



BAY OF QUINTE

REGIONAL MARKETING BOARD

ORGANIZATION OVERVIEW



REGIONAL PARTNERSHIP

City of Belleville



Town of Greater Napanee



City of Quinte West



Mohawks of the
Bay of Quinte



Municipality of Brighton



Quinte Home Builders
Association



BOARD OF DIRECTORS



Emily Rowley, Municipality of Brighton

Egerton Boyce, City of Quinte West

Garnet Thompson, City of Belleville (Vice Chair)

Ogwari Brant, Mohawks of the Bay of Quinte

Angela Hicks, Greater Napanee

Tony Engelsdorfer, Quinte Home Builders Association

Blair Gamble, At-Large (Chair)

JP Lemieux, At-Large

Laura Knecht, At-Large



DESTINATION MARKETING & MANAGEMENT

Marketing the Bay of Quinte region to attract tourists & residents to drive economic activity for our partners and their stakeholders.



DUAL MARKETING MANDATE





THE B&Q TEAM

Dug Stevenson -
Executive Director and Chief
Marketing Officer

Anna Fraiberg -
Manager of Content and
Communications

Trevor Norris -
Senior Manager of Destination
Development

Jack McAvoy -
Marketing Support Specialist

Jen Achilles -
Senior Manager of
Brand and Design



2025-26 PRIORITIES



BUSINESS & MARKETING PRIORITIES

1. PRODUCT & BRAND ADVERTISING

We now have a large number of “products” that we have created as part of our destination marketing process. Things like our blog, our map, our daytrips, Best of the Bay, events calendar, Discovery Guide library, and each of our websites:

- BayofQuinte.ca,
- Immigration.BayofQuinte.ca, and
- WorkinQuinte.ca

We have spent time and money to create these tools and we need to do a better job of getting them in front of potential users. We will do more this year to actively marketing our products month-over-month on an individual basis, with spends related to each vs a more blanket approach to spending to drive people just to the website. Further to this, some of our brand assets will need updating this year, specifically our 401 signs and our billboards, which have had the same creative for multiple years now.

2. MAT IMPLEMENTATION

We expect to receive our first MAT payment from Brighton before the new fiscal begins in April. As such, we will what we can to support their continued implementation and will also look to support BIA marketing initiatives via a percentage of MAT funds as we’ve done with Belleville and Quinte West. With Napanee, though it was voted down by Council in 2024, we have had some discussions about the strong potential for MAT to be tabled once again in 2025 and we will actively support that however we can. In Belleville and Quinte West significant time has now passed since they began discussing implementation of their MAT across STAs. It is now time for us to play a more active role in moving that along, knowing the dollars that are being left on the table each year since 2019.



BUSINESS & MARKETING PRIORITIES

continued

3. SUSTAINABILITY

This year, we will work on sustainability from three different points of view:

a) Partnership sustainability: The next municipal election is in October 2026, which means we need to increase our practices of showing members of partner Councils that we are delivering successful destination marketing programs that are driving economic activity in their communities. Part of this will be accomplished through a focus on stakeholder supports (eg workshops that meet the needs of the community), hyper-local campaigns like our recent Spending Spree video campaign, and marketing grants programs that support businesses with funding that helps to deliver our mandates.

b) Team Sustainability: Each of us will be undertaking professional development opportunities relative to our positions so that we are actively working to strengthen the work we can deliver within our roles and combined as a Team

c) Environmental: We are one of a handful of Destinations in Ontario who have been selected to participate in a GreenStep Sustainability process in collaboration with the province. This will measure and improve the sustainability performance of our organization and the destination as a whole. This process offers support, guidance, and expertise to move towards sustainability goals.



BUSINESS & MARKETING PRIORITIES

continued

4. STRATEGIC CONTENT

After many years of working aggressively to create weekly written content, assemble photography for our library, and shoot video, we will take a new approach this year. We will save time and money by repurposing existing content, photography, video throughout the year as part of our marketing. We will also mindfully create content that will do double or triple duty – that can be used across multiple web platforms/social accounts, relevant to BayofQuinte.ca, the Immigration website and WorkinQuinte.ca. This will enable us to spend saved time and budget on other efforts.

5. STRENGTHEN NEW PROGRAMS

We will work to strengthen the WorkinQuinte.ca program based on the needs of the community by updating the website, continuing to develop the new branding and increasing the amount of advertising. As well, we will support brand awareness and help to drive site activity by continuing trade show activations in the BoQ region and beyond. We will also work to strengthen the Bay of Quinte Film Office with a new 1-year Work Plan, focusing on shooting locations listings, asset development, events, networking, and marketing + awareness.



40 MARKETING & MANAGEMENT TACTICS



Programmatic Advertising
Discovery Guide
bayofquinte.ca
WorkinQuinte.ca
immigration.bayofquinte.ca
Industry Newsletter
Consumer Newsletter
Facebook x2
Instagram x2
Twitter/X
YouTube
Pinterest
LinkedIn x2
TikTok
TripAdvisor

BoQ Merch
BoQ Marketing Grants
Out of Home Advertising
BoQ Blogs
Paid Media
Earned Media
Google AdWords
Digital Discovery Map
Radio
Packages
401 Signage
Workshops
Experience Facilitation
Sports & Events Tourism
Golf in Ontario

Travel Trade, Corporate + Events
Photography
Sponsorships & Supports
BIA Marketing Program
Video
BoQ Film Office
Work in Quinte Newsletter



MARKETING & MANAGEMENT TACTICS



MARKETING CAMPAIGNS

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.

2024-25 RESULTS:

- Take A Drive was our primary Omni Channel campaign through the year, generating over 2.5 million impressions and more than 42k physical entries to conversion zones (+31%), resulting in estimated spending of more than \$3.79 million dollars (+10.5%) from Bay of Quinte advertising
- Over 10,037 referrals (+39%) to partner and stakeholder websites from Bay of Quinte ads/site
- Participation in Golf in Ontario, a multi-destination partnership marketing multi-day group packages, resulted in an estimated economic impact of over \$600k for our \$15k investment with over 1,700 rounds booked and 700+ room nights
- Best of the Bay campaign received over 4,200 entries across 50+ categories to award to local small businesses and stakeholders
- GET FREE GAS marketing campaign launched in October 2024 for eligible bookings between Nov 2023-March 2024

- Rogers Media campaign focused on Kingston delivered 571,435 impressions on Digital Out of Home signage and 352,987 impressions across targeted Rogers Media website ad placements

