

# BAY OF QUINTE



# EXECUTIVE DIRECTOR'S MESSAGE

We're in a time of great growth across the region as we continue to straddle a world that bounces in and out of COVID-19 restrictions.

The 2021 Statistics Canada Census data that was just released shows the region has grown 5.95% since 2016, above the provincial and national averages for the first time and up from 4.1% from the last Census. It's no wonder then, that 2021's year-end Quinte District Association of Realtors data showed residential sales activity up 25% from 2020 (which was also a strong year). Looking back on the year, our partner communities were high up in rankings from names like MacLean's, Uhaul and Moneysense.

Similarly, from a tourism point of view, our overnight market continued to grow in 2021. As we reported at our December Board of Directors meeting, summer 2021 CBRE data showed 2% growth over 2019's pre-pandemic levels. Further, year-end hotel data showed Bay of Quinte region at 52.6%, 5 points ahead of the SE Ontario avg, 8 points ahead of the Ontario avg and over 10 points ahead of the Canadian avg.

The addition of Greater Napanee into the BoQ partnership has been an excellent experience and acted to further strengthen our regional partnership and our marketing offering to include their assets and work alongside their staff, chamber and BIA.

We will miss Courtney Klumper who was with us for almost four years, managing our social media, blogs and paid media. But we are excited for what lies ahead with respect to hiring someone new into this position and where it will take us. Ultimately, we are making plans for that position to have a more visible presence on our social media, driving video and on-location content and we are planning to take on TikTok into our social media portfolio as part of that process.

Ultimately, we are in a great place from a funding perspective, a partnership perspective and with our internal BoQ Team. We foresee the greatest risks to this coming fiscal year being COVID-19 restrictions on the tourism sector and housing prices/supply on the residential sector. However, resident attraction and tourism are still strong and we will continue to work hard this fiscal year to ensure they stay that way and to build on the momentum we've created, so we continue to drive economic activity across the regional partnership.

Dug & Team



# 2021-22 HIGHLIGHTS

- 2021 CBRE National Hotel Data shows BoQ region's 52.6% occupancy higher than SE Ontario, provincial and national averages
- 2021 Quinte District Association of Realtors shows 25% total residential sales increase
- 2021 Census data shows BoQ region's 5.95% growth is higher than provincial and national average
- MacLean's Magazine names all BoQ municipalities within the top 280 of their top 415, with Belleville ranking #4
- Moneysense names Quinte the #7 place to buy real estate in Canada
- Belleville ranks 2<sup>nd</sup> on Uhaul's top growth cities in Canada
- Almost \$100k booked in golf and accommodations through Golf in Ontario program
- Full implementation of our Brand 2.0 strategy, including Discovery Guide, 401 signage, newsletter, and other marketing visuals across the region
- TIAO Tourism Award nomination in their *Innovation* category for our BoQ Marketing Grants program
- EDCO Award nomination for our BoQ Marketing Grants program
- BoQ Marketing Grants awarded over \$100,000 to more than 50 projects
- BIA marketing fund for Brighton, Quinte West, Belleville and Napanee provided over \$40,000 to strengthen downtown marketing and education
- Community support marketing of over \$40,000 helped to grown partner products and campaigns
- Experiential Tourism project with Celes Davar developing one experience per partner community for a total of 5
- Inaugural *Best of the Bay* campaign celebrated local business with over 2,000 entries voting more than 70 tourism businesses as the Best of the Bay
- Videos produced for Brighton, Quinte West and Napanee BIAs, Rowing Worlds, Quinte West Pop-Ups, and aerial video collection
- Photography for all partner communities
- Successful Canada Summer Jobs application
- LGBT+ Strategy phase 1 completion
- Collaboration with film professionals other eastern Ontario communities to develop a film production fund accelerator for consideration in ON



# BOARD OF DIRECTORS

Laura Knegt, Brighton

Al Dewitt, Chair, Quinte West

Sean Kelly, Vice Chair, Belleville

Josh Hill, Mohawks of the Bay of Quinte

Ellen Johnson, Napanee

Tony Engelsdorfer, Quinte Home Builders Assoc.

Blair Gamble, At-Large Accommodations

JP Lemieux, At-Large



# REGIONAL PARTNERSHIP



Mohawks of the  
Bay of Quinte



Municipality of Brighton



Greater Napanee



City of Quinte West



City of Belleville



Quinte Home Builders  
Association





# THE BoQ TEAM



## Someone New Coming Soon! Digital Marketing Manager

Manages day-to-day communications, across all marketing channels, including social media, blogs, digital advertising, newsletters and press releases. Lead digital brand communication, content strategy, consistency and the voice of BoQ

## DUG STEVENSON

### Executive Director

Directs and maintains the business plan and strategy, overall operations and budget, Board of Directors and partner relationships

## JEN ACHILLES

### Manager of Media + Design

Manages all BoQ design and brand touch points online and offline, including websites, guide, map, experience handbook and other visuals, along with the earned media portfolio

## TREVOR NORRIS

### Business Development Manager

Manages travel trade, sport tourism and meeting planning, experiential tourism, as well as product support and sales for BoQ TV, kiosk, map and guide



# BUSINESS PLAN PRIORITIES FOR 2022-23



Destination Marketing Return  
Marketing Support Programs  
Team Support  
Experience Development  
Leadership  
Everyday Operations



# BUSINESS PLAN PRIORITIES FOR 2022-23

## DESTINATION MARKETING RETURN:

COVID has had our organization doing a lot of locally-based marketing over the past few years. We are expecting to scale that back this coming fiscal and focus the bulk of our efforts and spending on destination marketing as we did before the pandemic. This is made easier by all of our partners excelling in their local marketing, having built strong following, products and best practices. This frees us up from having to play a more local roll so we can focus on attracting tourists and residents from our important target markets of GTA east-Ottawa-401 east corridor + Quebec and NE USA.

## MARKETING SUPPORT PROGRAMS

As we recentre our focus on destination marketing as per above, we will continue to work on growing the capacity of marketing locally through our support programs, including:

- BoQ Marketing grants for tourism organizations, businesses and events to increase marketing efforts
- BIA marketing program to support BIAs to grow their marketing portfolios and education
- Accommodations marketing program to round out marketing spends that drive overnight bookings
- Community campaigns along with our partners, to increase spending or further the reach of products and campaigns within the partnership

## TEAM SUPPORT:

With a new Digital Marketing Manager starting in the coming weeks, there will be a lot of support required from the entire Team to get that position up to speed across all of the elements of their portfolio. We will spend a lot of time as a Team to talk things through as we go + use this as an opportunity to review many of our workflows and practices. Ultimately, it will be an excellent time of reflection as we will no doubt head in some new and exciting directions from the introduction of a new dynamic.

Further to this, from a Team support perspective, we are proposing an RRSP matching program to strengthen our employment package. This is being proposed as a 50% matching program, available to each employee, where BoQ RMB will match RRSP contributions at 50% to a maximum of \$6,000 per fiscal year.





# BUSINESS PLAN PRIORITIES FOR 2022-23

## EXPERIENCE DEVELOPMENT

After discussions with the BoQ Team and also with the partnership, all parties are in agreement that experiential tourism is something we need to continue to invest in. Destination Canada has pointed to experiential as the future of tourism in Canada and a primary driver of visitation. Therefore, our timing is excellent to take advantage of this new movement of more immersive tourism practices. Each of the 5 experiences, one per partner community, is expected to launch in 2022 and we will undertake another 5 in collaboration with experiential expert, Celes Davar, in 2022-23. As well, we hope to work with Celes to work on a small number of additional experiences that are close to crossing the finish line, but require a bit of support. The model, which is a Tran-the-Trainer approach, will ensure that the BoQ Team + partner staff will all have the experience and education to continue to develop experiential tourism once we progress from our working with Celes.

