

BAY OF QUINTE



EXECUTIVE DIRECTOR'S MESSAGE

2022-23 has been another year of strong activity and new developments for the organization and our regional partnership.

As we continue to come out of COVID-19 restricted operations, we feel a sense of validation to see that visitation to the Bay of Quinte has continued to grow. National accommodations data through CBRE for 2022 showed 9% growth from 2021 – but we aren't just growing as we emerge from the pandemic – we're also up over 3% from pre-pandemic 2019 levels. As well, we experienced very strong growth of over 50% in the Golf in Ontario program, with more than 1,700 bookings, which is practically 2 to 1 to the other destinations in Ontario. This is all great evidence that the Bay of Quinte is an area that's landing more and more on people's radars each year and why it's important to continue getting our brand and our advertising out into market through a collective and regional voice.

To that end, we're excited to have acquired four billboards in Prince Edward County and to have entered into an agreement with the Belleville Senators to brand the Gate 1 entry at the CAA Arena (among other sponsorship opportunities). Continuing to build these "Out of Home" advertising elements in high-traffic areas is one of the best ways to proliferate the BoQ brand within the region and beyond and we have plans in place to keep growing these assets in 2023-24.

Our Team was strengthened this year with the addition of Anna Fraiberg in the role of Digital Marketing Manager in spring of 2022. In less than a year, Anna has already grown web traffic and social media followings and quickly adapted into her role, learning all of the tactics that are at her fingertips to support local small businesses and stakeholders, managing multiple writers, projects and media outlets.

We produced strong products once again through our 8th edition Discovery Guide, the return of our Bay of Quinte print map, and specialized industry publications specific for trade shows – all expertly crafted in-house by Jen Achilles, our Manager of Media & Design. She has also been working diligently with SNAP360 on our website redesign in the latter half of the fiscal year, which is expected to launch in spring 2023. It will tie our portal, tourism and living domains into one coherent site, with strong calls to action for content and driven by the brand.

From a new project perspective, Trevor Norris has worked in collaboration with Canadian experiential tourism leader, Celes Davar, and our partner staff to build out a suite of 5 immersive tourism experiences this year – one in each partner community. To date, three have launched, with the other two coming online in 2023. A three-day, in-person workshop with Celes and over 20 experience partners will help to kick-off the next round of experiential tourism projects, which aims to drive visitation for products that are unique to the Bay of Quinte region.

You'll see from our business and marketing priorities in this plan that there is still much project work to be done, especially from the resident attraction side, as we hope to have a full partnership again in 2023-24 from that perspective. But we're also cognizant that new Councils will want to see stability from partner organizations like BoQ RMB, so we endeavour not to take on a host of new programs this year to drive growth. We will instead work to strengthen and sustain all of the marketing and management tactics that are already within the organization's arsenal as we support the partnership, and, ultimately work together toward continued economic growth.

Dug & Team



2022-23 HIGHLIGHTS

- 2022 CBRE National Hotel Data shows BoQ region's 61.5% occupancy higher than SE Ontario and our Kingston competitors
- Growth is now 3.4% higher than pre-COVID 2019 year-end numbers, showing increases pre- and post-pandemic
- 2022 Quinte District Association of Realtors shows residential sales higher than provincial average
- MoneySense names Quinte West the #3 place to buy real estate in Canada in 2022
- Belleville ranks 13th on U-Haul's top 25 growth cities in Canada
- Anna Fraiberg hired in Digital Marketing Manager position in spring 2022
- Over \$3.4 million estimated in economic spending from BoQ marketing campaigns (up over 60%)
- More than 32k physical entries into conversion zones after clicks/views of BoQ digital ads
- Over 5,600 website referrals to partners and stakeholders from BoQ ads
- Over \$150k provided in community marketing supports, grants and sponsorships
- Over \$55k in marketing grants awarded to 26 projects
- EDCO Award nomination in their *Innovation in Community Resiliency* category for our BIA Marketing Support Program
- Over \$40k in marketing support provided to Belleville and Quinte West downtowns to build marketing reach and tactics
- Experiential Tourism project with Celes Davar developing 5 experiences, with 3 bookable experiences in market in 2022
- Second *Best of the Bay* campaign celebrated local business with over 2,000 entries voting on more than 70 categories
- Over 1,700 rounds of golf sold via Golf in Ontario program, resulting in estimated economic activity over \$480k (50% growth)
- Almost 500k in combined web traffic
- 3% social media growth on our audience of over 50k
- Addition of TikTok account to our social media arsenal, with 100 followers in year 1
- 1.9million impressions and over 42k engagements on paid media placements
- 4 influencer trips, creating over 130 content pieces on social, netting over 400k impressions and more than 12k engagements
- 4 billboards acquired in PEC
- Branded wrap at Gate 1 of the CAA Arena
- Return of the Bay of Quinte Discovery Map, printing 50k copies and distributing across the region
- Successful Canada Summer Jobs application
- 45 blogs published
- 27 locations photographed/videoed for use by partners and stakeholders
- Over 13 million impressions and 10k clicks from third-party advertising
- Inaugural Student Photography Contest garnered more than 150 photo entries from students ages 7-14



BOARD OF DIRECTORS

Ron Anderson, Municipality of Brighton

Tylor Allsopp, City of Belleville

Egerton Boyce, City of Quinte West

Josh Hill, Mohawks of the Bay of Quinte

Angela Hicks, Greater Napanee

Tony Engelsdorfer, Quinte Home Builders Association

Blair Gamble, At-Large

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



ANNA FRAIBERG

Digital Marketing Manager

Manages day-to-day communications, including social media, blogs, digital advertising, newsletters and press releases. Lead 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 & MARKETING PRIORITIES FOR 2023-24



Program Stability
Own the Short Drive
Out of Home Development
MAT Implementation
Marketing Support Programs
Experience Development
Incentivize the Shoulders
Full Living Return
Content, Content, Content



BUSINESS & MARKETING PRIORITIES FOR 2023-24

PROGRAM STABILITY

As we enter a new term of municipal Councils, while coming out of COVID-19, and experiencing strong success with our marketing, programming and tactics, we will approach this year with a stability point of view. With that in mind, we are not aiming to take on new programs or budget risks. We will use this year to continue to build on what works, which will in turn build confidence and support from our funding partners.

OWN THE SHORT DRIVE

With the above in mind, we endeavour to keep our geographic marketing target tight in 2023-24. We will continue to take a GTA to Montreal approach for our primary geographic target, but hone in more on short drive communities like Cobourg/Port Hope, Peterborough, Kingston and PEC more than we have in the past. We increased activity to Kingston and PEC in 2022/23 and are already seeing results. We see strong growth potential within these geographies and because their populations are smaller, we can make more of a brand/marketing impact with fewer dollars. This will include more targeted digital spends on these communities/within a tighter circle and an interest in 3rd party marketing products/outlets within those communities, such as billboards, print and screens.

OUT OF HOME

As referenced in Owing the Short Drive, we are particularly interested in growing our “Out of Home” products in nearby communities in order to continue to proliferate the Bay of Quinte brand as a recognizable visual in these markets. Out of home includes things like billboards, signage and digital screens and is something we have begun to increase in recent years, including our 4 billboards in PEC, new Gate 1 wrap in the CAA Arena, and large signage within the Quinte Mall. Our 401 signs are also included here and it’s time to update them, and to investigate a trilingual sign, to build on our English and French versions with an additional Mohawk language sign, welcoming travellers to the Bay of Quinte on Highway 401.

MAT IMPLEMENTATION

One of the biggest potentials for growing our budget and, as a result, the economic activity in the region is supporting our partners to implement their Municipal Accommodation Tax. We will support Brighton as they eye 2023 for their implementation year, and also engage in discussions with Napanee about implementation within this new term of Council. As well, we will work with Belleville and Quinte West to provide financial or staff support with implementing their Short Term Accommodation MAT.

MARKETING SUPPORT PROGRAMS

Our Marketing Support Programs, which are primarily supported by MAT dollars, include Marketing Grants, BIA Marketing Program, Partner Marketing Supports, and Experiential Tourism Development. These are four aspects of our yearly activities that have been working successfully, make a direct and significant impact on stakeholders and on partner communities, that build marketing potential and capacity, and that we will continue to deliver through 2023-24.



