

TIAP 2020 Consumer Campaign

Last Updated: June 18, 2020

Campaign Summary

With a funding partnership between TIAP and RTO 9, TIAP has been able to leverage and secure funding in partnership with RTO 9 to develop a consumer campaign aimed at boosting overall visits to Gananoque and the 1000 Islands, including accommodation and attraction bookings (with a total of \$35,000 being available to TIAP). TIAP is also presently working with TIAO and RTO 9 to apply for a much larger investment into tourism promotion and marketing, which we anticipate will be announced in the coming weeks. We will be adding RTO9 Regional marketing funds to greatly leverage this campaign, which will encompass traditional media spots placed with media providers across the province, as well as further support for this digital campaign being proposed.

Overall, we absolutely must do our part to proactively and aggressively bring tourists back to the area. We need to safely maximize bookings at accommodations and available attractions, in addition to leveraging activities to promote tourism spend in this community. Bringing tourists to the area helps to re-invigorate summer business again, including on the water activities (kayaking, boat cruises, marinas), restaurant patios, ice-cream shops, downtown shopping, gas stations and many more. Our tourism centric community needs tourism and related businesses to survive and thrive in whatever way possible. And TIAP's sole purpose is to leverage good marketing and advertising promotion to help send the message that Gananoque and the 1000 Islands is open for business and the community is a small and safe community to come visit.

Our messaging is not about COVID-19. It's about moving on and getting people out. It's a recognition that everyone needs to get out of the homes and find some way to travel, even if it's a short car-ride from home. People want to get away, and many don't have the luxury to go to or rent a cottage. In Gananoque and the 1000 Islands, we can fill that void.

Campaign Goals:

1. Create awareness that a vacation to a small town in Southeastern Ontario is possible.
2. To display the allure and beauty of the world famous 1000 islands.
3. To showcase the safe and affordable things (activities, attractions, accommodations, shopping and dining) that families and couples can do when visiting Gananoque and surrounding areas in and around the 1000 Islands.
4. Encourage more visitors to take advantage of TIAP attractions by promoting a special offer to book it (prior to or during their stay).
5. Drive traffic to 1000islandstourism.com and 1000islandsganchamber.com to establish further awareness of accommodations, attractions and activities provided by Gananoque and the 1000 Islands area.

6. To proactively stand out amongst other Ontario destinations and get people in Ontario thinking about a summer staycation.
7. To drive more accommodation and attraction bookings.

Campaign Theme:

Come to cottage country. No cottage needed.

Campaign Reach:

- A. Paid advertising via Facebook, Instagram and Google Display. This will be paired with organic posts through social media channels.
- B. E-newsletter and email marketing - drive email subscriber base of nearly 15,000 to make a trip to the area this summer.
- C. If TIAP and the 1000 Islands Gananoque Chamber of Commerce can successfully leverage TIAO and RTO 9 funding (\$300k), funds will be funneled into a good combination of traditional media (newspapers, travel publications and possible radio/TV), as well as top-up to existing digital campaign promotion.

Campaign Period

- Jul 2, 2020 - Sept 17, 2020

Milestones/Creative Needs

1. Adjust and develop website landing pages
2. Update website content, including opening details, etc.
3. Build ad creative
4. Copywriting and testing of digital assets.
5. Conversion tracking methods in place.

Tracking

- UTMs used on landing pages to track various CTAs on the page
https://drive.google.com/open?id=1g_ID9FDRkZZI2-Tia6MWiSSglCYBEfD6fHAPBbv03Ks
- Event tracking to identifying outbound clicks to partner websites
- Ad performance (clicks, engagement, impressions, etc.)
- Feedback from TIAP partners, etc.. as to changes in business activity

Ad Creative

Geo-Targeting

- Regions within a reasonable drive in Ontario (examples - Southwestern Ontario, North Bay (and south), Bancroft, Pembroke and Peterborough regions)
- Barrie and GTA regions
- More detailed demographic targeting will be more closely determined when setting up campaign
- Will seek to target boaters, cyclists, kayakers, etc.
- Families and couples