## LEADERSHIP:

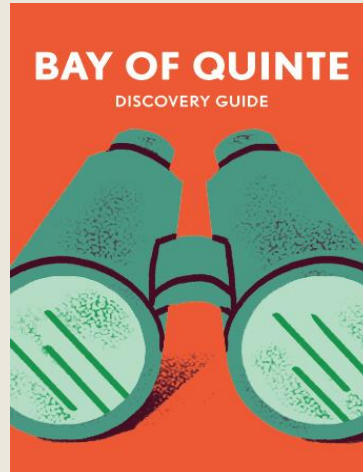
We will continue to draw on our BoQ Team's collective expertise and experience in tourism, resident attraction and regional marketing to deliver leadership through BoQ RMB across multiple programs, as presented in the Business Plan. As a function of this, we'll also continue to meet one-on-one with organizations to provide marketing guidance and build marketing capacity in the region, teaching digital marketing, branding, design, print, marketing campaigns, experience development, travel trade, partnerships, project management and logistics as needed. The BoQ Marketing Grants and the BIA Support marketing program and the Accommodations marketing program will further drive these efforts and enhance our regional voice. Once Belleville has completed their tourism strategy development, we will be in a position to undertake our own strategic planning in order to map out the coming years' activities.

## EVERYDAY OPERATIONS:

This is what we use to refer to our "always on" daily marketing across 30+ tactics, from our websites, to our social media platforms, our print products, and our portfolios like travel trade, earned media and sports. We will continue to drive each of these forward with updated projects, creative, and messaging relative to the season or the product.



# MARKETING + TACTICS 2022-23



**BAY OF QUINTE**

**STORIES UPDATES**

**BOQ DATE NIGHT AT HOME**

Staying in can be special too! We're sharing five ideas to enjoy some fun BOQ experiences safely from home, while supporting local businesses.

**BOQ: Date Night at Home**

**THESE WOMEN HAVE WINGS**

The First People's Aviation Technology program at the First Nations Technical Institute in Tyendinaga Mohawk Territory is celebrating its first-ever all-female crew! Check out the interview with Rainbow Ford, Danielle Pettit and Joanne Taboandung on CTV News below.

**READ MORE: FNTH Feature on CTV News**

**BAY OF QUINTE**

Take time to play this summer.

SHORELINE CASINOS.COM/

**BAYOFQUINTE.CA**

**Purposeful Painting FUNdraiser**  
January 21 @ 7:00 pm | LOCATION - Boston Pizza Trenton  
Join Purposeful Painting for food, drinks, fun and a worthy cause! For this Relay, we will paint to raise funds for groundbreaking cancer research.

02:18 PM  
Belleville  
-7°C



AdapTV	adform	AdMedia	AERSERV
Aol.	APPROVIN	AppNexus	BrightRoll
DoubleClick Exchange	Fyber	gamut	doubleclick
MOEXCHANGE	OpenX	MAX	millward media
mopub	Opera	PubMatic	
PULSEPOINT	RhythmOne	rubicon	
smarto	smartr	SOVRN	SPOTX
STOCKXCH	Teads	telaria	TREMOR VIDEO



# 38 MARKETING & MANAGEMENT TACTICS

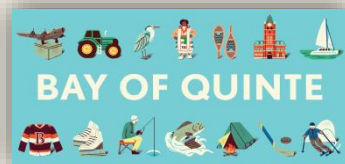
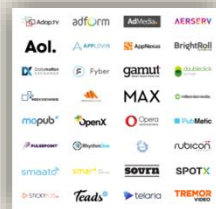
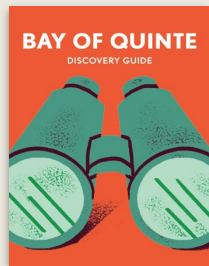
Programmatic Advertising  
Discovery Guide  
bayofquinte.ca  
bayofquinte.ca/tourism  
bayofquinte.ca/living  
bayofquinte.ca/jobs  
immigration.bayofquinte.ca  
Industry Newsletter  
Consumer Newsletter  
Facebook  
Instagram  
Twitter  
YouTube  
Pinterest  
LinkedIn  
TikTok  
TripAdvisor  
BoQ Merch  
BoQ Marketing Grants

BoQ Blogs  
Paid Media  
Earned Media  
Google AdWords  
BoQ TV  
Digital Discovery Map  
Radio  
Packages  
401 Signage  
Workshops  
Experience Facilitation  
Sports/Events Tourism  
Golf in Ontario  
Travel Trade  
Photography  
Marketing Grants  
Digital Kiosks  
BIA Marketing Program  
Accommodations Grants





# MARKETING CAMPAIGNS



## DESCRIPTION:

A multi-tactic approach to marketing the region's assets or a project to target markets and target demographics.

## PURPOSE:

A campaign approach helps to grow awareness as a result of marketing across multiple touchpoints. This in turn fosters growth in engagement to the message and, when applicable, in economic activity.

## 2021-22 RESULTS:

- Continued *Staycation Sweepstakes*: giving away \$500 staycation each month, driving local and outside interest and engagement
- *Take A Drive* campaign took home national and provincial awards from EDAC and EDCO and acted as our “always on” digital campaign
- Supported Belleville DT District's *Al Fresco* campaign, Belleville's *Quintelicious* campaign, and all partners shop local campaigns through the season
- Participation in *The Weekend Route*, a multi-destination partnership along the eastern 401 corridor which markets across multiple digital outlets
- *Best of the Bay* campaign helped to highlight the best local businesses across dozens of tourism categories early in the fiscal year when COVID hardship was at a high
- Support for multiple marketing initiatives by other organizations via BoQ Marketing Grants

## 2022-23 PLANS:

- Consider a focused accommodations campaign to drive visitation during slower winter months with a “Book 2 nights get 1 night free”
- Continue to deploy Take A Drive as our primary visitation campaign, attracting “drivable” vacationers and potential residents via multiple BoQ assets that lead back to landing page
- Redeploy Best of the Bay
- Continue to regularly monitor provincial restrictions to ensure we are marketing appropriately
- Participate financially and in-kind in the Work in Quinte partnership via City of Belleville
- Contribute financially and in-kind to campaigns by other orgs via BoQ Marketing Grants and enhanced BIA partnership
- Engage in a corporate/business group attraction campaign to drive accommodation visits
- Work with the QHBA and partner municipalities on housing-related advocacy campaign

## MEASURABLE OUTCOMES:

Full programmatic and Google spectrum of metrics + estimated economic activity



# DIGITAL ADVERTISING



## DESCRIPTION:

Our digital advertising outside of social media consists of programmatic advertising and paid search.

Programmatic is the automated buying and selling of digital advertising. Ads are placed by ad exchanges, which are technology platforms that facilitate the buying and selling of digital media advertising from multiple ad networks. Advertisers have the ability to pick out particular website types for advertising on (eg. “tourism websites”) as well as demographics (eg. “females from Toronto, aged 50 and below”, or “golfers”), which factor into the bidding process.

Paid search through Google AdWords is an online advertising platform developed by Google, where advertisers pay to display brief advertisements on search pages within the Google ad network to web users. Your budget and keywords contribute to how your ad is served as part of a live auction process (similar to programmatic)

## PURPOSE:

These are two of the most efficient ways you can place digital ads online because of how you can tailor the intended demographic and because of the usage of the digital platforms where the ads are placed. Further, an optimization process is regularly completed, which sets out to cut the poor performance websites and invest more heavily in those that are succeeding in terms of ad placements leading to click-throughs.