BUSINESS & MARKETING PRIORITIES FOR 2023-24

EXPERIENCE DEVELOPMENT:

We are now actively working to develop over 10 tourism experiences across the region, in collaboration with partner staff. This program not only provides education and support to create, plan, and deliver a tourism experience, it also provides direct dollars to support the purchase of materials and the creation of photography and video assets for marketing purposes. We have actively worked with leading Canadian experiential tourism consultant, Celes Davar, for the past three years to grow our education, materials and ultimately “train the trainer” so that our BoQ Team and partner staff all share knowledge related to experience development. We will now move beyond our work with Celes and implement the 2023-24 program internally.

INCENTIVIZE THE SHOULDERS:

While our overnight sector has continued to experience excellent growth coming out of COVID-19 (and even compared to pre-COVID numbers), the season continues to experience a drop off from October – April. The initial launch of incentive programs like our “Get Out of the House” gas card program (book 2 nights from Jan-March and get a \$50 gas card) experienced success in its first two waves. With increased budget and an improved plan in place, we will implement this again in Winter 2023/24. We will also continue to target corporate contacts through trade shows like the Canadian Meetings and Events Expo, and travel trade operators via sales missions in Quebec and with AAA New York, to bring group bookings to fill in the shoulders.

FULL LIVING RETURN

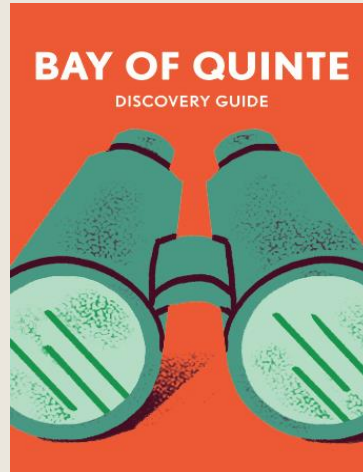
As we continue to move and live in a “post-pandemic” world, and anticipate re-engagement from City of Belleville in per capita funding, we are making plans to return fully to our resident attraction marketing and management activities. After speaking with partner communities, we expect to take over the marketing portion of WorkInQuinte.ca; we are in discussions with the Quinte Local Immigration Partnership to update the immigration portal for the first time since 2018 and create a stronger content calendar for that site with their support; we will aim to re-engage Loyalist College on student retention projects; and we will continue to market “building and buying” in the Bay of Quinte through targeting the city centres like Toronto and Ottawa (vs the Own the Short Drive approach with tourism).

CONTENT, CONTENT, CONTENT

With our new website coming online in spring 2023, our anticipated full return to Living above, and the speed at which our region’s assets and businesses are growing, we are planning for more content than ever in 2023-24. Ultimately, the more stories we tell – both owned and through 3rd party outlets - the more we are representing our partners and the more we are getting that Bay of Quinte brand out there and also growing our web presence, search optimization, and our audience (and therefore marketing ROI and economic activity across the region)



MARKETING + TACTICS 2023-24



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 Tabobandung on CTV News below.

READ MORE: FN71 Feature on CTV News

BAY OF QUINTE

Take time to play this summer.

SHORELINE CASINOS

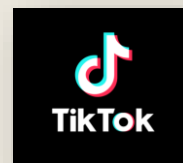
BAYOFQUINTE.CA

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



AdaptTV	adform	AdMedia	AERSERV
Aol	APPROVIN	AppNexus	BrightRoll
COLLIMATION EXCHANGE	Fyber	gamut	doubleclick
INDEX EXCHANGE	UNIVERSITY	MAX	millennial media
mopub	OpenX	Opera	PubMatic
PULSEPOINT	RhythmOne	rubicon	
smarto	smart	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 Tourism
Golf in Ontario
Travel Trade, Corporate + Events
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.

2022-23 RESULTS:

- *Take A Drive* was our “always on” campaign through the year, generating over 3.2 million impressions and more than 32k physical entries to conversion zones, resulting in estimated spending of more than \$3.4 million dollars from Bay of Quinte advertising
- Participation in *The Weekend Route*, a multi-destination partnership along the eastern 401 corridor which markets across multiple digital outlets, supported this campaign with delivery to a larger audience
- Targeted fall campaign with Rogers Media was focused on Kingston and Ottawa markets via radio and digital and produced over 1 million impressions and was featured on 4 radio stations
- Participation in Golf in Ontario, a multi-destination partnership marketing multi-day group packages, resulted in an estimated economic impact of over \$480k, with more than 1,700 rounds booked
- *Best of the Bay* campaign received over 2,000 entries across 70 categories to award to local small businesses and stakeholders
- Support for multiple marketing initiatives by other organizations via BoQ Marketing Grants and BIA marketing support programs

2023-24 PLANS:

- 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
- Continue focused accommodations incentive campaign to drive visitation during slower winter months with a “Book 2 nights get a \$50 gas card” approach
- Redeploy Best of the Bay for the third year
- Deploy a targeted employment attraction campaign via WorkinQuinte.ca
- Deploy resident attraction campaign for building and buying a home
- Contribute financially and in-kind to campaigns by other orgs via BoQ Marketing Grants and BIA marketing supports

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.

2022-23 RESULTS:

Programmatic, search and enhanced social were the primary drivers of all of our “owned” marketing campaigns from the previous Digital Advertising slide

2023-24 PLANS:

Continue to invest in omni channel across all platforms and investigate new platforms such as Microsoft Search Network and YouTube Video Ads

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 70 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 continues to celebrate our Bay of Quinte businesses in a post-pandemic world, while also giving residents a chance to “champion” their favourites

2022-23 RESULTS:

- Over 2,000 entries
- Over 70 winners, all receiving a decal for their window/location
- Strong earned media from organizations posting about their win/their decals on their social channels
- Grand prize winner won \$1,000 to spend at winning locations
- Excellent engagement across all social platforms during this campaign, with strong clicks through to the corresponding website page

2023-24 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



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, capacity-building, and collaboration to foster success.

PURPOSE:

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.

2022-23 RESULTS:

- Over \$55,000 awarded to 30 grant recipients for 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
- Over \$150k awarded to over 80 projects since the programs' inception

2023-24 PLANS:

- We will continue to deploy one round of marketing grants with a target of \$45k in the 2023-24 fiscal year



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 up to 10% of a community partner's MAT to their BIA (currently Belleville and Quinte West)

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.

2022-23 RESULTS:

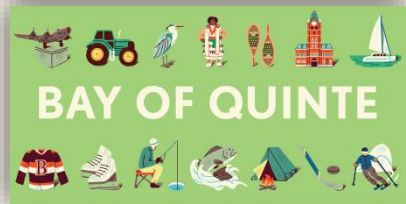
- Over \$35,000 provided to the Belleville Downtown District for artwork and omni channel marketing, content, and event + installation activations.
- Over \$8,000 provided to the Downtown Trenton BIA for marketing management and strategy, photography, video, social media marketing campaigns, print, signage, and web development
- Marketing operations support was also provided over several months to downtown Napanee at the request of municipal staff after their BIA was disbanded by Council

2023-24 PLANS:

- Continue program in order to expand marketing education, assets and portfolios of the BIAs
- Target implementation in Brighton, corresponding with the implementation (and collection) of their MAT