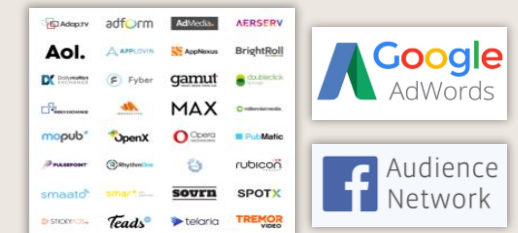
- Spending Spree campaign launched in Feb 2024 and targeted daytrip communities through video/ads

2025-26 PLANS:

- Continue to deploy an Omni Channel campaign to target across programmatic, enhanced social, Google Ads and Google Search
- Work to improve paid search campaigns vs AI search
- Continue focused accommodations incentive campaign to drive visitation during slower winter months, such as gas card campaign
- Redeploy Best of the Bay
- Continue Golf in Ontario investment
- Deploy a targeted employment attraction campaign via WorkinQuinte.ca
- Create custom community campaigns, like boating for QW to capitalize on NY Times article, or downtown for Belleville to build on growing DT STA product

MEASURABLE OUTCOMES:

Full programmatic and Google spectrum of metrics + estimated economic activity



OUT OF HOME ADVERTISING

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

2024-25 RESULTS:

- 3 billboards in Prince Edward County with Stellar Outdoor Advertising
- 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

2025-26 PLANS:

- Continue with all existing assets
- Update visuals on 3x billboards
- Consider new partnership with Homestead Marketplace, Quinte Mall, golf courses
- Investigate new assets for Work in Quinte
- Look at outside markets for signage, like Kingston, Peterborough, Cobourg



Stellar



MEASURABLE OUTCOMES:

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

HIGHWAY SIGNAGE

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.

2024-25 RESULTS:

- 4 signs, 2 east and 2 west
- Inquired as to pricing to move eastern boundary signage east of Napanee

2025-26 PLANS:

- Redesign of east and westbound signs
- Consider physical movement of westbound signs to go east of Napanee now that Napanee partnership has been confirmed for 3 years - price-dependent
- Incorporate Mohawk language into updated designs

MEASURABLE OUTCOMES:

Number of signs, estimated amount of traffic.

EASTBOUND



BAY OF QUINTE



WESTBOUND



RADIO

Mix of weekly call-ins to give event and regional updates to the DJs on our local stations during peak travel season + more traditional 30-second spots as a component of marketing campaigns in target markets.

PURPOSE:

(Local)

To communicate with our local audience about the breadth of events and attractions in the region + raise awareness about our amazing home + grow regional 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.

(Outside)

In the shoulder seasons, we often run campaigns in out of region markets like Kingston, Ottawa and the GTA to try and drive overnight travel during the slower months, typically attached to a specific campaign.

2024-25 RESULTS:

- Weekly 3-minute call-in updates on local stations from May to September
- 6-week campaign for Best of the Bay, featuring 30sec spots



2025-26 PLANS:

- Continue weekly call-in program in May-Sept
- Continue Best of the Bay campaign
- Consider other out of market campaigns if the cost/benefit feels right

MEASURABLE OUTCOMES:

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



DIGITAL MEDIA & NEWSLETTERS

2024-25 RESULTS:

- Digital Network of 73,850+
- 7.8% overall digital growth
- 4.194 million total reach (+467%)

FOLLOWERS:



Facebook = 32,370+



Instagram = 15,970+



TikTok = 1,187+



LinkedIn = 1,040+



Twitter/X = 9,482+



Tourism = 11,234+



Industry = 2,267+

CONTENT PLANNING



31

BoQ Content Calendar

DataAutomationsInterfacesForms

Socials

Social Ad ScheduleCommunications2024 Blog Content2025 Blog Content2024 Third Party + Paid2025 Third Party + Paid2024/25 InvoicesWriters/PhotographersSeasonal U

Views

Calendar view

Using "Date" fieldCustomize labelsFilterSortColorShare view

Find a view

My views

My favorites

Calendar view

Instagram Feed

Grid view

All views

Grid view

Calendar view

Instagram Feed

WinQ Gallery

Create...

Grid

Calendar

Gallery

Kanban

Timeline

List

Gantt

New section

February 2025

<>

Today

Month

See records (2 unscheduled)

SunMonTueWedThuFriSat

26	27	28	29	30	31	1
Intersectional feminism even...	VIDEO - Napanee - Spendin... Destination Canada Case St...	Brighton career fair promo · ...	Tourism Newsletter · Januar...	VIDEO - Quinte West - Spen...		
2	3	4	5	6	7	8
	Promote Matt's Show · Febr... Promote Matt's Show · Febr...	Industry Newsletter · Februa...	Napanee Career Fair · empl... Napanee Career Fair · Febr... Kathryn Dickson collab post...	VIDEO - Brighton - Spendin...		
9	10	11	12	13	14	15
	BHM events · February 10, 2... BHM events · February 10, 2... BHM events · February 10, 2...	VIDEO - MBQ - Spending Sp... Now Hiring - Quinte Health...	Tourism Newsletter · Februa... Docfest blog · February 12, ... girldrinkswine collab post · F... QW chamber all candidates ...	Napanee Career Fair promo... Kathryn's Blog · February 13...	WinQ newsletter · February ... QW pop-ups applications · F...	Trenton photo contest · Febr...
16	17	18	19	20	21	22
	Millside Ceramics Blog · Feb... Trev @ Impact · February 17,...	\$500 couple's trip · Februa...	Industry Newsletter · Februa... Dug's Presentation @ Centr...	VIDEO: Savour + Docfest · F...	Belleville arts and culture gr...	
23	24	25	26	27	28	1
	Industry Newsletter signup...	VIDEO - People Doing Cool ...		WinQ Newsletter · February ...		

VIDEO CONTENT

Produce and share engaging video content across LinkedIn, Instagram, Twitter, YouTube, and Facebook. Focus on storytelling, day trips, new businesses, Bay of Quinte Signature Experiences, events and landscapes authentically and dynamically. Videos are posted across platforms when released and stored for use by partners and stakeholders.

PURPOSE:

Leverage video content to increase engagement, local awareness, and regional tourism/economic development. Short-form videos (Reels, Shorts) showcase the Bay of Quinte in an immersive way, aligning with shifting social media trends.

2024-25 RESULTS:

- 50 videos created
- 673,968 impressions from video content
- 639,984 views
- 34,987 interactions on video content
- On Facebook Reels alone: 54,043 minutes watched (approx. 38 days)
- Acquired iPhone 15 Pro, DJI Microphone kit and tripod to further video quality.
- Video posts consistently outperformed static posts in reach and interaction rates.
- Established a shared library of video assets for partners to access.