## 2021-22 RESULTS:

Programmatic campaigns were delivered for all campaigns, with Take A Drive being the primary AdWords was updated monthly based on seasonal content and campaign

## 2022-23 PLANS:

Continue to invest in digital advertising across both platforms to drive activity back to the websites

## MEASURABLE OUTCOMES:

Full programmatic and Google spectrum of metrics + estimated economic activity





# BEST OF THE BAY



## DESCRIPTION:

Best of the Bay is a contest where residents can vote for their favourite local businesses in the tourism industry across more than 75 categories under the headings of Food + Drink, Accommodations, Shop or Service, Regionscape, and Art + Culture.

## PURPOSE:

Created to drive awareness and recognition of the hard-working businesses that were suffering during COVID-19 lockdowns, Best of the Bay celebrates our Bay of Quinte businesses.

## 2021-22 RESULTS:

Over 2,000 entries

Over 75 winners, all receiving a decal for their window/location – we got lots of earned media from organizations posting about their win on their social media

Gave away a \$1,000 prize to drive sign-ups

Strong engagement across all social platforms during this campaign

## 2022-23 PLANS:

Continue the program, launching again during the lull between winter and summer, which acts as an excellent springboard into the summer season

## MEASURABLE OUTCOMES:

Number of web hits, number of social engagements, number of entries, number of winners



# ACCOMMODATIONS MARKETING & SUPPORT

## DESCRIPTION:

Marketing projects and initiatives that are specific to the accommodations sector

## PURPOSE:

To work in collaboration with accommodations to drive overnight visitation utilizing (and ultimately growing) Municipal Accommodation Tax funds

## 2021-22 RESULTS:

- BoQ Marketing Grant created a new platform through which accommodations could apply for marketing dollars
- We did not receive the uptake that we anticipated for this initiative
- New Travel Trade newsletter communicates regularly with tour operators about bookable opportunities
- First steps taken to develop corporate strategy working with consultants
- 2021 CBRE occupancy avg of 52.6% is 8% higher than ON avg and 10% higher than the Canadian average

## 2022-23 PLANS:

- Introduce a new MAT % marketing program to our participating MAT accommodations properties, with 10% of MAT going to this budget line
- Therefore, properties will receive 5% of total MAT remitted for a selection of marketing initiatives that will be determined in partnership with the properties to support what they need most from a marketing perspective
- We will pilot a 10% incentive to select group booking through travel trade, corporate, and sports programs, where 10% of their accommodations spending will be given back in the form of gift cards to locations across the region
- Continue working with CAA to book packages related to golf and other products that benefit the region
- We are working with consultants to develop a corporate strategy
- Consider a focused accommodations campaign to drive visitation during slower winter months with a “Book 2 nights get 1 night free”
- Continued travel trade sales missions and communication
- Work with Municipality of Brighton to develop MAT this year and continue dialogue with Napanee for development in 2022-23
- Continue also to advocate for STA MAT with municipalities as a primary strategy for organizational/regional growth



# BOQ MARKETING GRANTS



## DESCRIPTION:

The Bay of Quinte marketing grants provide 100% funding to organizations within the partnership for the purposes of marketing. Organizations must apply and are evaluated by a team consisting of partnership staff. Successful organizations work in collaboration with staff from BoQ RMB and their partner community to develop and implement their project so there is full support and collaboration to foster success.

## PURPOSE:

COVID-19 has illustrated the need for funding at every level. With BoQ RMB receiving strong funding via MAT and the partnership, it is in our best interest to support small businesses and organizations related to our marketing mandate. If many organizations can deploy successful marketing projects, the entire region will benefit.

## 2021-22 RESULTS:

- Over \$100,000 will have been awarded to more than in marketing 50 grant recipients toward product development, website development, photography, video, branding, social media, and other digital marketing initiatives
- Grants from \$500-\$2,500 in the categories of digital marketing, photography/video, events, experience development and signage

## 2022-23 PLANS:

- With COVID-19 severity subsiding and our other marketing supports related to experiential, accommodations, partners and BIAs, we will scale back the grants program to one intake at \$45K



# BIA FUNDING & SUPPORT



## DESCRIPTION:

Similar to the BoQ Marketing Grants, BIA funding and support provides dollars and staff time for the purposes of marketing development and capacity building. We provide 10% of a community partner's MAT to their BIA, or \$1,000 if no MAT is present.

## PURPOSE:

With BoQ RMB receiving strong funding via MAT and the partnership, it is in our best interest to support our BIAs related to our marketing mandate. If many we can support our downtowns to develop and implement foundations marketing elements + deploy successful marketing projects and campaigns, the entire region will benefit.

## 2021-22 RESULTS:

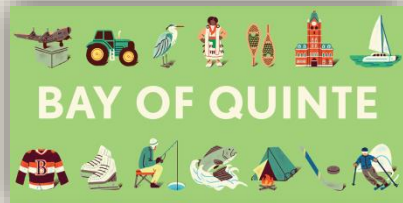
- Over \$30,000 provided to the Belleville Downtown District for creation and ongoing marketing of their first-ever programmatic advertising portfolio and their Google AdWords portfolio. As well, funds were provided to build out event and installation activations.
- Over \$8,000 provided to the Downtown Trenton BIA for marketing workshops, photography, video, social media marketing campaigns, print, and the creation of their first-ever editorial calendar + paid monthly social strategy
- \$1,000 provided to both Brighton and Napanee BIAs for video, photography and marketing workshops

## 2022-23 PLANS:

- Continue program in order to expand marketing education, assets and portfolios of the BIAs



# WEBSITES



[bayofquinte.ca/com](http://bayofquinte.ca/com)

[bayofquinte.ca/tourism](http://bayofquinte.ca/tourism)

[bayofQuinte.ca/living](http://bayofQuinte.ca/living)

[bayofquinte.ca/jobs](http://bayofquinte.ca/jobs)

[bayofQuinte.ca/immigratio](http://bayofQuinte.ca/immigratio)

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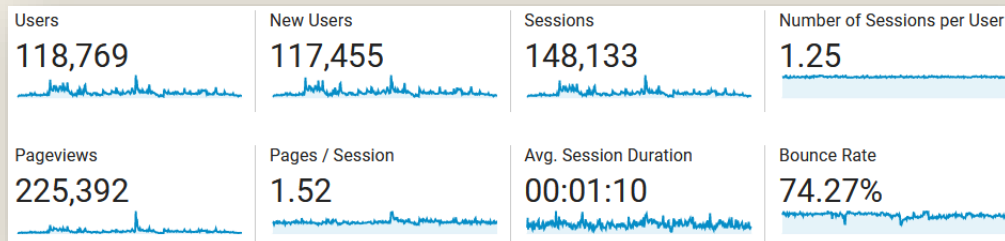
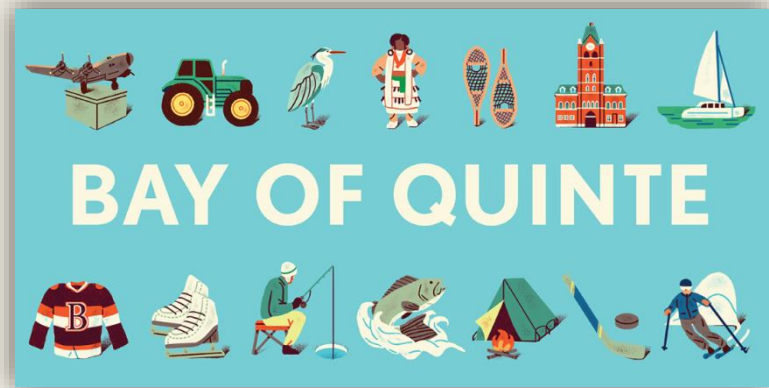
Over 457,000 Total Traffic





# WEBSITES

## BAYOFQUINTE.CA



### DESCRIPTION:

bayofquinte.ca/.com is the regional landing site, and serves to highlight our partnership, major marketing pillars, campaigns and regional stakeholders. It acts as a gateway into the entire Bay of Quinte online portfolio.