WEBSITES



bayofquinte.ca/com

bayofquinte.ca/tourism

bayofQuinte.ca/living

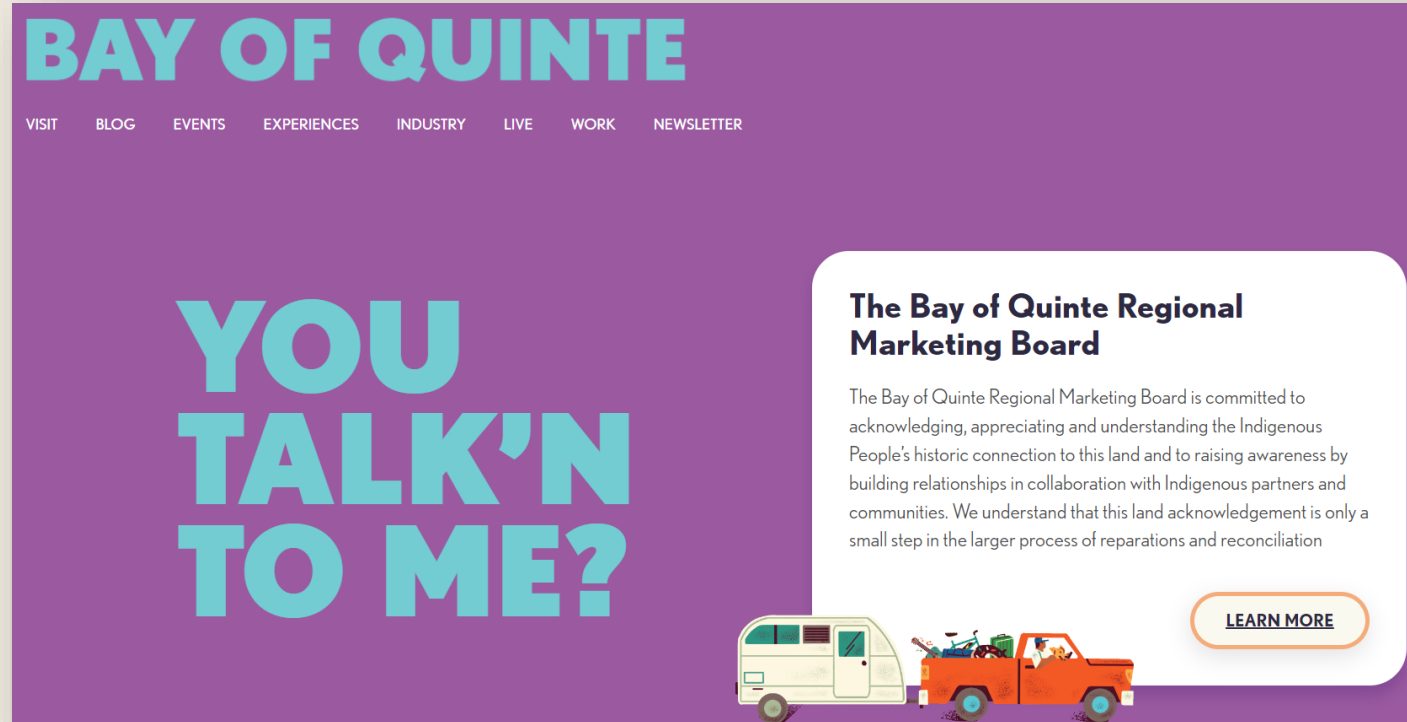
bayofquinte.ca/jobs

bayofQuinte.ca/immigration

Over 446,000 Total Traffic



NEW WEBSITE PLAN



In spring 2023, we will launch the updated website that was planned in the 2022-23 Business Plan.

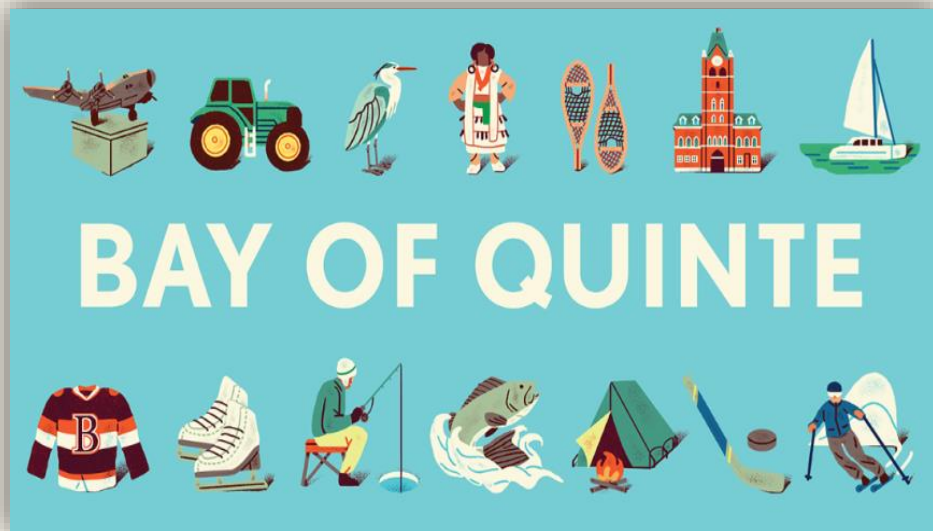
This site will integrate all aspects of the former BayofQuinte.ca, BayofQuinte.ca/Tourism and BayofQuinte.ca/Living into one coherent website at BayofQuinte.ca. This approach will limit URL confusion and also provide visitors and residents with a site that has a more coherent approach, offering everything under one address.

As well, the new site will integrate all of our blog content, regardless of content stream, and provide more quality real estate for programs we have been investing in like Experiential Tourism, and Industry

The look will be more representative of the Bay of Quinte brand, putting our colour palette front and centre, and take a less-is-more approach with respect to visuals – providing less text and more breathing spaces. We will also emphasize linking out to our funding partners and regional stakeholders.



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.

2022-23 RESULTS:

- Pageviews are up just slightly over last year to more than 227,000k, which makes sense based on our programmatic being a primary driver to this landing page
- Sessions are also up, as are new users, which is a good indication that we continue to grow our audience
- The page continues to represent tourism, living, immigration, jobs and current campaigns
- Updated design of the new website began in 2022 in collaboration with SNAP 360

2023-24 PLANS:

This site will be integrated into the new BayofQuinte.ca as referenced in the New Website Plan slide

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

2022-23 RESULTS:

- Pageviews are up over 21% to more than 162,000, which supports the continued increase in interest in the Bay of Quinte region as a tourism destination
- Approx 38 features throughout the year
- Content highlights also included seasonal bucket lists
- 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 activity on our events calendar

2023-24 PLANS:

This site will be integrated into the new BayofQuinte.ca as referenced in the New Website Plan slide

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.

2022-23 RESULTS:

- Sessions are down 47%, which is not surprising as a result of our resident attraction marketing being cut by more than 50% with Belleville choosing not to fund the per capita in 2022-23
- Living-related links for Belleville were muted for the year
- Build or Buy page featured paying per capita partner communities, highlighting home purchases and available builders
- 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

2023-24 PLANS:

This site will be integrated into the new BayofQuinte.ca as referenced in the New Website Plan slide

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 and LinkedIn which are used for regular posts about the new jobs available in BoQ.

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

2022-23 RESULTS:

- Sessions are down 25% on the year, which isn't necessarily surprising as they skyrocketed over COVID-19, growing by over 400%
- We were also not featuring any jobs from City of Belleville as a result of their not contributing to the per capita funding in 2022-23
- We continued our social media campaign-style approach, with each job going out on Facebook, Twitter and LinkedIn

2023-24 PLANS:

- With the marketing implementation of WorkinQuinte.ca having begun in 2022, we are currently planning to take over the management of this program in 2023
- If that occurs, we will phase out QuinteJobs.ca, replacing it with WorkinQuinte.ca and migrating WorkinQuinte into the QuinteJobs social accounts
- An corresponding environmental scan of local job boards should be completed as part of the updated work plan

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.

2022-23 RESULTS:

- Pageviews are down 68%, which is not surprising as, similar to QuinteJobs.ca, activity spiked by over 400% during COVID-19
- We did not spend significant time developing original content for this site in 2022-23, but did update the site with new content from the Living and Tourism sites
- As with previous years, we see a correlation in amount of activity on the immigration portal and with QuinteJobs and their audiences

2023-24 PLANS:

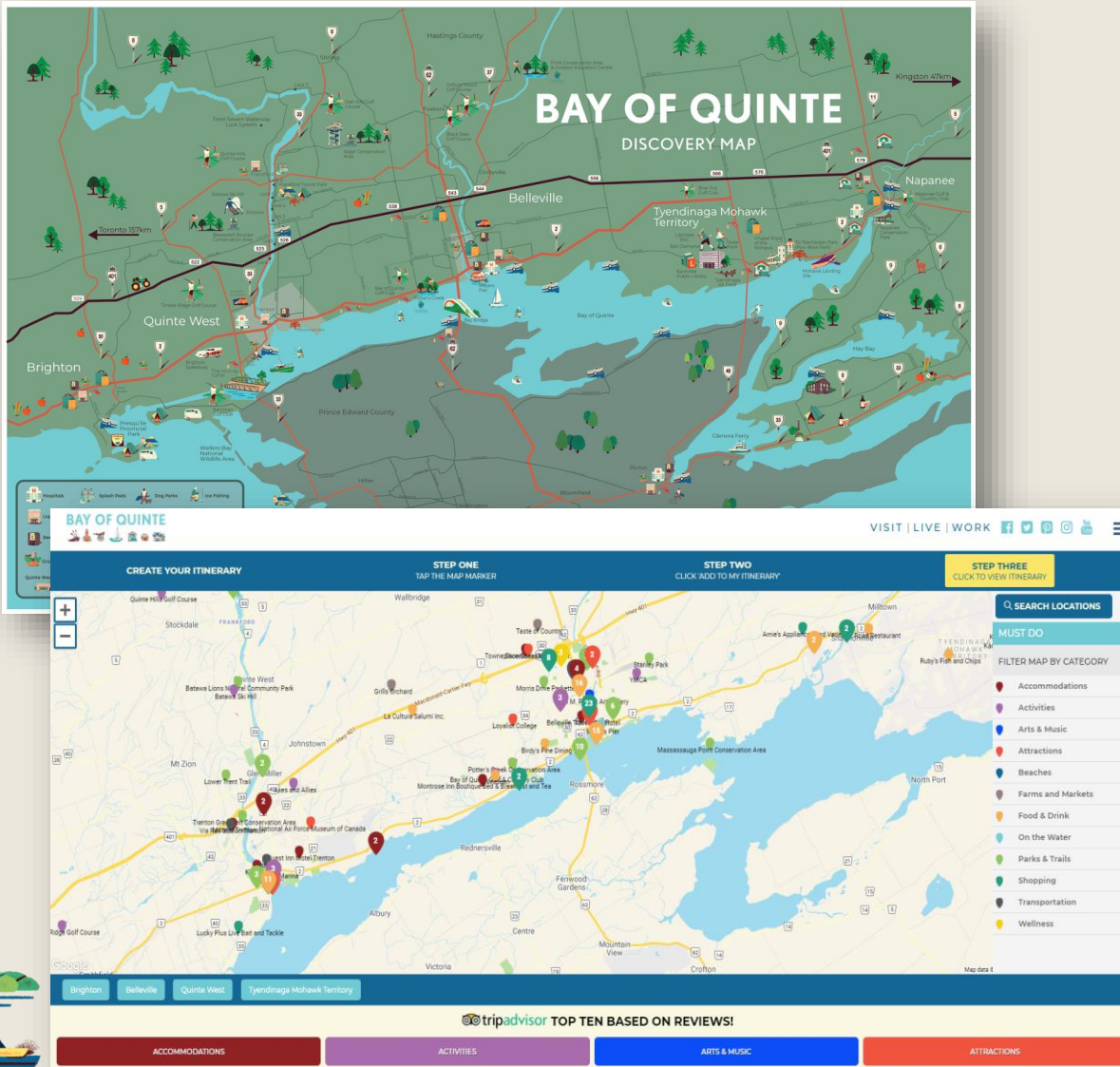
- We are currently in discussions with the Quinte Local Immigration Partnership (QLIP) to make updates to the site for the first time since 2018
- We will do a review and scan of the site in collaboration with QLIP and the partner organizations to ensure the site is up to date with current, and post-pandemic, content
- We will also create a dedicated content calendar in collaboration with QLIP on monthly content for this site, working as well in collaboration with Loyalist College and their international student contingent

MEASURABLE OUTCOMES:

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



PRINT & DIGITAL DISCOVERY MAP



DESCRIPTION:

Our Digital Discovery Map (DDM) at bayofquinte.ca/explore features over 700 tourism-related businesses and provides 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.

Our printed Bay of Quinte map is an excellent quick resource for inbound travellers and used frequently by hotel front desk staff + visitor centres to show people our abundance of amenities and how to get to them.

PURPOSE:

Provide exploration tools that meet the interests of visitors through print and digital means, supporting regional exploration. The digital map also allows us to create “products” by mapping out restaurants, routes, etc..

2022-23 RESULTS:

- Our print map returned in 2022 after a hiatus during COVID-19
- 50,000 copies printed and distributed all across the region
- As a result of the combination of the return of the print map and the difficulty with tech issues on the physical kiosks, we decided to phase out physical kiosks that feature the Digital Discovery Map in high-traffic areas (hotels, visitor centres, etc..). BayofQuinte.ca/Explore ensures that travellers always have a digital option at their fingertips

2023-24 PLANS:

- Continued print map + distribution
- Updates to the Digital map to ensure continued user friendliness

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 62,250

→3% social growth



Over 30,200 followers



Over 11,900 followers



Over 9,400 followers



Over 440 followers



Over 300 followers



TikTok

Over 100 Followers
(New in 2022)



TOURISM
Newsletter
Over 8,400
Subscribers

INDUSTRY
Newsletter
Over 1,600
Subscribers



SOCIAL MEDIA



Facebook

30,000+
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.

2022-23 RESULTS:

- Increase of nearly 1,000 followers
- Sticking to fewer posts week-over-week continues to have greater impact in terms of engagement
- Use of Facebook as a platform for our programmatic advertising to drive increased activity

2023-24 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, aiming to spend \$50/week
- Continue non-post advertising on a project-specific basis

MEASURABLE OUTCOMES:

Number of content postings, number of videos, reach, engagement, link clicks, audience growth



SOCIAL MEDIA



Instagram

**11,900+
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.

2022-23 RESULTS:

- Increase of over 900 followers
- Fewer posts week-over-week continues to have greater impact
- Increased activity on Stories driving more engagement
- Use of Reels video to diversify content
- Use of Instagram as a platform for our programmatic advertising to drive increased activity

2023-24 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.
- Increased paid posts and paid ads to drive engagement, aiming to spend \$50/week
- Use as a tool to engage more influencers/earned media
- Increased on-location video
- Continue non-post advertising on a project-specific basis

MEASURABLE OUTCOMES:

Number of content postings, number of videos, reach, engagement, number of followers, number of stories, earned media interactions, paid ads, clicks

TIKTOK



DESCRIPTION:

TikTok is one of the most popular social media platforms, focusing on video content, with over 1 billion users worldwide. We launched a TikTok profile in 2022 and have been working on building our content. This platform does not drive web traffic but will be used to increase awareness of the region.

PURPOSE:

Used to share short video content related reflecting the faces, places and spaces of BoQ. This is another great outlet for videos used in Instagram Reels.

2022-23 RESULTS:

- Our TikTok profile was created in 2022
- Over 100 followers in year 1
- Testing related to paid ads to grow engagement and grow following. A \$30 ad led to over 50 new followers and over 2,300 views on the video that was used.
- Twinning Instagram Reels video with TikTok video

2023-24 PLANS:

- Continue to post regularly to increase followers and also drive views
- Continue to twin video content with Instagram Reels
- Continue with regular ads on this platform, aiming to spend \$30/month.

MEASURABLE OUTCOMES: number of videos posted, views, audience growth



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.

2022-23 RESULTS:

- No significant increase in follower count
- Continued driver for events and jobs
- More engagement from industry organizations (e.g. TIAO, TIAC) than on other platforms
- Overall noticed less engagement on this platform, perhaps due to the controversy surrounding it throughout the latter half of 2022

2023-24 PLANS:

- Continued driver of events and jobs
- Experiment with more factual information related to the region (e.g. facts, stats, etc.)
- Experimentation to drive increase engagement
- Repurpose blog content
- Continue to support our Discovery Guide campaign
- Less focus on trying to drive people to our site – this has been less effective than serving them in the platform

MEASURABLE OUTCOMES:

Number of content postings, engagements, impressions, number of followers, link clicks



SOCIAL MEDIA



LinkedIn

440+ 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.

2022-23 RESULTS:

- Growth of over 140 followers, which is our best yet
- Continued regular messaging with more business-related postings - workshops, funding opportunities, events

2023-24 PLANS:

- Continue consistent posts with industry-related content (updates, accolades, etc.) and increase posting frequency
- Use as a QuinteJobs driver
- Connect with professionals within our sectors in order to grow our following
- Share more stats and facts about the region/growth
- Investigate paid ads to grow following and engagement

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

2022-23 RESULTS:

- Pinterest was not a main priority, however our content maintained an average of approx. 1,000 monthly views — relevant and engaging content will keep showing up for users as it relates to their search terms and interests
- Continue to use Pinterest as a medium to raise brand awareness due to its visual nature

2023-24 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
- Increase frequency of usage and content updates

MEASURABLE OUTCOMES:

Number of pins, number of boards, number of followers, number of monthly viewers, engagement, impressions, saves, outbound clicks

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



CONSUMER NEWSLETTER



WHAT'S NEW IN THE BoQ?

