



The following is the first in a series of regular operational updates by the Bay of Quinte Regional Marketing Board as part of our enhanced communication plan.

September 21, 2016

Background

2016 has been a unique and exciting year for Bay of Quinte. In May, the Bay of Quinte Tourist and Living Councils voted to form an interim board of directors, the Bay of Quinte Regional Marketing Board, whose mandate would encompass marketing in both tourism and resident attraction.

In July, Jeremiah J. MacKenzie moved on from his 2-year post as Executive Director to work in the private sector. He was instrumental in getting Bay of Quinte operations to where they are today and solidifying Bay of Quinte's destination marketing and we wish him all the best in his new position. In turn, the board of directors voted to have me move into the role of Executive Director, effective August 1st. For 10 weeks, Communications Manager, Laura Voskamp, and myself were short-staffed until Trevor Norris started on October 3rd as our new Business & Program Development Manager. Trevor takes over much of my previous portfolio, including sports tourism, travel trade and sales, and he will also champion new initiatives for regional growth on the business development side.

Alongside all of these developments, we have continued to move forward successfully in rolling out our Tourism 2016-17 business plan and Living 2016-17 marketing plan. The following are some of our recent highlights.

Dug Stevenson
Executive Director
Bay of Quinte Regional Marketing Board

September 21, 2016 Board of Directors meeting
Operational Report

- a. TripAdvisor has been fully integrated into the Bay of Quinte Tourism website
 - i. TripAdvisor profiles can be integrated into blog posts, accommodations and packages
 - ii. Bay of Quinte TripAdvisor link is integrated into the top navigation menu
 - iii. Communications Manager Laura Voskamp is creating education sessions that will teach organizations how to create a TripAdvisor profile and also how to make the best of their TripAdvisor account
 - iv. We are investigating a paid Destination Marketing Organization program through TripAdvisor for next fiscal year that would enable us to control editorial, photography and advertising on the Bay of Quinte TripAdvisor page. Currently, none of this is possible. Estimated cost is \$10,000.
- b. Based on a staff report by the Communications Manager, it is recommended that we blend all social media accounts from Tourism and Living under one regional social media account for Facebook, Twitter, Instagram to be implemented immediately. This will result in a more efficient use of staff time, increased messaging quality and engagement and decreased audience splitting. Other existing Bay of Quinte region Twitter and Facebook accounts, which were previously managed from outside of the organization will be closed out. Naming where possible will be "Bay of Quinte".
- c. The package programmatic campaign, which is a \$50K partnership fund with Quinte Accommodations and Attractions Association and The Great Waterway, coordinated by Metroland (same team that did programmatic for Destination Canada) is outperforming expectations and industry average. Recent optimization of the account has resulted in significant growth with 350K impressions, 852 clicks and .24% CTR in the week of Aug 15-22, compared to the entire month of July before optimization, which was 668K impressions, 1,118 clicks and .17% CTR. Over 1,200 of the flagship golf package have been booked to date in 2016, which is up roughly 200 from 2015 and a clear indication that the programmatic campaign is successfully driving bookings.
- d. Local radio campaign consists of \$15K shared spending between Tourism and Living budgets and consists of 30s spots with all three Quinte Broadcasting stations, weekly updates on Rock 107 and bi-weekly updates on Mix 97 + social media posting and giveaways. Upcoming campaign is specifically targeted to winter. It will roll out in January 2017 and promote Bay of Quinte region ambassadors speaking about why they choose to live or have their business in the region. Partner organizations have been engaged for potential individuals for the campaign.
- e. The Bay of Quinte advertising campaign is a \$50K partnership fund with The Great Waterway consisting of 6-wks of ad buys with Global TV. The three 30s spots that were shot

- in 2015 will be featured and reach roughly 1.5 million viewers during high-traffic programming like Dr. Oz and Ellen. The spots will also be run on a digital campaign on GlobalTV.com, Youtube and Facebook with an estimated reach of over 1.5 million across all platforms, targeting demographics related to GTA, Ottawa, Kingston and Syracuse and interest points of family, outdoor travel and culinary (related to the themes of the spots). Total reach will be greater than 3 million.
- f. Bay of Quinte will be coordinating marketing on behalf of QRA for the Quintelicious and Quinte Craft \$20K partnership fund with The Great Waterway. Quintelicious will see 14 participating restaurants in Belleville and Quinte West from Sept 15-Oct 15 and Quinte Craft will have over 40 vendors at Empire Square on October 1st. Marketing is multi-pronged, consisting of video, photography, radio, digital, print, street art, merchandise, editorial and FAM. The previous Quintelicious event generated over 100K in local economic activity.
 - g. Statistics gathering across the region is underway in preparation for 2017-18 strategic planning. Numbers from accommodations, visitation of high-traffic locations, home sales and home builds will all be targeted. We are anticipating correlations between marketing and visitation/regional growth. Accommodations numbers continue to show growth year-over-year since 2012 when we first put significant budget into market; home sales in 2016 continue to be up month-over-month compared to 2015 (and there are fewer houses for sale on the market), and development across the region continues to show growth from 2015, with Quinte West, Belleville and Prince Edward County all poised to outperform the previous year in both number of permits and total money spent on development.
 - h. Sport and Industry website infrastructure will be bolstered by projects in development by The Great Waterway, which will support corporate planning and sports tourism bookings. These will be under the direction of the Business & Program Development Manager, Trevor Norris, and coordinated with The Great Waterway's Meetings+ infrastructure. Incorporation of these tools into our Bay of Quinte website are slated for early 2017.
 - i. New sports relationships continue to develop, with Golf in Ontario – an international golf marketing initiative who recently FAMED writers from the US, western Canada and Ontario in the region; 3x OFSAA tournaments coming to Belleville in 2017; and the World Barefoot Waterski Championships coming to Napanee in 2018. All events have an impact on economic activity in the region and have already generated media attention.
 - j. From a travel trade perspective a new booking engine from The Great Waterway will be launched in the coming months on the Tourism website. This will enable us to facilitate operators participating in packaging opportunities and increase the awareness of tourism projects in the region. As well, a partnership was developed with Glanmore National Historic Site for the Ontario Motor Coach Association conference in Niagara to promote bus tours to the region and QAAA packages (golf, fishing, wine tours, beaches) continue to drive bookings and interest from tour companies. Meetings have been held with Shorelines Casino and the Belleville Senators about travel trade opportunities.
 - k. Governance Task Team Update will be presented at the next meeting. They have been working to develop recommendations for the by-laws and policies & procedures that will guide and govern the future of the organization.

- l. Bay of Quinte and QEDC have engaged in multiple meetings in order to re-establish partnership and opportunities to work together. To date, a monthly editorial calendar has been created between both organizations for information sharing and a campaign for Made in Bay of Quinte was timed around Quintelicious marketing and the Bay of Quinte advertising campaign. Potential partnerships are also being explored for further marketing around jobs in the region.
- m. QuinteJobs.ca is a new website designed to show a selection of jobs paying over \$50k in the region. The idea is that people will not move here without a well-paying job because they couldn't support a mortgage, car payment, family, etc. We are using it as a marketing tool to attract potential residents and professionals to make their life in the region by pulling in an attractive subset of jobs week over week.
- n. Phase two of the immigration portal has been rolled out in collaboration with Aaron Bell. It includes new video, photos and profiles. Social media campaigns will continue to drive immigration resident attraction. An immigration marketing strategy will be developed for 2017-18 in collaboration with key stakeholders like QUIS, Loyalist College, HPEDSB, etc.

Thank you for reading and please reach out with any questions.

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