### PURPOSE:

To have a parent landing site to use as a call to action in our marketing and advertising communication. This parent site helps raise awareness of the Bay of Quinte brand and acts as a conduit for the user to gain access and information on the region, its partnerships, regional stakeholders, experiences, stories and marketing assets.

### 2021-22 RESULTS:

Pageviews are about even from last year, which makes sense based on our programmatic being a primary driver to this landing page  
The page continues to represent tourism, living, immigration, jobs and current campaigns  
We had hoped to undertake updated design earlier in 2021-22, but COVID has caused delays

### 2022-23 PLANS:

Updated design, with the RFP in development (last redesign = 2015)  
Continue programmatic and AdWords to drive traffic

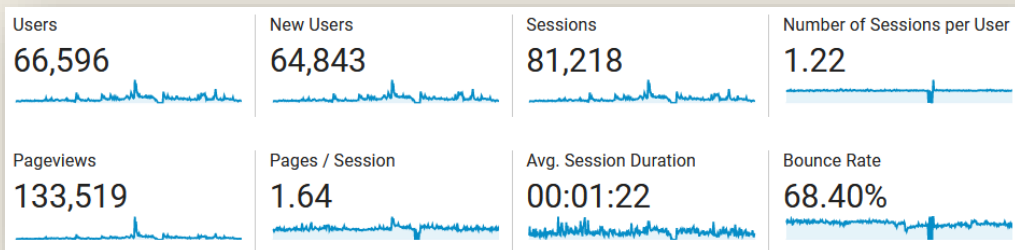
### MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings



# WEBSITES

## BAYOFQUINTE.CA/TOURISM



### DESCRIPTION:

bayofquinte.ca/tourism is the TOURISM landing page for all BoQ marketing and contains a regularly updated blog, a regional events calendar, Google Places and TripAdvisor integration.

### PURPOSE:

Provide a TOURISM resource for all of those interested in visiting the region, which also serves as a support and storytelling mechanism for our partners and stakeholders

### 2021-22 RESULTS:

Pageviews are actually down about 25% this year. This is not surprising, however as our social growth and engagement has been higher, which points to people getting their information inside each platform vs clicking through. Quarterly meetings were held with partners to ensure we were representing their needs and interests across our weekly blog content - driving visitation and calls to action via social media and acting as a partner content vehicle and SEO driver.

Strong Discovery Guide content, design and calls to action integration. We continued to drive strong landing page offerings + products like itineraries and daytrips.

### 2022-23 PLANS:

Updated design as per BoQ.ca. Continued coordination with all partners on quarterly content. AdWords and programmatic to drive traffic to the site, especially in shoulder season.

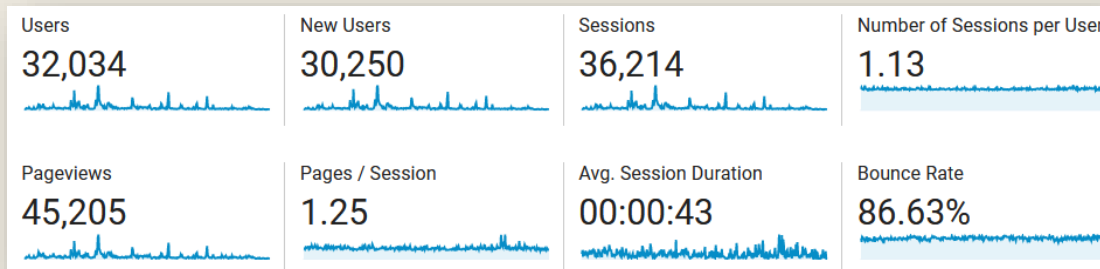
### MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings, number of events calendar posts.



# WEBSITES

## BAYOFQUINTE.CA/LIVING



### DESCRIPTION:

bayofquinte.ca/living is the LIVING landing page for all BoQ marketing and contains a regularly updated blog, as well as information related to living resources such as education, healthcare, housing, municipalities, jobs, immigration, etc.

### PURPOSE:

Provide a LIVING resource for all of those interested in living in the region, which also serves as a support mechanism for our partners and stakeholders, telling stories of faces, places and spaces in BoQ.

### 2021-22 RESULTS:

Pageviews are down over 50%, which is not surprising as we were not spending as much money to drive traffic to the Living side of things because of the current red-hot status of the housing market. Quarterly meetings were held with partners to ensure we were representing their needs and interests across our weekly blog content - driving visitation and calls to action via social media and acting as a partner content vehicle and SEO driver

### 2022-23 PLANS:

Updated design as per BoQ.ca  
Continued coordination with all partners on quarterly content  
AdWords and programmatic to drive traffic to the site, especially in shoulder season

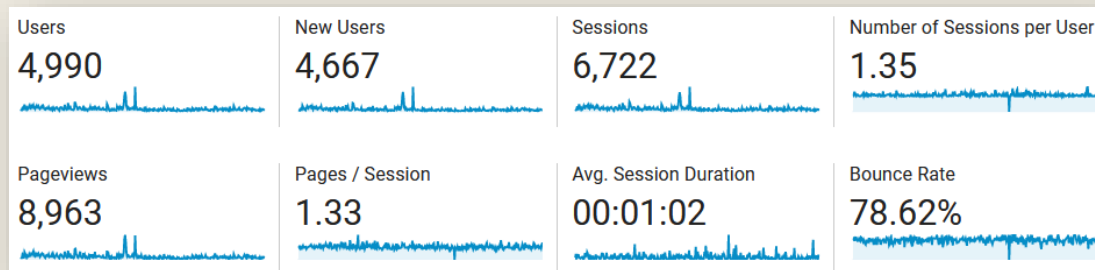
### MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of postings



# WEBSITES

## BAYOFQUINTE.CA/JOBS



### DESCRIPTION:

bayofquinte.ca/jobs is a marketing page showing a regular rotation of 8x high-paying jobs (\$50K+) in the BoQ region and linking to more information about working and living in BoQ. It has corresponding Facebook & Twitter which are used for regular posts about the new jobs available in BoQ. We include jobs marketing under this section as well. There is a corresponding QuinteJobs.ca/Trades page that highlights 4x high-paying trades jobs

### PURPOSE:

A marketing tool that shows attractive, high-paying jobs in our region, in an attempt to attract new residents to move here and fill those positions

### 2021-22 RESULTS:

Pageviews are up 34%, which is impressive since last year they had a 450% increase. This is largely driven by international traffic, probably as a result of the region's popularity as a place to live.

We continued our social media campaign-style approach, with each job going out on Facebook, Twitter and LinkedIn

### 2022-23 PLANS:

Updated design

Partnership with QHBA and the Work in Quinte program on their jobs-related projects

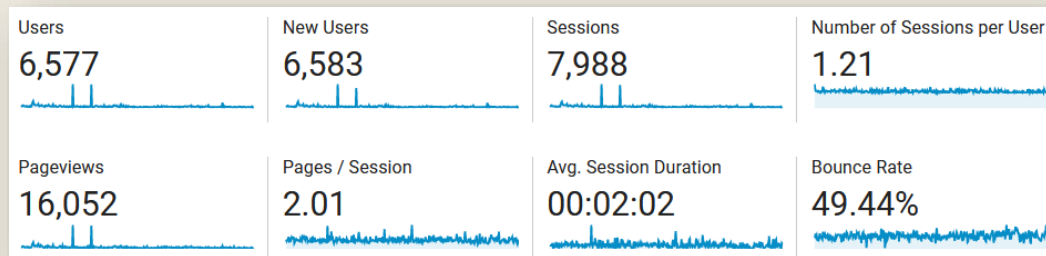
Google AdWords campaign, social media advertising and increased digital spending to drive traffic to the site, especially in shoulder season

### MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings, number of successful applicant leads

# WEBSITES

## BAYOFQUINTE.CA/IMMIGRATION



### DESCRIPTION:

The immigration portal contains content for New Canadians who might be considering a life in BoQ. It represents a partnership for our region that consists of Belleville, Hastings County, Prince Edward County and Quinte West. We are mandated by the Ministry to retain this partnership, regardless of the BoQ RMB partners.