 Buy it in Brighton and fill out a Holiday Shopping Passport to be entered in the draw to win a grand prize valued at \$1000! The program is on now until December 24.

[LEARN MORE](#)

MUST DO IN THE BoQ!

PARADE OF LIGHTS

Santa's coming to the BoQ once again this weekend for the [Parade of Lights](#) in Greater Napanee on Saturday, December 3. PLUS: Catch the Big Bright Lights display downtown.

GO SENS GO

Grab your Sens gear and get ready to cheer as the home team faces off against the Syracuse Crunch and Utica Comets at the CAA Arena this weekend. [Click here](#) to get your tickets online.



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

2022-23 RESULTS:

- Audience dropped from 10,600 to 8,488; we are noticing many who signed up for contests and giveaways are now unsubscribing
- Even though more people unsubscribed, the audience is more engaged with over 31% open rate and over 6% click rate, compared to 24% open rate and 5% click rate the year before, all above industry standard
- Continue to receive positive comments from subscribers on the branding and content
- 22 newsletters were sent to date this fiscal with over 52k opens - over 20k more opens than the year before

2023-24 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?


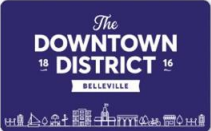


Hey there, it's the BoQ team with your bi-weekly update for happenings related to the tourism industry. If there's a topic you'd like us to consider for a future newsletter, click below and get in touch with Anna. 📧

[CLICK TO SHARE YOUR NEWS](#)

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

BAY OF QUINTE GIFT CARD PROGRAM



LOCAL GIFTING MADE EASY 📧

We've just launched a multi-community gift card program in time for the holiday season, in partnership with the Belleville Downtown District BIA and the Trenton Downtown Business Improvement Area. Two different e-gift cards are now available; the Belleville Downtown District gift card which can be used at over 50 businesses and the Downtown Trenton gift card which includes over 70 locations.

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, webinars and workshop, training opportunities and other industry updates.

2022-23 RESULTS:

- Did not see a notable increase in subscribers
- The avg. open rate has grown from 24.8% to 29% and avg click through rate up to 5% from 3.6% the year before, showing our audience is more engaged
- Continued to use new branding developed the year before

2023-24 PLANS:

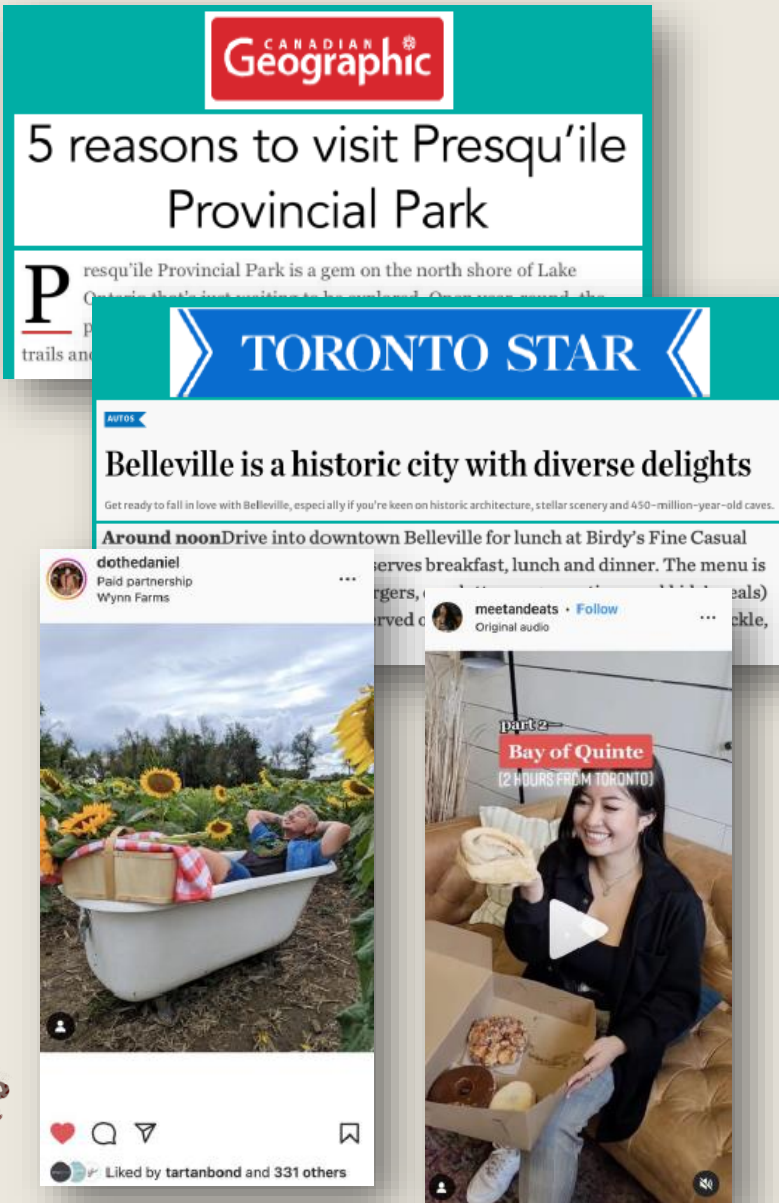
- Continue to evolve new branding as required
- Continue with bi-weekly industry updates
- Continue emphasis on newsletter sign-ups by promoting it across our other outlets, using KickoffLabs, using our websites and contests/campaigns, etc.

MEASURABLE OUTCOMES:

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



EARNED MEDIA & INFLUENCERS



DESCRIPTION:

Earned media refers to media that is produced without cost as a result of a story being pitched to a publication, while influencers are digital or social media leaders within a certain sector that can be hired to create coverage on a certain story, business, or area.

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.

2022-23 RESULTS:

- Working with agency TartanBond, we secured multiple earned media hits and influencer trips
- 5 media hits, including a Toronto Star piece about City of Belleville and a Canadian Geographic piece about Presqu'île Provincial Park. Total media hit reach was 6.6 million impressions
- 4 influencers covered the region, creating 127 content pieces on Facebook and Instagram, and netting over 400k impressions and more than 12k engagements
- Starter conversations with multiple additional media outlets, including CAA, SHARP Magazine and the Globe and Mail

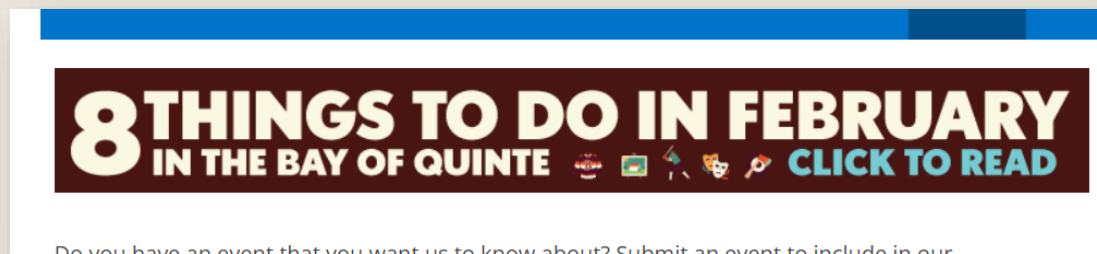
2023-24 PLANS:

- Continue to focus more on mid-level influencers (vs. major media) to grow regional awareness
- Continue regular 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

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

THIRD-PARTY ADVERTISING



DESCRIPTION:

Third-party ads are ads that run regularly on other organizations' websites and typically drive to a blog post or piece of content on the Bay of Quinte site.

PURPOSE:

To get in front of as many eyes as we can, especially on trusted sites, with content that increases Bay of Quinte brand awareness but also drives back to our website, encouraging additional exploration. These are an excellent way to grow our new users/audience since the audience of the third-party sites will be different from our own. We are currently using third-party recurring ads to target locally.