RESULTS CONT'D:

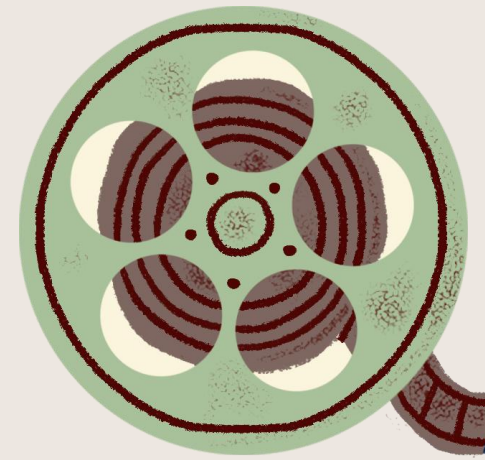
- Began sharing to YouTube and YouTube Shorts
- Partnered with Belleville Senators to have BoQ videos play during home games on the jumbotron.

2025-26 PLANS:

- Continue with a target of 1 video published per week.
- Continue to bolster and add a backlog of evergreen videos to YouTube.
- Expand production equipment to include drones and other solutions.
- Increase consistency in “boosting” video content on social channels.
- Track and analyze video performance to refine strategy

MEASURABLE OUTCOMES:

Number of videos produced, total views, engagement rates, reach, follower growth, video shares.



FACEBOOK

32,370+ followers



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 videos 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:

Facebook remains one of the most popular social media marketing tools and it's where we've developed the largest following. We use it to share content that we can link directly to our site or partner websites, and it's a strong platform for advertising.

2024-25 RESULTS:

- Increase of 610 followers = +2%
- Total content: 295 posts and stories = 63% more content than the previous year
- Impressions 2.79 Million (15.7% decrease)
- Accounts Reached 704.44k
- Interactions 60.01k (9.64% decrease)
- Page visits 33.08k Page Visits (10.1% increase)
- Link clicks 44.76k (10.6% decrease)
- Engagement rate 6.66 (The engagement rate is interactions received by every 100 people reached (total interactions / total reach x 100).
 - Our engagement rate on FB is significantly higher than our competition's average engagement. For example, Visit Kingston's engagement is 0.17

2025-26 PLANS:

- Continue posting 3-4 higher quality posts per week
- Continue non-post advertising on a project-specific basis
- Implement new social ad strategy where we always have 2 ads running/month to drive traffic to our website, promoting relevant content or products, spending at least \$200/month
 - We've increased our post amount and content quality, but seen decreases in engagement. It's clear that pay-to-play is Facebook's approach and we will aim to drive engagement through spend
- Continue to engage more by liking and commenting on posts from other accounts to drive engagement and awareness of BoQ content

MEASURABLE OUTCOMES:

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



INSTAGRAM

15,970+ followers



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 most popular 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..

2024-25 RESULTS:

- Increase of 2300 followers = +17%
- Total content: 268 posts and stories = 262% more content than the previous year
- Impressions 711.11k impressions (2.35% increase)
- Accounts Reached 479.89 (8.21% increase)
- Post Interactions at 7.8k (40% decline) vs reel Interactions at 14.7k (186% increase), showing the significance of reels in current Instagram environment
- 13.72k Profile Visits (24.69% increase)
- 1505 Website Clicks from profile (41% increase)
- Engagement rate 6.28 (The engagement rate is interactions received by every 100 people reached (total interactions / total reach x 100).
 - Our engagement rate on IG is significantly higher than our competition's average engagement. For example, Visit Kingston's engagement is 0.4

2025-26 PLANS:

- Continue with 2-3 higher quality posts per week (one of which is a reel), along with stories posted almost daily
- Continue to build on the previous years' success with video content
- Continue boosting reels to increase engagement
- Engage more by liking and commenting on posts from other accounts to drive engagement and awareness of BoQ: hoping to encourage more user-generated content by increasing our presence

MEASURABLE OUTCOMES:

Number of content postings, number of videos, reach, engagement, followers, number of stories, paid ads, clicks.



TIKTOK

1,187+ followers



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 to reflecting the faces, places and spaces of BoQ. This is another great outlet for videos used in Instagram Reels to diversify the audience.

2024-25 RESULTS:

- Increase of 461 followers (66.81% increase)
- 45 Posts (200% increase)
- 64.89k Views (120.74% increase)
- 1,648 Interactions (116.27% increase)

2025-26 PLANS:

- Continue to cross-post with other platforms, all videos created get posted to Instagram, Facebook, X and sometimes LinkedIn as well
- Continue to leverage travel media partnerships with creators who have success on TikTok
- Continue to focus on organic reach and engagement rather than paid ads

MEASURABLE OUTCOMES:

Number of videos posted, views, audience growth.



TWITTER/X

9,482+ followers



The Bay of Quinte X feed has become a place to share our videos that are created primarily for other platforms to extend their reach, as well as sharing events that are happening in the region.

PURPOSE:

To extend the reach of our content and promote stakeholders.

2024-25 RESULTS:

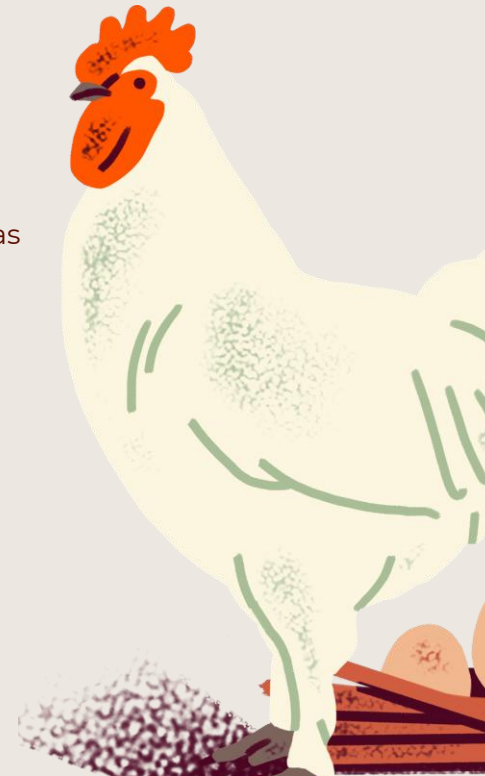
- Follower count decrease: suspected it's because of how many people are leaving the platform due to recent political nuance under Elon Musk's ownership
- 150 Tweets
- 33,344 Tweet Views

2025-26 PLANS:

- Continue to cross-post BoQ's video content from other platforms
- Continue to support BoQ campaigns
- Continue to promote regional events
- Begin the year using it as we have been, then evaluate whether or not we stay on this platform going forward
- Look into pivoting to BlueSky a new X alternative that has been gaining traction.