### PURPOSE:

Provide a landing page full of resources to New Canadians who might be considering a life in our region.

### 2021-22 RESULTS:

Pageviews are down over 400%, however this makes sense because – like the Living site – we pulled back on the amount we were spending and driving activity to the immigration page. As well, last year the site activity increased by over 400% from the previous year, so the site activity is returning to pre-pandemic levels.

Correlation in traffic between the Immigration and QuinteJobs sites and international activity, especially from India

### 2022-23 PLANS:

- Continue to coordinate the immigration portal on behalf of the Bay of Quinte portion of the partnership
- Pursue screening opportunities for our documentary, A Place to Call Home
- Continue to create content about New Canadians in BoQ across all channels
- Google AdWords campaign and increased digital spending to drive traffic to the site
- Participate in updated regional strategy with the other immigration partners, led by the Centre for Workforce Development and re-evaluate BoQ's role as required

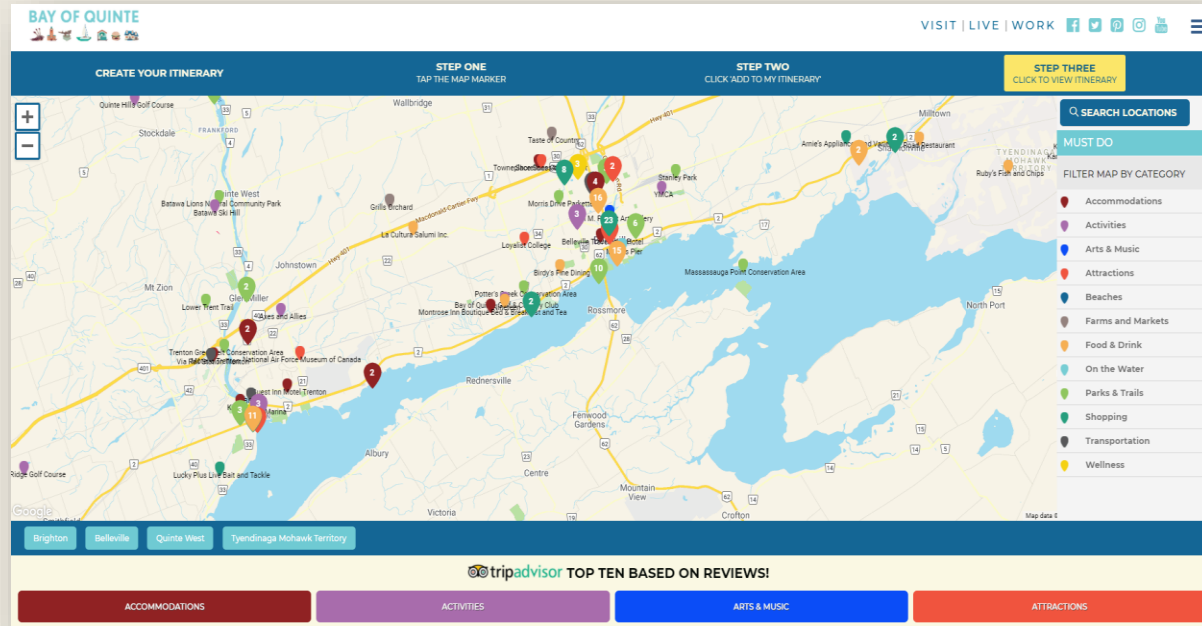
### MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings, number of immigrants giving anecdotal feedback





# KIOSKS & DIGITAL DISCOVERY MAP



## DESCRIPTION:

Our Digital Discovery Map (DDM) at bayofquinte.ca/explore provide users with an interactive opportunity to explore tourism businesses and attractions, read TripAdvisor user reviews, access Google My Business info, browse events and create itineraries. It exists on physical kiosks in select locations and online across all devices.

## PURPOSE:

Initially created to help free up hotel front desk staff, the map is meant to help both residents and tourists explore the region online from their desktop, tablet or mobile device. It also allows us to create “products” by mapping out restaurants, routes, etc.

## 2021-22 RESULTS:

Napanee businesses were onboarded across all categories, along with a downtown Napanee zoom button  
Physical kiosks were gradually reintroduced to most locations  
The Belleville Chamber of Commerce utilized the back-end design of the DDM to help save web development costs in building their own online directory

## 2022-23 PLANS:

We’re currently working with Timbr Canada to design an updated look and feel to the physical kiosks, using a natural wood construction  
We will continue to add businesses as they arise  
We will continue to use the map as a product opportunity

## MEASURABLE OUTCOMES:

Full Google Analytics spectrum, analytics per location, number of businesses listed, number of businesses educated, workshops



# DIGITAL MEDIA

Weekly communication to our network of over 62,900

→22% growth



Over 29,300 followers



Over 11,100 followers



Over 9,400 followers



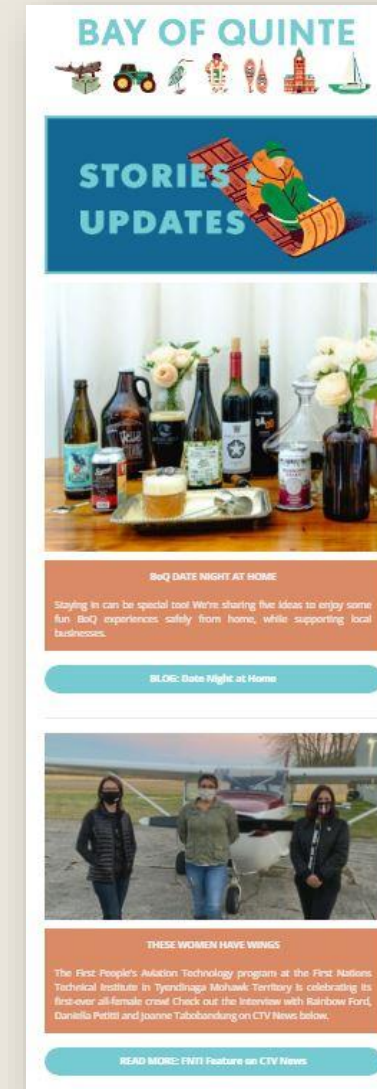
Over 300 followers



Over 300 followers



19 subscribers



TOURISM  
Over 10,600  
subscribers

INDUSTRY  
Over 1,800  
subscribers



# SOCIAL MEDIA



**Facebook**

**29,300+  
followers**

## DESCRIPTION:

The Bay of Quinte Facebook page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. We focus on storytelling with strong visuals or video on Facebook to drive engagement, as opposed to generic posts simply for the sake of posting. We do organic and paid posts to drive engagement and traffic to our website.

## PURPOSE:

To take advantage of the more than 2 billion people using Facebook, including over 80% of adult Canadians.