2022-23 RESULTS:

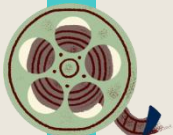
- Monthly ads featured in InQuinte.ca and on Quinte News
- Over 13.8 million impressions and 10.8k clicks across both platforms
- 33% of bayofquinte.ca referrals came from these ads
- Ads typically rotate monthly to reflect seasonal content
- Ad content has typically been seasonal bucket lists, but engagement review has led us to revisit featured content and experiment with different content types
- Introduction of animated GIF ads

2023-24 PLANS:

- Continue monthly advertising on these platforms
- Continue to use ads as a driver for content on the website
- Continue regular use of GIFs to create more eye-catching ads, increasing engagement on these platforms
- Continue to experiment with different types of content to try and increase clicks and pageviews
- Increase short drive paid media buys and resident attraction media buys

MEASURABLE OUTCOMES:

Impressions, clicks, website visits, third-party social media metrics, bayofquinte.ca referrals



PAID MEDIA



NATIONAL POST

This article is Sponsored by Bay of Quinte Marketing Board

News-Sponsored

Quinte Museum of Natural History delights dinosaur lovers

There's still time to see the dino exhibit before it ends Dec. 31

Robin Brunet • Postmedia Content Works

Published Nov 05, 2022 • Last updated Nov 08, 2022 • 3 minute read



kingstonist

Be 'enchanted' in downtown Belleville this holiday season

Over 14,000 people larger as the holiday season begins

November 18, 2022 • Jessica Foley

Paid Business Feature



DESCRIPTION:

Paid media consists of stories that we write or help to craft, but that run on third-party media and news websites.

PURPOSE:

Paid story placements ensure we get the desired coverage for specific events, activities and organizations (vs. a media release which may not be featured in its entirety). They also help drive more traffic to our website through another organization's lens and raise awareness + help grow our following through another organization.

2022-23 RESULTS:

- Published 4 stories through Post Media that primarily target a digital audience with the added bonus of one print property per piece (this year print pieces were featured in The National Post, Belleville Intelligencer and Kingston Whig-Standard). Digital targeting had over 686k impressions and over 18,400 clicks
- Started publishing sponsored content with Kingstonist to build awareness and attract the Kingston demographic – 4 articles were published, collectively reaching over 57k on their social platforms and ready by over 8,200 on their website
- Published 4 spreads with regional content in the Brighton Beacon, a local magazine that prints 5,700 per issue with a digital version available

2023-24 PLANS:

- Publish another 4 stories through Post Media; content is determined by new events and experiences that will draw visitors to the region
- Build a regular content schedule with Kingstonist to publish a new story each month average of \$ 400 per piece - mostly day trip/overnight trip ideas
- Continue to publish regular spreads in the Brighton Beacon (quarterly issues)
- We will investigate paid pieces in Kingston Life magazine, a Post Media property to further complement our Kingston marketing approach
- Increase short drive paid media buys and resident attraction media buys

MEASURABLE OUTCOMES:

Number of articles published, reach, impressions, clicks, readers, print distribution

NOTE: Because these are published through third parties we don't have control over the reach and impressions



BLOG CONTENT

MAKE THE MOST OF SUMMER WITH WATERSPORT RENTALS IN THE BAY OF QUINTE

Story by Andrew Clarke, Posted on Jul 15th, 2022



WINTER ACTIVITY OF THE WEEK: HIT THE SLOPES AT BATAWA SKI HILL

Story by Cassie Collins, Posted on Jan 20th, 2023



DESCRIPTION:

Regular long-form content about tourism and living, telling stories about the region, day trip/itinerary ideas and entrepreneur features that get shared through our channels. We make every attempt to source local writers to tell more authentic stories and grow BoQ champions and we meet quarterly with the partners to determine what stories we should be telling.

PURPOSE:

Blogs are an excellent way to tell stories about regional businesses, stakeholders, events and to support our two marketing mandates of tourism and resident attraction. They also present excellent content for our social media channels

2022-23 RESULTS:

- 45 blogs published; 38 tourism-focused and 7 living-focused
- Writer roster consists of 15 writers

2023-24 PLANS:

- Build and maintain a regular schedule of 6 blog posts per month; 4 that are tourism-focused and 2 that are living-focused
- Grow diversity within writer roster
- Combine Tourism and Living blogs into one unified “Lifestyle Blog”

MEASURABLE OUTCOMES:

Number of blogs posted, number of content producers, page views, time spent on page, bounce rate, traffic by channel



PHOTOGRAPHY & VIDEO



DESCRIPTION:

Collect assets of landscapes and locations as opposed to staged photography, from both the air and from land. Uploaded to a shared drive for use by partners and stakeholders

PURPOSE:

Seasonal photography and video assets that support content for BoQ RMB and for partners are collected throughout the year and stored on a shared drive for use by any interested stakeholders

2022-23 RESULTS:

- Assets collected for 14 locations and 7 events across the region
- 6 golf courses shot for aerial video and photography
- Shot according to season
- Mix of aerial and land shots
- Summer student in 2022 supported collection of photo and video assets

2023-24 PLANS:

- Continue to solicit requests from partners on a quarterly basis re: their photo requirements
- Continue to shoot heavily in the summer, but also during other seasons
- Update photo/video library on Amazon Drive, with consideration for migration or updated organization

MEASURABLE OUTCOMES:

Number of locations shot, number of photos



STUDENT PHOTOGRAPHY CONTEST

DESCRIPTION:

From December 2022 to January 2023, we held our inaugural Student Photography Contest. Bay of Quinte youth between the ages of 7 and 14 were invited to submit photos taken of people, places or things during the last year within our partner communities.

PURPOSE:

To encourage artistic development, experimentation and expression among youth and to see how they perceive the world around us, which is often a much different perspective than adults. Also to provide additional photography for use by BoQ RMB and the partners

2022-23 RESULTS:

- 42 participants from across the region with over 150 photos submitted
- Partnered with Quinte Arts Council to feature the winning photos in a gallery show throughout the month of February, with an opening reception to present awards
- Quinte West Public Library gave space to display the Quinte West winners throughout the month of February
- 10 winners received a digital camera
- 9 x 2nd place winners received \$50 cash
- All winners got to take their framed photo home to keep

2023-24 PLANS:

- Offer the contest again
- Consider expanding to include a 15-18 years age category
- Engage additional partners via schools and other community organizations to increase entries in all partner communities

MEASURABLE OUTCOMES:

Number of participants, number of photos submitted



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.

2022-23 RESULTS:

- 8 screens in market
- Continued re-design with new and enhanced partner content
- Continued management via Novisign platform
- Ongoing technical issues related to periodic power outages at multiple locations

2023-24 PLANS:

- We have decided to discontinue the Bay of Quinte TV platform due to the time demands related to frequent technical difficulties. We have communicated this with all locations and paid for licensing + provided content for the duration of 2023. Locations have been offered the content + licensing info if they would like to choose to continue on their own
- Inbound services for our accommodations (and visitor centres), like our weekly events/trip ideas 1-sheets will support the transition away from BoQTV and ensure visitors continue to receive important travel information

MEASURABLE OUTCOMES:

Number of screens, number of content, number of ads



TRAVEL TRADE



DESTINATION
ONTARIO



DESCRIPTION:

We are set up well in BoQ for travel trade, with strong affordability, great proximity within Ontario and excellent four-season infrastructure. We will work within this portfolio to identify and attract the ideal guests to our region. We have focused on building a strong network of travel trade operators who have worked closely with us to build multi day itineraries to the BoQ with emphasis also on shoulder seasons. We are working in close concert with Destination Ontario on deployment and partnerships in Ontario, Quebec and Northeastern United States.

PURPOSE:

The travel trade market is a strong way we can grow our shoulder season visitation and the long-term reputation of the region as a destination of choice for provincial, domestic and international travellers.

2022-23 RESULTS:

- Partnership with RTO9 on recovery efforts to re-engage travel trade interest with multiple campaigns
- Participation in virtual travel trade mission with Destination Ontario to over 40 Quebec and Montreal based travel agents over 3 days
- Joint itinerary creation with Kingston and PEC for the purposes of larger potential hub and spoke regional strategies
- Creation of new multi-day itineraries with Toundra and Groupe Voyages this past year - over 350 room nights and \$100k in economic activity generated
- Secured partnership with group of "Travel Trade-Ready" wineries in PEC to drive overnight activity in BoQ
- Facilitated partnership with Toundra + H2O Getaways on a boutique accommodation and paddling package for 2023

2023-24 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
- Accompany Destination Ontario for virtual sales missions in spring 2023 to operators in Quebec and NE USA markets
- Potential for stronger integration into AAA market in NE USA with BoQ directed marketing campaign
- Attend Bienvenue Quebec trade show (Trois-Rivières, QC - October 2023): 82 appts with domestic + int'l operators
- Consider accommodations and other partnerships to strengthen trade show attendance
- Work with PEC winery partners to create opportunities that drive overnight stays in BoQ
- Build and incorporate BOQ's LGBT+ and larger inclusion visitor strategy into all TT collateral
- Continued focus on booking FAMs with select agencies looking to expand or build new itineraries to BoQ region
- Deployment of BoQ Travel Trade Newsletter with 145 operator contacts receiving quarterly messaging?)