MEASURABLE OUTCOMES:

Number tweets, Engagements



LINKEDIN

1,040+ followers



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 sharing Work in Quinte content.

PURPOSE:

To communicate with the business sector, partners, and stakeholders about BoQ initiatives and successes, and raise awareness of BoQ RMB within the business landscape.

2024-25 RESULTS:

- Increase of 375 followers (57.96% increase)
- 105 Posts (275% increase)
- 39.95k Impressions (216.10% increase)
- 3648 Interactions (196.10% increase)
- Engagement of 9.4 (approx. 9/100 people that see a BoQ LinkedIn post engage with it)
- 2,231 Link Clicks (213.34% increase)
- Continued regular messaging with more business-related postings - workshops, funding opportunities, events, team successes and media coverage of the region

2025-26 PLANS:

- Continue consistent posts with industry-related content, posting 2-3 times per week
- Use to raise awareness of Work in Quinte
- Connect with professionals within our sectors and engage more with their posts
- Investigating potential for ads that increase following

MEASURABLE OUTCOMES:

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



INDUSTRY NEWSLETTER

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.

2024-25 RESULTS:

- Increase of just over 200 followers
- Open rate of 40.5% and click rate of 2.3% compared to last year's 39% open rate and 2.5% click rate
- 19 newsletters were sent in 2024 with 16.2k opens

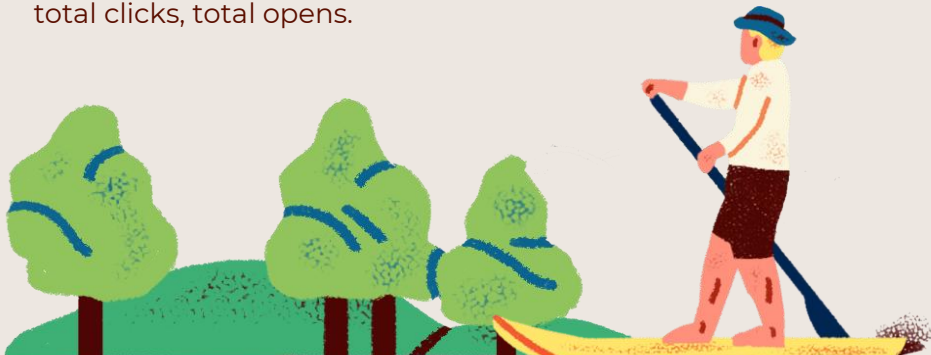
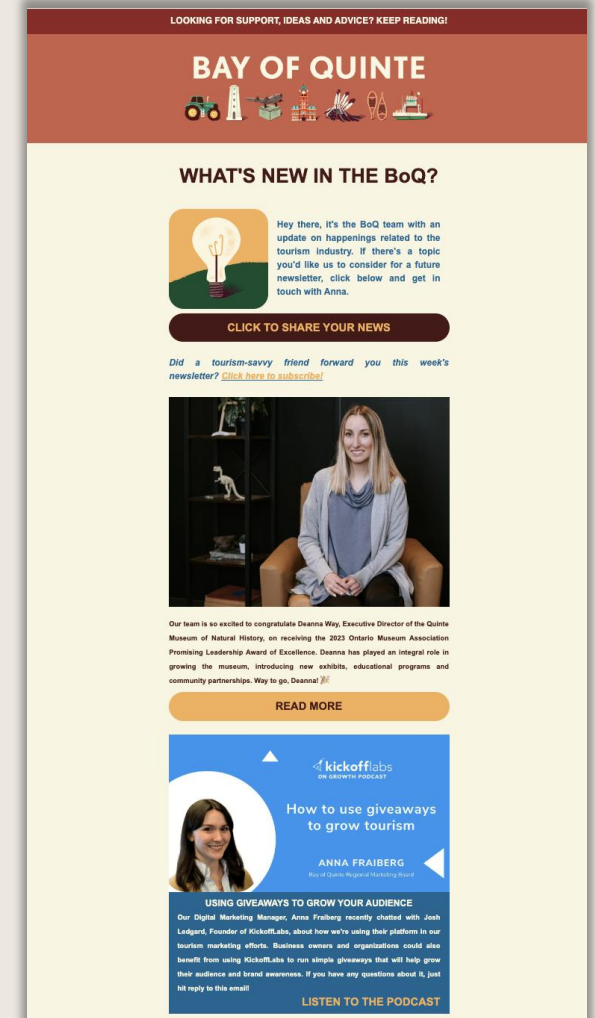
MEASURABLE OUTCOMES:

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

2025-26 PLANS:

- Continue to evolve new branding as required
- Continue with bi-weekly industry updates
- Continue emphasis on newsletter signups and look at new ways to reach more local stakeholders
- Look into ways of sharing BoQ RMB updates in partner newsletters like BIAs, Chambers, EcDev departments to share our news with stakeholders who may not be subscribed to our newsletter

2,267+ subscribers



TOURISM NEWSLETTER

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.

2024-25 RESULTS:

- Audience increased from 9,500 to 11,234 (+18%) - continue to see steady signups through bayofquinte.ca
- Contests like the Belleville Sens Best Seats in the House and BoQ giveaways through Kickoff Labs contributed to the increase
- Open rate of 36.4 and click rate of 4.2% compared to last year's 37% open rate and 4.9% click rate - suspected that this could be partially due to the amount of new subscribers through contests who aren't engaging as much with our newsletters. Also still above industry standard as per Mailchimp's benchmarks.
- 24 newsletters were sent in 2024 with over 86.4k opens