## 2021-22 RESULTS:

Increase of over 1,000 followers from 2021-22

Sticking to fewer posts week-over-week continues to have greater impact in terms of engagement

Strong giveaway schedule drove increased engagement

Use of Facebook as a platform for our programmatic advertising to drive increased activity

## 2022-23 PLANS:

Continue new content strategy that focuses on fewer posts of greater impact week-over-week

Continue to drive Discovery Guide content during leisure season + switch to supporting campaigns in off-season

Regular giveaways to help drive engagement and activity + showcase local stakeholders

Increased paid posts and paid ads to drive engagement, especially in shoulder season

Increased non-post advertising, especially in shoulder season

Increase LIVE video content to drive engagement

## MEASURABLE OUTCOMES:

Number of content postings, number of videos, engagement, reactions, views, time viewed, referrals to websites, number of followers, clicks, paid ads



# SOCIAL MEDIA



**Instagram**

**11,100+  
followers**

## DESCRIPTION:

The Bay of Quinte Instagram page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. It is a major driver of our online activity. We focus on storytelling with strong visuals or video to drive engagement, as opposed to generic posts simply for the sake of posting.

## PURPOSE:

Instagram continues to be one of the fastest growing social media marketing tools online and is BoQ's fastest growing platform. We use it to tell a more visual narrative and also as an interaction tool with locals, primarily in Ontario and the BoQ region and to drive more activity to our websites.

## 2021-22 RESULTS:

Increase of almost 2,000 followers from 2020-21, our largest-growth social media platform  
Fewer posts week-over-week continues to have greater impact  
Increased activity on Stories driving more engagement  
Use of Reels video to diversify content  
Strong giveaway schedule drove increased engagement  
Use of Instagram as a platform for our programmatic advertising to drive increased activity

## 2022-23 PLANS:

Continue new content strategy that focuses on fewer posts of greater impact week-over-week  
Continue to drive Discovery Guide content during leisure season + switch to supporting campaigns in off-season  
Continue to drive video content and Stories. Integrate new business series on Reels.  
Increased paid posts and paid ads to drive engagement, especially in shoulder season  
Use as a tool to engage more influencers/earned media  
Increased on-location video

## MEASURABLE OUTCOMES:

Number of content postings, number of videos, engagement, reactions, views, time viewed, number of followers, number of stories, earned media interactions, merch sales, paid ads, clicks



# TIKTOK



TikTok overtook Google.ca as the number one visited website in 2021. This is the first time another site has done that in a very long time.

Video is becoming one of the most engaging marketing tactics, with HubSpot recording the amount of video consumed online has almost doubled since 2018.

Therefore, we will plan to launch a TikTok profile in 2022-23 in order to capitalize on this platform.





# SOCIAL MEDIA



**Twitter**

**9,400+  
followers**

## DESCRIPTION:

The Bay of Quinte Twitter feed is updated daily with regional content, related to events, places, spaces and faces of those in the BoQ. It is meant to be more for updating purposes and less about storytelling. Event postings, news and jobs info are drivers (which don't work as well on the other social media platforms). It is an excellent platform for tagging and promoting our stakeholders.

## PURPOSE:

To drive news, events, jobs and content updates + engage and promote stakeholders.

## 2021-22 RESULTS:

Small growth of over 200 followers from 2020-21

Continued driver for events and jobs

Continued to be a strong platform for other businesses/organizations tagging us

More engagement from industry organizations (eg. TIAO, TIAC) than on other platforms

Paid post testing did not yield strong results

## 2022-23 PLANS:

Continued driver of events and jobs

Drive more factual information related to the region (eg. facts, stats, etc)

Continue to support our Discovery Guide campaign

Continue to increase visuals and decrease text + keep a less-is-more approach as our  
Less focus on trying to drive people to our site – this has been less effective than serving them in the platform

Investigate video content

## MEASURABLE OUTCOMES:

Number of content postings, number of videos, engagements, reactions, views, time viewed, number of followers, paid ads, clicks



# SOCIAL MEDIA



**LinkedIn**

**300+ followers**

## DESCRIPTION:

The Bay of Quinte LinkedIn profile is used to share updates with a more business approach. It is less about marketing and more about industry-related content and QuinteJobs.

## PURPOSE:

To communicate with the business sector about BoQ initiatives and successes, raise awareness of BoQ RMB within the business landscape and market/advertise available jobs in the region.

## 2021-22 RESULTS:

Growth of over 100 followers, which is our best yet

Continued weekly messaging with more business-related postings

Strong engagement on entrepreneur content

Full link to QuinteJobs.ca weekly postings, with LinkedIn as a driver of weekly jobs campaign

Paid post testing did not yield strong results

## 2022-23 PLANS:

Continue consistent posts with industry-related content (updates, accolades, etc)

Continue use as a QuinteJobs driver

Potential collaboration with partners on paid recruitment via Work in Quinte partnership

Connect with professionals within our sectors in order to grow our following

Share more stats and facts about the region/growth

## MEASURABLE OUTCOMES:

Number of content postings, number of videos, engagements, reactions, views, time viewed, number of followers, clicks, ads



# SOCIAL MEDIA



**Pinterest**

**300+ followers**

**DESCRIPTION:**

Pinterest is a visual search engine that enables users to discover Bay of Quinte assets through collections of images and videos. Pins are arranged in boards that are setup thematically and in line with our pillars like “Food & Drink” and major assets like Fishing or Day Trips.

**PURPOSE:**

To help increase awareness of BoQ through pinned images, show the breadth of our asset groupings through boards, and drive users to our other assets like the BoQ blog or merch store

**2021-22 RESULTS:**

Continued integration of our Bay of Quinte brand and products into boards  
Over 1,200 monthly views  
Paid advertising garnered some success and warrants further investment

**2022-23 PLANS:**

Explore use of static/video ads to drive traffic to blogs or giveaways  
Continue to use as a platform to extend the life of our blogs  
Continue regular usage

**MEASURABLE OUTCOMES:**

Number of pins, number of boards, number of followers, number of monthly viewers, engagement, click-throughs

NOTE: As Pinterest is a search engine and not a social media platform, measuring followers is not necessarily an equivalent indicator of growth compared to other social accounts



# SOCIAL MEDIA



**YouTube**

**19 subscribers**

## DESCRIPTION:

The Bay of Quinte YouTube page hosts videos of the region to raise awareness of BoQ assets via YouTube users.

## PURPOSE:

To have one online repository for our BoQ video library and utilize the world's largest video user audience

## 2021-22 RESULTS:

YouTube was not a primary focus in 2021-22

We focused instead on partner video projects, supporting multiple videos through our grants program, downtown videos for Brighton, Napanee and Trenton, a World Rowing Tour video, a Quinte West pop-ups video, and seasonal aerial video collection for BoQ and partner use

## 2022-23 PLANS:

Develop a video series for the 5 experiences we are working to develop within the partnership  
YouTube Ads implementation (Create short 5-10 second ads for that purpose)  
Continue to support partners and stakeholders to build video collateral

## MEASURABLE OUTCOMES:

Number of videos, number of views, number of subscribers



# CONSUMER NEWSLETTER



## DESCRIPTION:

Using MailChimp, we communicate with our newsletter subscriber list bi-weekly

## PURPOSE:

To communicate directly with those who have indicated an interest in BoQ-related information, sending them a snapshot of the region's tourism and living assets on a regular basis. They are excellent for sharing events, blogs and time-sensitive marketing

## 2021-22 RESULTS:

Increase of over 200%, or 7,000 followers for a total of over 10,600

We had great success with contesting and use of new applications like KickoffLabs to drive new signups

We continue to get great engagement even as our following grows, with over 24% open rate and over 5% click rate, all above industry standard

New branding of the newsletter was a highlight and we received many comments from subscribers about the new look and feel

42 newsletters were sent to date this fiscal with over 32,000 opens

## 2022-23 PLANS:

Continue to evolve new branding as required

Continue bi-weekly

Continue emphasis on newsletter sign-ups by promoting it across our other outlets, using KickoffLabs, using our websites and contests/campaigns, etc

## MEASURABLE OUTCOMES:

Newsletter types, Number of newsletters sent, number of subscribers, number of sign-ups, open rate, click-through rate, amount of content, total clicks, total opens





# INDUSTRY NEWSLETTER

LOOKING FOR SUPPORT, IDEAS AND ADVICE? KEEP READING!