MEASURABLE OUTCOMES:

Number of presentations, contacts, leads, FAMs, sales missions, trade shows, economic activity from new and existing itinerary creation and active in the region

CORPORATE MEETINGS & EVENTS



DESCRIPTION:

Post-COVID, corporate meetings and events have been projected to recover quickly with interest in new regions being able to offer customized retreats and smaller group bookings, focus on outdoor adventure/activities, unique stages and a la carte immersive experiences featuring local food/beverages. We are well suited to attract this type of clientele and have started the beginnings of a corporate travel framework to strategically position ourselves in this new marketplace. We will work to attract the attention of corporate travel brokers, strengthen those contacts and build this portfolio through select trade show participation and FAMs.

PURPOSE:

Corporate travel is a growth industry that has passively existed in and around Eastern Ontario. We will strive to take an active role in marketing the BoQ and one a destination of choice for this type of travel and grow the industries surrounding the support of this portfolio within our communities. This is another way to further our seasonal sustainability with off season bookings.

2022-23 RESULTS:

- Attended Tete a Tete (April 2022 - Ottawa) on a fact find mission for CMEE booth (100+ exhibitors)
- Booth at CMEE (August 2023 - Toronto) which culminated in 60 leads, FAM tours currently being developed (with organizations such as TD Bank, Georgian College, Paradigm Events) which could translate into over \$25k of economic activity. Identified competitive advantage of outdoor activities
- 3 FAM tours currently in development for spring 2023

2023-24 PLANS:

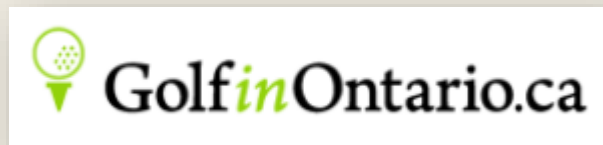
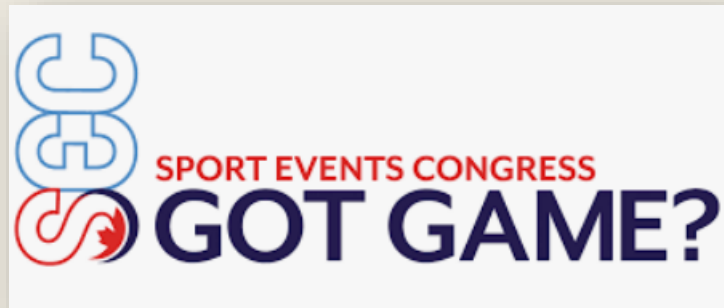
- Attend multiple trade shows/events, including: Executive Travel Show (October 2023 – Toronto, featuring 300-500 attendees) and Tete a Tete (February 2024 Ottawa: for Canadian and int'l markets)
- Collaboration with accommodators sales teams to identify and attract new corporate opportunities/bookings and to strengthen attendance at trade shows
- Continue to develop corporate framework based on trade show attendance and contact discussions
- Try and convert CMME and other leads from 2022 into FAMs and new bookings
- Continue to actively seek FAMs that will generate group activity

MEASURABLE OUTCOMES:

Number of meetings, number of presentations, contacts, leads, FAMs, events/meetings/retreats booked, trade shows, economic activity

SPORT TOURISM

Canadian Sport Tourism Alliance



DESCRIPTION:

There exists in the BoQ a strong and active sporting community with an already storied history of attracting tournaments and sporting events to the region. With a competitive affordability advantage, great proximity within Ontario and excellent four-season infrastructure, the BoQ is well suited to build and grow on its current suite of sporting events. As such, BoQ RMB is well positioned through the regional partnership to play a supporting role and a funding role for organizations bringing in tournaments or partner communities taking on bids for larger provincial and national events.

PURPOSE:

Sports and events tourism is one of the number one ways we can grow our shoulder season visitation and the overall profile of the BoQ as a sporting destination.

2022-23 RESULTS:

- Resuming our support role in sports tourism as a result of the renewed interest in sporting events/tournaments coming out of COVID-19
- Provided funding, logistics and marketing support to a successful 2022 World Rowing Tour that brought in over 60 rowers from around the world and featured legs/activities in all of our municipal partner communities (September 2022)
- Continued participation on the organizing committee in charge of logistics and marketing plan development for the upcoming 2024 Canada Soccer U15 Championships slated for October 2024
- Through the Golf in Ontario program, over 1,700 rounds were booked, with over \$480k in estimated economic activity

2023-24 PLANS:

- We will return to the Sports Events Congress, attending the March 2024 event in Winnipeg, AB
- Plan in place to create an updated tournament contact list for active follow-up/solicitation
- Greater Napanee sports infrastructure FAM with municipal staff
- Continued investment in Golf in Ontario and to drive golf package sales
- Organizing Committee scouting trip to Waterloo to attend 2023 Canada Soccer Championships along with QW delegates (October 2023)

MEASURABLE OUTCOMES:

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



EXPERIENCE FACILITATION



DESCRIPTION:

Tourism experiences are participative and educational in nature and more immersive compared to activities, which is why they are an emerging trend in the tourism world. Experience facilitation refers to providing opportunities for partners and stakeholders to participate in activities that are designed to foster new or enhanced tourism experiences. BoQ RMB acts in a facilitation role for experience building/opportunities across the region, providing education, support and funding to bring new experiences to market in collaboration with our partners.

PURPOSE:

There is an opportunity for the Bay of Quinte partnership to separate itself from other destinations by investing in unearthing experiential ideas and helping businesses to craft them into a suite of memorable and immersive products. With the trend of travellers seeking more participative and story-driven experiences, we stand to drive economic activity by developing a suite of experiences that help make our region unique and tell its story.

2022-23 RESULTS:

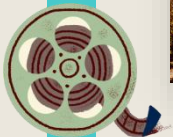
- Re-engaged leading Canadian experiential tourism consultant Celes Davar, of Earth Rhythms to continue with co-developing our BoQ Crafting Experiences Program, developing one experience in each of our partner communities
- Funding these experiences with \$5k product development cash + photography & videography support
- Currently 3 bookable new BoQ Experiences in market (Glanmore NHS's "Toymaker Time Machine, Kenhteke Seed Sanctuary's "Reconnecting One Seed at a Time" and Wynn Farms' "Field To Vase) with another 2 in development
- Work has begun on year 2 of the program with 5 new experience partners chosen and another 7 applicants (22 applications total) invited and started on the training
- Development of a 3-day in person Workshop in collaboration with Celes Davar

2023-24 PLANS:

- Continue to lead and facilitate the BoQ Experience Crafting Program, bringing another 5 experiences to market in collaboration with partners, highlighted by in-person 3-day development workshop with 25 participants
- We will fund \$5k in marketing and development costs for each of the experiences as well as videography/photography support in their launch endeavours
- Support all other experience partners and ideas with a shared capacity commitment with partners to find funding opportunities to develop/coach
- Launch a dedicated BoQ Experiences page on the new BoQ website with booking links
- Attend IMPACT 2024 (Victoria BC - January 2024) to network with cutting edge regenerative and experiential tourism leaders and bring that knowledge/best practices back to the BoQ

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



RADIO



DESCRIPTION:

Our radio portfolio currently consists of weekly call-ins to give event and regional updates to the DJs on our local stations as well as city-market 30-second spots to increase interest and awareness of the Bay of Quinte region

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 – we use local radio during the May-Sept season when visitation is high so that residents are just as aware of tourism opportunities as travellers.

In the shoulder seasons, we switch over to out of region markets like Kingston, Ottawa and the GTA to try and drive overnight travel during the slower months

2022-23 RESULTS:

- Weekly 3-minute call-in updates on local stations from May to September
- Short 1-month campaign for *Best of the Bay*, featuring 30sec spots
- Early winter campaign with Rogers Media in Kingston and Ottawa markets was used to drive our *Get Out of the House* travel incentive gas card campaign and ran on 6 stations

2023-24 PLANS:

- Continue weekly call-in program in May-Sept
- Continue Best of the Bay campaign
- Continue travel market radio campaigns to support larger marketing campaigns for programs like *Get Out of the House*, etc.

