50,000		
Expected Engagement	3,500		
Expected Group Bookings	315	RoI (Based on 2 days $476)	$149,940

Increase the number of Feature Stories on Fishing and Hunting Lodges to contain better lure content and present in a magazine-style format. Highlight autumn events, activities, and open attractions to enhance VFR interest.

Northeastern Ontario Promotional Media Tour Estimated budget: $7,500

Expected Reach	500,000		
Expected Engagement	1,175		
Expected Group Bookings	105	RoI (Based on 2 days $476)	$49,980

Initiate proactive contacts with major media, aimed to generate coverage here in Northeastern Ontario by using social media, print outlets, radio, and TV, and invite them to visiting some of the places affected by media misconceptions such as Killarney, and Temagami. This would be done by leveraging a heavy new branding of the #Journeys2Discover initiative.

Winter & Summer Campaigns Estimated budget: $10,000

Expected Reach	500,000		
Expected Engagement	1,175		
Expected Bookings	105	RoI (Based on 2 days $476)	$49,980

A special digital, broadcast and print campaign would be developed to concentrate awareness on the ecological value of forest fires and benefits to all tourism activities, NeONT will work in partnership with local communities and tourism operators with a particular focus on positive messaging connected with fishing, paddling and hiking. A immediate promotions will be for fall colours, attractions, and festivals campaign will be pushed out toward engaging the huge VFR market by asking locals to invite their family and friends with a chance to win a prize package (TBD i.e. restaurant meal, tours, etc…) . The promotion will be used to highlight accommodation and day adventure deals. Intiatial work will be to update the online operator database to become a comprehensive listing to assist all industry members both directly and indirectly impacted by the fires.

Calendar of Events Estimated Budget: $7,500

Expected Reach	50,000		
Expected Engagement	3,500		
Expected Bookings	315	RoI ($350 per group)	$110,250

For the 2019 summer season, a calendar of events will be developed and distributed to local businesses throughout Northeastern Ontario, with a focus on the major highways.

Budget Summary

Social Media Campaign & Tagline promotion	$5,000
Feature Articles & Geo Fencing Campaign	$15,000
Northeastern Ontario Promotional Media Tours	$7,500
Winter & Summer Campaigns	$10,000
Calendar of Events	$7,500
TOTAL	**$45,000**

Projected Revenue Sources	
NeONT	$7,500
Municipal & Industry Partners	$7,500
RED	$30,000
TOTAL	**$45,000**

Note that some activities for this initiative have begun to be responsive to communities and operators affected.