## BAY OF QUINTE



### WHAT'S NEW IN THE BoQ?



Just like that, the sleigh bells are jingling and the festive season is upon us! This week we're sharing an overview of resources that are available for small businesses, e-commerce tips ahead of the holidays and inviting you to be in our next Discovery Guide.

PS. Find an interesting story or resource that could be helpful to other local tourism businesses? Tell us about it! ✨

[CLICK TO SHARE YOUR NEWS](#)

*Did a tourism-savvy friend forward you this week's newsletter? [Click here to subscribe!](#)*

## BAY OF QUINTE MARKETING GRANT



### DESCRIPTION:

Using MailChimp, we communicate with our industry newsletter subscriber list bi-weekly year round. This was developed in 2020 after a request by the partners to create a platform to communicate more directly with stakeholders, partners and operators about industry updates and opportunities.

### PURPOSE:

To communicate directly with industry organizations and individuals who have indicated an interest in tourism industry updates and opportunities. It is currently used to share grants, COVID news updates, webinars and workshop, training opportunities and other industry updates.

### 2021-22 RESULTS:

Growth of over 1,000 subscribers to more than 1,800 total  
The avg. open rate is 24.8% and avg click through rate of 3.6%, meeting industry standard  
Established a regular format that is on-brand but distinct from community newsletter

### 2022-23 PLANS:

Continue to evolve new branding as required  
Continue bi-weekly  
Continue emphasis on newsletter sign-ups by promoting it across our other outlets, using KickoffLabs, using our websites and contests/campaigns, etc

### MEASURABLE OUTCOMES:

Number of newsletters sent, number of subscribers, number of subscribers, open rate, click-through rate, amount of content, total clicks, total opens



# BAY OF QUINTE TV



## DESCRIPTION:

Bay of Quinte TV is a multi-platform, closed-circuit TV system that gives a mix of video and static images from across the region, as well as news and event updates. It's an excellent medium for sharing partner info and updates.

## PURPOSE:

Situated in high-traffic areas like hotel lobbies and the Quinte Mall, BoQ TV is meant to provide those waiting with enticing content from across the region.

## 2021-22 RESULTS:

8 screens in market

Continued re-design with new and enhanced partner content

Continued management via Novisign platform with no issues

Plans to purchase additional screens were delayed as a result of COVID-19

## 2022-23 PLANS:

Consider new screens at additional accommodations and high traffic locations  
Increased awareness to partners and stakeholders about the platform and content submissions

Potential to update branding with same look and feel as physical kiosks

## MEASURABLE OUTCOMES:

Number of screens, number of content, number of ads



# TRAVEL TRADE & CORPORATE



DESTINATION  
ONTARIO



## DESCRIPTION:

We are set up well in BoQ for travel trade and corporate meeting planning, with strong affordability, great proximity within Ontario and excellent four-season infrastructure. We will work within this portfolio to attract more groups, corporate tours and business retreats to the region, focusing also on shoulder seasons. We are working in close concert with Destination Ontario on deployment and partnerships.

## PURPOSE:

Travel trade and corporate are strong ways we can grow our shoulder season visitation and the long-term reputation of the region as a group/business destination.

## 2021-22 RESULTS:

- Re-engagement of CAA as packaging booking agent for BoQ
- Creation of the BoQ Travel Trade Newsletter with 125 contacts receiving bi-monthly messaging
- 3 FAM tours with contacts strengthened
- Consultants engaged for the creation of a corporate travel strategy
- Unfortunately, Destination Ontario did not engage in any sales missions as a result of COVID-19
- Creation of LGBT+ tourism strategy in collaboration with the Cdn Gay & Lesbian Chamber of Commerce
- We have created partnerships with Kingston and PEC for the purposes of potential hub and spoke strategies
- Creation of multi-day itineraries

## 2022-23 PLANS:

- We will continue with our strategy in collaboration with Destination Ontario and our accommodations partners, to build out our travel trade contacts in ON, Quebec and NE USA.
- We hope to accompany Destination Ontario for multiple sales missions if they re-engage
- Potential for stronger integration into AAA market in NE USA with BoQ directed mission
- Attend multiple trade shows/events, including: Tete a Tete in Ottawa, IMPACT Sustainability Travel & Tourism conference in Victoria, Cdn Meetings & Events Expo in Toronto and Bienvenue Quebec
- Build and incorporate BOQ's LGBT+ visitor strategy into all TT collateral
- Fully develop corporate strategy

## MEASURABLE OUTCOMES:

Number of meetings, number of presentations, contacts, leads, FAMs, events booked, sales missions, trade shows, economic activity

# SPORT & EVENT TOURISM



## DESCRIPTION:

We are set up well in BoQ for sports and events tourism, with strong affordability, great proximity within Ontario and excellent four-season infrastructure. We will work within this portfolio to attract more sports & events to the region. We have proven through past tournament and event success that the region is an attractive destination and we intend to grow on this momentum but having an active role in procuring high profile national and provincial hosting opportunities.

## PURPOSE:

Sports and events tourism is one of the number one ways we can grow our shoulder season visitation.

## 2021-22 RESULTS:

Due to COVID-19 focusing on sport/event tourism was not a priority. However, we did support the committee behind the 2022 World Rowing Championships and helped to organize their successful "test run" in the Bay of Quinte. The Canadian Sport Tourism Alliance *Sports Events Congress* has been pushed to November. Through the Golf in Ontario program, almost \$100,000 was booked in golf and accommodations. This is a huge success, up over \$15k from last year and over 1,000% ROI as we only pay \$7,500 for the program.

## 2022-23 PLANS:

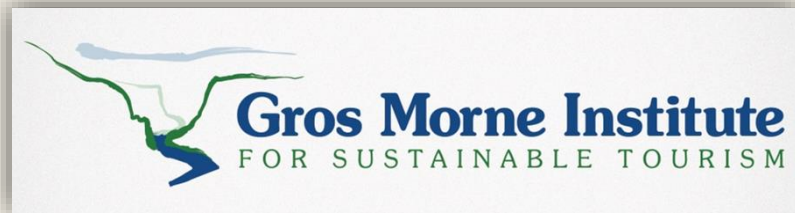
We will attend 2 Sports Events Congresses, one in November and another in March 2023. We will update our sports and events tourism collateral for these events. We will aim to re-engage multiple tournament/event reps in FAMs post-COVID, working with our accommodations partners. We will continue to invest in Golf in Ontario and to drive golf package sales with new partner CAA.

## MEASURABLE OUTCOMES:

Number of meetings, leads, FAMs, tournaments booked, bids made, economic activity



# EXPERIENCE FACILITATION



## DESCRIPTION:

Experience facilitation refers to providing opportunities for partners and stakeholders to participate in activities that are designed to foster new or enhanced tourism experiences.

## PURPOSE:

There is a timely opportunity for the Bay of Quinte region partnership to separate itself from other destinations by offering a suite of experiences that plays to our strengths, including the rural nature of our region, our waterfront, and our people. Therefore, we will act in a facilitation role for experience building/opportunities across the region.

## 2021-22 RESULTS:

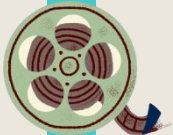
Having engaged consultant Celes Davar, of Earth Rhythms, we are working with partner staff to develop one experience in each of our partner communities, with the plan to bring them to market in 2022. The development phase has been an enormous success to date, with all partners having learned enthusiastically in a train-the-trainer style approach that is building capacity for future experience development among the partnership.