MEASURABLE OUTCOMES:

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



OUT OF HOME ADVERTISING



DESCRIPTION:

Out of home advertising includes billboards, signage, digital screens and other visual brand marks and ads out in the community

PURPOSE:

To increase awareness of the Bay of Quinte brand visuals, our campaigns, our website and other products and properties at home and in other target geographic markets

2022-23 RESULTS:

- 4 billboards in Prince Edward County were acquired, rented monthly from Stellar Outdoor. 2 southbound and 2 northbound on Hwy 62
- 2 bus shelter ads at the high-traffic corner of College/Sydney in the City of Belleville rotate ads each quarter
- A large Bay of Quinte storefront banner in the Quinte Mall, 9ft x 18ft
- A branded wrap of Gate 1 at the CAA Arena, home of the Belleville Senators

2023-24 PLANS:

- Continued rental of the PEC billboards
- Continue with bus shelter ads
- Updated creative for the CAA Arena Gate 1 wrap during the 2023-24 hockey season
- A new entry wrap at the Quinte Mall at the entrance by East Side Mario's
- Seek new opportunities across the region
- Seek new opportunities within short-drive market communities like Cobourg/Port Hope, Peterborough and Kingston

MEASURABLE OUTCOMES:

Number of signs, number locations, artwork updates, estimated amount of traffic



HIGHWAY 401 SIGNAGE



EASTBOUND SIGNAGE



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

2022-23 RESULTS:

- 4 signs, 2 east and 2 west

2023-24 PLANS:

- We will be reaching out to the Ministry of Transportation about the potential for a 3rd sign in each direction in Mohawk, after a request from MBQ staff
- Depending on the potential and install timing for a 3rd sign, we will consider updating the creative on all of the signs in each direction
- Review physical location of 401 signs relative to regional partner communities

MEASURABLE OUTCOMES:

Number of signs, estimated amount of traffic



DISCOVERY GUIDE



9th 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

2022-23 RESULTS:

- 28,500 soft covers printed as a result of print prices increasing (vs 30k planned print)
- 100 hard covers printed for VIPs, writers, etc.
- Distribution to target markets: East GTA, Ottawa, Kingston, + strong local/PEC distribution
- Driver of digital content and earned media
- \$35,250 in ad sales

2023-24 PLANS:

- 88-page, 20,00 softcover print run - lower than initially planned as a result of ever-increasing print prices
- No hardcovers printed this year, also a result of increases to pricing
- Printing in April with immediate distribution planned
- Continue to use as a driver of digital content and earned media
- Targeting \$35k in ad sales

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 2022-23, we received 100% funding in the amount of \$15,000 for digital media, photography and video.

This was a decrease from \$25,000 the previous year.

The RTO has decided to discontinue this funding program and therefore no funding support will be provided to DMOs in 2023-24.



FUNDING BUDGET

Organization	2022-23 Budget Comparable	2023-24 Budget	Notes
City of Belleville	\$0	\$85,360	\$1.55 per capita based on 2021 Census data
City of Quinte West	\$67,544	\$72,168	\$1.55 per capita based on 2021 Census data
Greater Napanee	\$24,632	\$26,162	\$1.55 per capita based on 2021 Census data
Municipality of Brighton	\$18,358	\$18,767	\$1.55 per capita based on 2021 Census data
Mohawks of the Bay of Quinte	\$3,912	\$3,929	\$1.55 per capita based on 2021 Census data
PUBLIC TOTAL	\$114,446	\$206,386	Increase based on new Census data + City of Belleville refunding per capita
Quinte Home Builders Association	\$5,000	\$5,000	No increase
PEC Winery Partners	\$5,000	\$5,000	No increase. Funding based on travel-trade arrangement for packaging and BoQ overnight incentive
PRIVATE TOTAL	\$10,000	\$10,000	
Discovery Guide Sales	\$23,400	\$35,000	Anticipated sales
Service Canada student funding	\$9,018	\$8,680	Based on application for Federal Summer Student Funding program
Belleville MAT	\$567,000	\$595,350	Estimated, using Q1/Q2/Q3 figures + Q4 estimated figures from the 2022-23 fiscal year + 5% increase
Quinte West MAT	\$122,130	\$128,230	Estimated, using Q1/Q2/Q3 figures + Q4 estimated figures from the 2022-23 fiscal year + 5% increase
Brighton MAT	\$0	\$40,000	Brighton is anticipating MAT implementation and collection in 2023 and expecting a modest remittance
RTO 9 100% Funding	\$15,000	\$0	RTO 9 discontinued their funding program to DMOs
Carry-over	\$20,299	Unknown	We will know this figure after reconciliation and final MAT payments (anticipated in May 2023)
OTHER TOTAL	\$756,847	\$807,260	
GRAND TOTAL	\$881,293	\$1,023,646	



ADMINISTRATION BUDGET

Administration Expense	2022-23 Budget Comparable	2022-23 Administration Budget 2	Notes
Chamber of Commerce memberships	\$901	\$1,200	We will once again join the Belleville, Brighton, Napanee and Quinte West Chambers of Commerce and will also join the PEC Chamber this year, which is a new membership
Staff Health Insurance Plan	\$7,560	\$4,792	Decreased based on activation changes by staff
RRSP Program	\$14,190	\$11,200	We will continue the RRSP matching program approved by the Board in 2022, at maximum of 5% of total salary. This amount is based on the current buy-in by staff
Board of Directors	\$600	\$3,000	Increased as a result of the return to in-person meetings coming out of COVID-19, includes food and room rentals + incidentals
Staff, Students and Contracts	\$300,000	\$305,000	We are increasing this line to accommodate for increased student salary to attract stronger candidates + we have multiple small contracts with individuals who are doing recurring content for us mont-over-month. Includes 4 full-time staff + Ceridian payroll fee
CPP & EI	\$19,044	\$19,044	CPP and EI employer contributions for 4 Full-Time employees
Staff Travel & Expenses	\$15,000	\$18,000	Staff work related expenses + mileage for content and Discovery Guide/map distribution at CRA's 2023 rate of 0.68/km (up from .61/km in 2022), which reflects the increase
Conferences, Meetings & education	\$8,000	\$8,000	Includes costs for all 4 staff to attend conferences, meetings, etc now that COVID restrictions have lessened
Insurance & Banking	\$4,000	\$4,000	Includes fees related to the BMO Operating Demand Loan, WSIB, etc. Insurance increased by almost double in 2022, but we expect it to stabilize for 2023
Accounting	\$17,000	\$17,000	Includes monthly bookkeeping + yearly audit which is approx \$10,000k
Office, Equipment & Rent	\$20,000	\$18,000	Our rent is currently \$1,212 per month (roughly \$15K per year) + other office needs for materials as they arise
10% Commission on Sales	\$2,340	\$3,500	Only Discovery Guide sales are planned for this fiscal, targeting 35k
TOTAL	\$408,635	\$412,736	



MARKETING BUDGET

Marketing Expenses	2022-23 Budget Comparable	TOTAL 2022-23 Marketing Funds	Notes
Owned Assets	\$ 50,000	\$ 84,094	Includes print products like Guide and signage/Out of Home
Marketing Campaigns & Tactics	\$ 175,000	\$ 185,435	Includes programmatic, AdWords, paid social, earned/paid media, FAMs, radio, photog, video for Tourism and Living
Web / Social / Digital	\$ 25,757	\$ 60,599	Includes websites, social media + newsletter
Travel Trade/Corporate/Experiential	\$ 40,000	\$ 32,900	Includes FAMs, sales missions, travel trade, corporate and experiential
Sports Tourism	\$ 5,000	\$ 45,700	Includes FAMs, CSTA membership + their yearly event, Golf in Ontario, other sports marketing as detailed
Marketing Grants & Support	\$ 120,000	\$ 141,000	BoQ Marketing Grants + BIA Grants for MAT communities + experiential grants
Business Development	\$ 10,000	\$ 10,000	Includes BoQ merch + new opportunities as presented
Contingency	\$ 46,901	\$ 51,182	5% of total funding budget
Total Marketing Expenses	\$ 472,658	\$ 610,910	