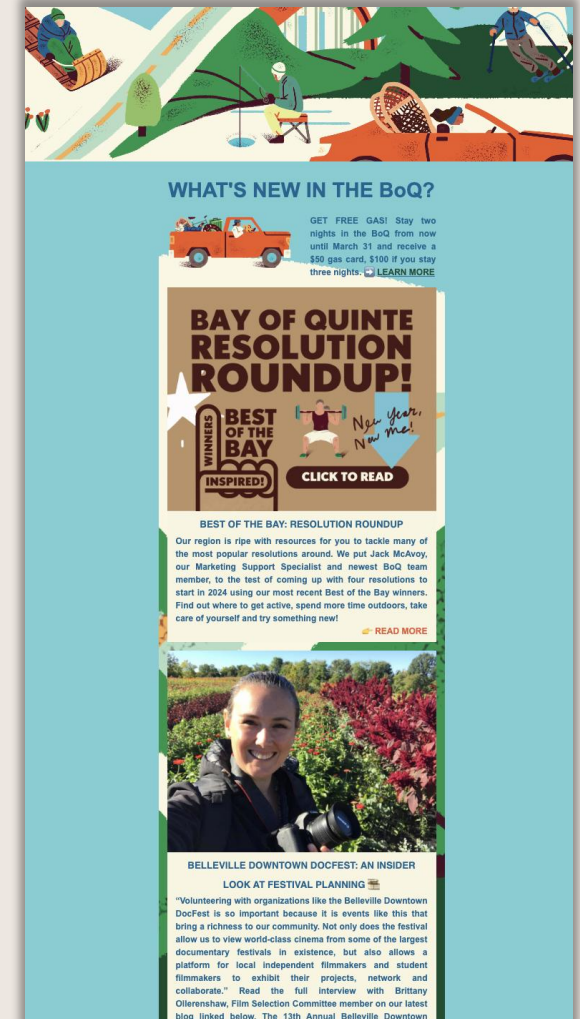
2025-26 PLANS:

- Continue to evolve new branding as required
- Continue bi-weekly sends
- Continue emphasis on newsletter sign-ups by promoting it across our other outlets and using Kickoff Labs contests for growth
- Investigate other newsletter platforms; as our audience continues to grow Mailchimp might not be the most cost-effective anymore

MEASURABLE OUTCOMES:

Number of newsletters sent, number of subscribers, number of sign-ups, open rate, click-through rate, total clicks, total opens.

11,234+ Subscribers



3rd PARTY ADVERTISING

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.

2024-25 RESULTS:

- Monthly ads featured in InQuinte.ca and on Quinte News
- Over 18.3 Million impressions (+14%) and 13,400 (+71%) clicks across both platforms
- Ads typically rotate monthly to reflect seasonal content
- Experimented with different content types
- Continued use of GIF ads to be more eye-catching than static images

2025-26 PLANS:

- Continue monthly advertising on these platforms
- Continue to use ads as a driver for content on our 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

MEASURABLE OUTCOMES:

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



PAID MEDIA

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

PURPOSE:

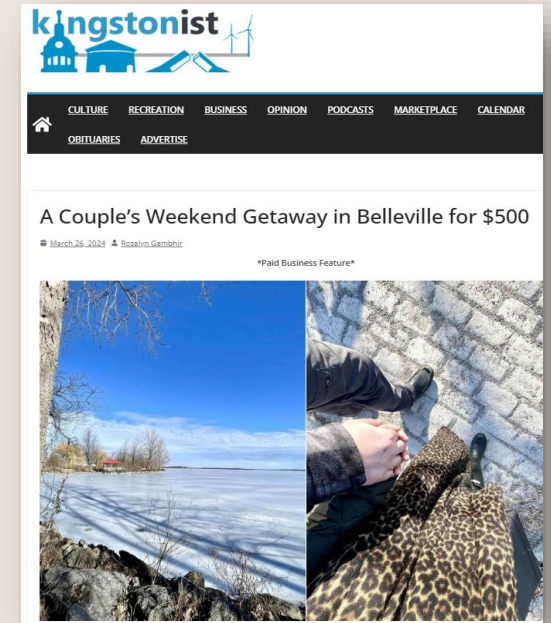
Paid story placements ensure we get the desired coverage for specific events, activities and organizations (vs. a media release which may not be featured in its entirety). They also help drive more traffic to our website through another organization's lens and raise awareness + help grow our following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

2024-25 RESULTS:

- Published 2 stories through Post Media that primarily target a digital audience with the added bonus of one print property per piece
 - Digital ad targeting had over 140k impressions and 2.7k link clicks
- Published 5 articles with Kingstonist, collectively read by over 10.2k on their website
- Published 4 seasonal spreads with regional content in the Brighton Beacon, a local magazine that prints 5,700 per issue with a digital version available on their site

MEASURABLE OUTCOMES:

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



2025-26 PLANS:

- Investigate other media outlets that could potentially be a better fit than Post Media; due to frequent changes in their staff it has caused challenges with inconsistent workflow and communication
- Continue working with Kingstonist, aiming for 5 articles again this year
- Continue to publish regular spreads in the Brighton Beacon (quarterly issues)
- Investigate short-drive media buys and resident attraction media buys, research new media outlets to test content with

TRAVEL MEDIA

Travel media consists of influencers and content creators who are digital or social media leaders within the travel/tourism/lifestyle sectors and can be hired to create coverage on a certain story or region, OR writers and freelance journalists who write on behalf of various print and digital publications.

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 have larger and dedicated 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.

2024-25 RESULTS:

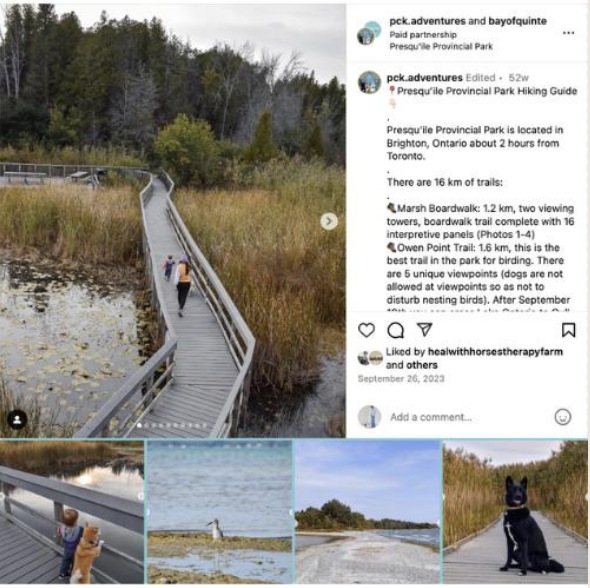
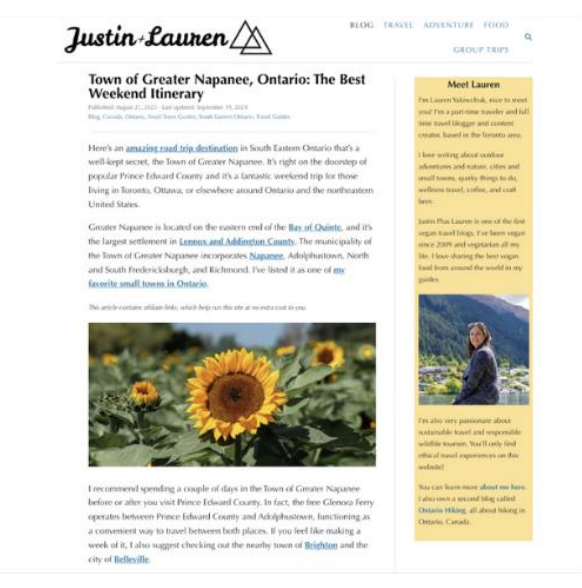
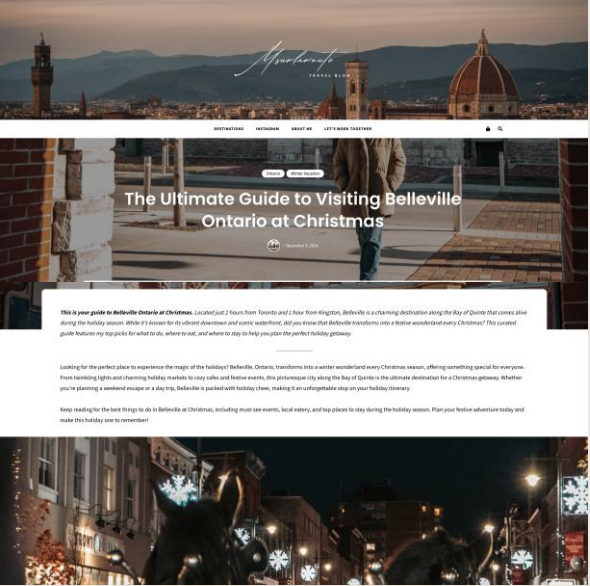
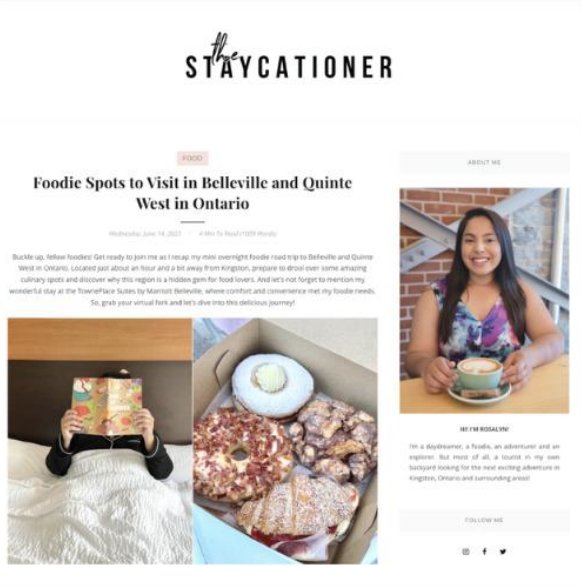
- More focus on working with paid travel media/influencers than pitching for earned media
- Planned tailored media trips for 6 content creators and writers from around Ontario who created blogs, social media posts and print articles about the Bay of Quinte region: Stephanie Mayo, Angeli Geronimo, Keith and Dev, Paul Knowles, Lauren Yakiwchuk, Marie Doucet
- 92 strong pieces of content, not including all of the Instagram stories showing their travels in real-time, 231.6k impressions, 17.8k content engagements, \$12,178 spent
- More intentional spending with creators who align with our target audience



- Continued to receive attention from other content creators who have discovered us through these partnerships and have reached out about working with us
- Anna and Jen attended the Travel Media Association of Canada's (TMAC) annual conference for the first time, meeting and connecting with dozens of media members and increasing awareness of the BoQ, plus finding new media members to work with who are a good fit to promote the region
- Anna attended the TMAC holiday mingle in Toronto to continue relationship-building with media and industry professionals
- Continued TMAC membership as an industry member
- Partnered with neighbouring DMO, Tourism Kingston, to bring a content creator to both of our regions for cross-promotion and received RTO 9 financial support for this trip



TRAVEL MEDIA CONT'D



2025-26 PLANS:

- Continue to focus more on mid-level influencers to grow regional awareness
- Plan content trips with up to 7 different travel content creators who we met at the 2024 TMAC conference that align well with our messaging (I have a draft budget for if I get to work with everyone, not sure how to incorporate it)
- Continue TMAC industry membership
- Attend the 2025 TMAC conference to build on relationships formed at the last one and make new connections, get a sense of who we will want to work with the following year
- Learn more about media pitching to try and land more earned media
- Continue to explore partnerships with neighbouring DMOs (Tourism Kingston, Visit the County) and taking a regional approach to receive support from RTO 9
- Look into campaign tracking programs to implement for better analytics on influencer campaigns
- Improve media boxes by including more local consumable products and BoQ merch

MEASURABLE OUTCOMES:

Number of trips organized, insights from content created, number of media hits, number of contacts



BLOG CONTENT

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.

2024-25 RESULTS:

- 47 blogs published on bayofquinte.ca: 35 tourism-focused and 12 living-focused
- 7 newcomer stories published on immigration.bayofquinte.ca
- 6 blogs posted on workingquinte
- The writer roster consists of 25 writers
- Started to work on blog content for our new outlets, workingquinte.ca and bayofquinte.ca/immigration

2025-26 PLANS:

- Continue to aim for a schedule of 6 blog posts per month; 4 that are tourism-focused and 2 that are living-focused
- Continue to seek out stories for Work in Quinte and Immigration, and find things that can be applicable to multiple outlets
- Come up with ideas that can be done on a regular basis/as a series to keep the blog content cycle going when capacity is limited due to other projects
- Continue to grow diversity within the blog contributors
- Recycle/refresh evergreen content wherever possible to extend its life

MEASURABLE OUTCOMES:

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



PHOTOGRAPHY ASSET LIBRARY

Collect assets of landscapes and locations primarily, with the occasional staged photography when possible, from both the air and land. Uploaded to a shared drive for use by partners and stakeholders.

PURPOSE:

Seasonal photography that supports content for BoQ RMB and our partners.

2024-25 RESULTS

- We have shifted away from collecting video assets as our priority with video was short-form, vertical video to be used on social media platforms.
- Photography assets were collected for 21 locations and 7 events across the region; a lower number than the previous year as we had collected so much then that was still relevant for use, plus partners had already arranged for photography of some events

2025-26 PLANS:

- BoQ RMB team researching a drone; they are more accessible now than ever and it may be a useful asset for us to have our own as it can also be used to enhance our videos that roll out on social media/in ads
- Continue to receive partner input on photography assets in quarterly meetings
- Recycle/reuse from the photography library where possible

MEASURABLE OUTCOMES:

Number of locations shot, number of assets.