## 2022-23 PLANS:

Continue working with Celes Davar on another round of experience development within the partnership, which will include a second experience developed in all 5 communities  
We will also engage Celes to work 1-on-1 with a select few experiences that are close to being finalized so that he can support them to go to market  
We will fund \$5k in marketing and development costs for each of the experiences to support them in their launch endeavours  
And we will build out our website to include a section dedicated to these new experiences, which will include investment in video and photography in order to properly showcase them

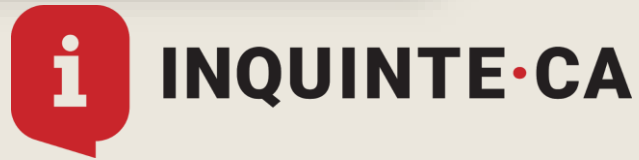
## MEASURABLE OUTCOMES:

Number of training sessions, number of products, number of experiences, number of packages, number of businesses participating, number of mentors, number of workshops, working group members, number of photos, videos, website hits and digital engagement





# PAID MEDIA & INFLUENCERS



## DESCRIPTION:

Paid media is paying a media outlet or influencer to create content for you, while earned media refers to media that is produced without cost as a result of a story being pitched to a publication, writer or influencer.

## PURPOSE:

We can't be the only ones telling Bay of Quinte stories. For increased trust and interest from consumers, we need authentic content producers who work for publications or have large social media followings to produce content about us as well. It is also a primary way to grow our following in new markets through outlets we wouldn't otherwise be accessing. Plus, it allows us some control over the narrative, so that we can steer toward elements we want to promote over others, like shoulder season and also the Living aspect of the Bay of Quinte region.

## 2021-22 RESULTS:

We continued our paid media program with InQuinte, netting over 1 million impressions. We also purchased a 4-story package from Post Media, but have only used 3 because of the pandemic. This program got us print placements in the Ottawa Citizen, the Whig Standard, along with strong digital numbers. We had a 5-part series with YouTubers Keith and Dev, who explore the region, doing a community each episode. We also had strong earned media from multiple influencers throughout each season as COVID allowed.

## 2022-23 PLANS:

Continue to focus more on mid-level influencers (vs. major media) to grow regional awareness. Use the engagement of influencers hired to discover additional and relevant content creators. Outline a paid media calendar to establish hits each quarter, especially in shoulder seasons. Continue monthly media kit send outs for earned opportunities. Determine if conference opportunities make sense for travel media. Focus on FAMs, inviting content producers to experience the Bay of Quinte in exchange for media. Continue paid media as before.

## MEASURABLE OUTCOMES:

Number of media hits, insights from content created, number of FAMs, number of organization memberships, number of media boxes sent, number of contacts.

# RADIO



## DESCRIPTION:

Our radio portfolio currently consists of weekly call-ins to give event and regional updates to the DJs on our local stations.

## PURPOSE:

To communicate with our local audience about the breadth of events and attractions in the region in an attempt to raise awareness about our amazing home and grow Bay of Quinte ambassadors. Stats Canada has shown that over 50% of our 3 Million visitors stay with friends or relatives, therefore it is important for BoQ to also spend on marketing locally to keep our locals informed.

## 2021-22 RESULTS:

This year, we focused solely on call-in updates, doing weekly 3-minute call-ins each week to local stations from May to September  
We ran a short 1-month campaign for *Best of the Bay*  
We also ran an introductory campaign to test the Ottawa and Kingston markets and raise awareness of the fall BoQ offering

## 2021-22 PLANS:

Continue weekly call-ins  
Continue to investigate other markets close-by, including Ottawa, Kingston and Durham

## MEASURABLE OUTCOMES:

Number of spots, number of stations, number of call-ins, number of campaigns



# HIGHWAY 401 SIGNAGE



## NEW EASTBOUND SIGNAGE



## NEW WESTBOUND SIGNAGE

### DESCRIPTION:

We currently have English & French signage both eastbound and westbound along Highway 401

### PURPOSE:

To welcome visitors to the BoQ region and identify our region on the highway

### 2021-22 RESULTS:

After multiple years of resistance from MTO, we were able to have our new highway 401 signs installed, displaying our illustrated Bay of Quinte brand.

### 2022-23 PLANS:

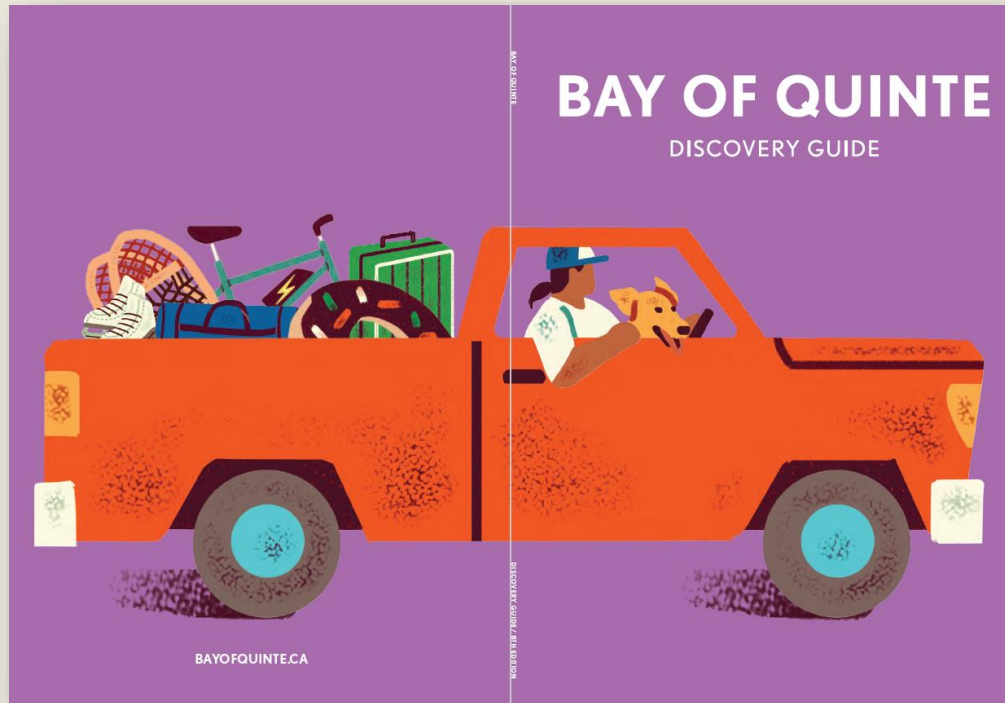
Let'em breathe!

### MEASURABLE OUTCOMES:

Number of signs, estimated amount of traffic



# DISCOVERY GUIDE



**8th EDITION COMING SOON!**

## DESCRIPTION:

The Bay of Quinte Discovery Guide tells both tourism and resident attraction stories from across the partnership and provides advertising opportunities for regional stakeholders

## PURPOSE:

Provide an all-encompassing keepsake print product that represents the offering of the region to tourists, residents and potential residents

## 2021-22 RESULTS:

2021 Guide: 88pgs, 20,000 soft covers printed / 500 hard covers  
Brand 2.0 approach, where illustrated visuals have been made into a more dominant visual in order to enhance brand awareness throughout

Distribution to target markets: East GTA, Ottawa, Kingston, local

Driver of digital content campaign and earned media

## 2022-23 PLANS:

28,500 softcover + 500 hardcover

Printing in March

Same plans as above

## MEASURABLE OUTCOMES:

Number of guides printed/distributed, number of distribution points, total sales, content created, awards, total stories, total ads, feedback



# REGIONAL TOURISM ORGANIZATION 9



In 2021-22, we received 100% funding in the amount of \$25,000 for digital media, photography and video.

RTO 9 currently has their budget being reviewed by the Ministry. We expect to receive the same amount this coming year and will be more informed in March about funding programs and update the Board at that time.