VISITOR SUPPORTS



BAYOFQUINTE.ca

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.

2024-25 RESULTS:

- Results detailed analytics review in the following two slides

2025-26 PLANS:

- Full review of the website now that it's been in market for a little over 1 year
- Consider development of Progressive Web App to provide users with a more app-like functionality and deliver tools like push notifications (especially given mobile usage increases)
- Continue to update pages with seasonal content
- Continue monthly blog production with tourism and living content

MEASURABLE OUTCOMES:

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



BAYOFQUINTE.CA WEBSITE ANALYTICS REVIEW

Analysis of key website performance metrics and user demographics for the time period of Jan 1 – Dec 31, 2024

OVERVIEW:

Overall visitation and activity on BayofQuinte.ca are down year-over-year due to several factors. Google's 2024 search algorithm update has impacted our organic search performance, leading to a 27% decline. Additionally, digital content consumption habits are shifting—users are engaging more within their social feeds and clicking through to external websites less frequently. This trend has contributed to a 62% drop in website traffic from social media in 2024, likely influenced by our increased focus on video content, which prioritizes engagement over direct click-throughs.

Another factor may be website normalization. Following our 2023 redesign, we saw exceptional growth—over 100% in users, pageviews, and events—driven by the new site's strength. However, maintaining that level of year-over-year growth indefinitely is challenging, making some leveling off expected.

KEY FINDINGS:

1. User Acquisition:

- **Strong Organic Reach:** The website demonstrates significant organic reach, with 35K organic new users and 47,812 organic sessions, highlighting the importance of SEO efforts
- **Direct Traffic Substantial:** 16K direct new users and 22,019 direct sessions indicate a strong brand presence and returning visitors
- **Referral Traffic Significant:** 13K referral new users show value in partnerships and external links
- **Social Media Engagement:** 8.5K organic social and 4.2 paid social new users, as well as 17,993 organic social and 4,908 paid social sessions, reveal a good level of engagement via social media; however, this is less a driver than organic or direct
- **Paid Search:** Compared to organic channels, paid search generates relatively lower traffic (3.6K paid search new users and 4,381 paid search sessions). This is a potential area for review and optimization

2. User Engagement:

- **High Overall Engagement:** The website records a substantial number of events (702,723), including 198,383 page views, 129,962 engagements, and 108,628 session starts.
- **Popular Pages:** The homepage (bayofquinte.ca) is the most viewed with 22,266 views, but other pages like /events (14,404 views) and /golf-packages (11,030 views) also have substantial traffic.
 - The eclipse page (5,059 views) suggests a successful campaign around the eclipse.
 - The spending spree page is already tracking on the top ten list in only a little over a week of airtime
 - **Engagement Duration Varies:**
 - The average engagement time per user is 1m 14s.
 - The top-level homepage has an average view time of 50 seconds.
 - Notably, pages such as /golf-packages show high engagement with an average of 1m28s.

BAYOFQUINTE.CA WEBSITE ANALYTICS REVIEW

cont'd

3. Demographics:

- Geographic Concentration: The majority of traffic comes from Toronto (18,506) and Belleville (11,463)
- Other significant locations include QW (7,776), Ottawa (2,660), PEC (2,371), Montreal (2,371), London (2,099), and Kingston (1,517), indicating the website's regional reach
- Age Demographics: A large portion of age data is unknown (61,855), which limits insight; however, of those known, the 45-54, 55-64, and 25-34 age brackets are the largest segments of users
- Gender Demographics: Again, a significant proportion is unknown (61,360); however, of the known, the website attracts a higher number of identified Female (55%) visitors than identified Male (45%)

4. Technology Overview:

- Mobile Dominance: 65.5% of users are on a mobile device; usage highlights the importance of a mobile-first approach to web design and development
- Desktop Users Still Significant: With 28.7% desktop users, this is still an important user segment and engagement times are higher on desktops
- Operating Systems: iOS (36K iOS) and Android (23K Android) are the dominant mobile operating systems, whilst Windows is the most commonly used desktop system ("15K Windows")

KEY TAKEAWAYS & RECOMMENDATIONS:

- Organic Reach: The website should continue to invest in SEO efforts to maintain and grow its organic reach
- Content Engagement: Continue to focus on creating high-quality content, particularly videos, BoQ campaigns, BoQ contests and events with landing pages
- Targeted Paid Search: Continue with paid search, refining artwork, targeting, keywords, and landing page experiences
- Mobile First: Optimise the website for mobile devices to ensure a seamless user experience
- High Engagement Pages: Focus on optimizing and reviewing pages with the highest engagement time, as these are of particular value to the user when up to date



DISCOVERY GUIDE

The Bay of Quinte Discovery Guide drives content through print across our partnership pillars – tourism, resident attraction, workforce attraction, and Immigration. It gives an all-encompassing snapshot of shorter-form content from across the region, which is supported by longer form calls to action on the website.

PURPOSE:

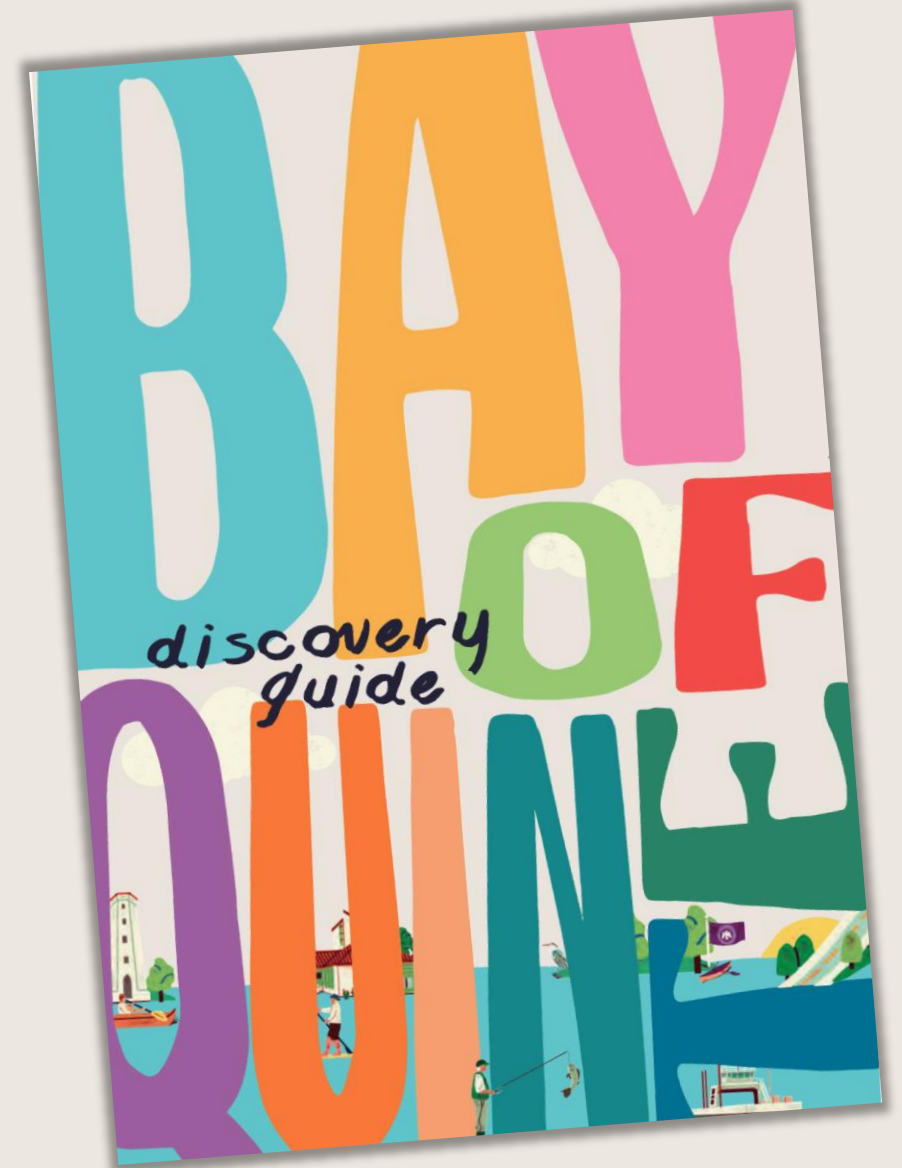
Act as a brand driver for the region and the organization, ultimately existing to be different from the other Guides across the province in order to stand out from the crowd, attract a younger demographic, and help drive the perception of this region as a fun, youthful and interesting place to visit and to live.

2024-25 RESULTS:

- 30,000 soft covers printed
- 84-pages
- Distribution to target markets: East GTA, Ottawa, Kingston, + strong local/PEC distribution
- Expansion of distribution to Ontario Travel Centres – now stocked in 10 centres across Ontario and both important corridors in Quebec and Windsor
- Driver of digital content and earned media
- \$30,800 in ad sales

2025-26 PLANS:

- 30,000 softcover print run
- 64 pages (decreasing page count to reduce cost)
- Moved to interior 60# as an additional cost save
- Printing in April with immediate distribution planned
- Pre-sold \$30,525 in ad sales
- Assembled external design team to support creative



MEASURABLE OUTCOMES:

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

PRINT & DIGITAL DISCOVERY MAP

Our Digital Discovery Map (DDM) at bayofquinte.ca/explore features over 870 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.

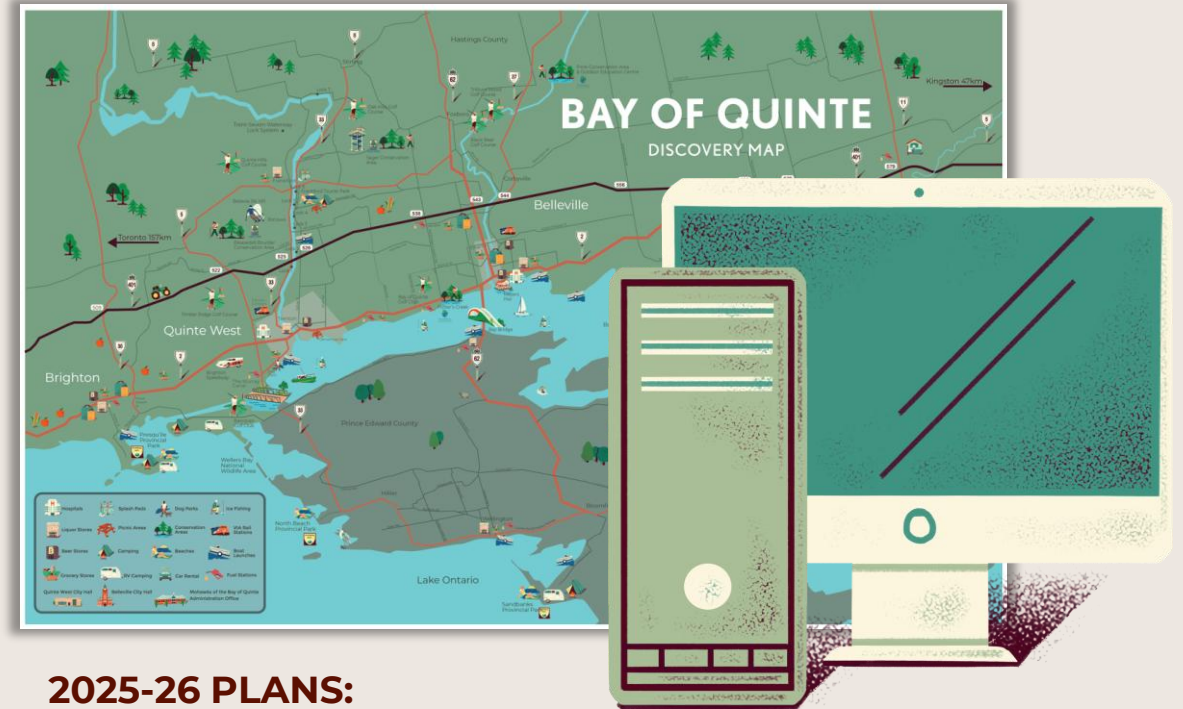
Our printed Bay of Quinte map is an excellent quick resource for inbound travellers and used frequently by hotel front desk staff + visitor centres to show people our abundance of amenities and how to get to them.

PURPOSE:

Provide tools that meet the interests of visitors through print and digital means, supporting regional exploration.

2024-25 RESULTS:

- 8400 (168 pads) printed maps distributed to high traffic locations across the region
- Completed full review/audit with partners and executed revision adding new locations and deleting closed or redundant locations
- Addition of EV charging locations
- Redesign of DDM interface by SNAP360 as part of new BoQ website launch
- BoQ Orientation Lunch with front line and accommodation staff confirmed that printed map as a good wayfinding tool and we should continue to support/print



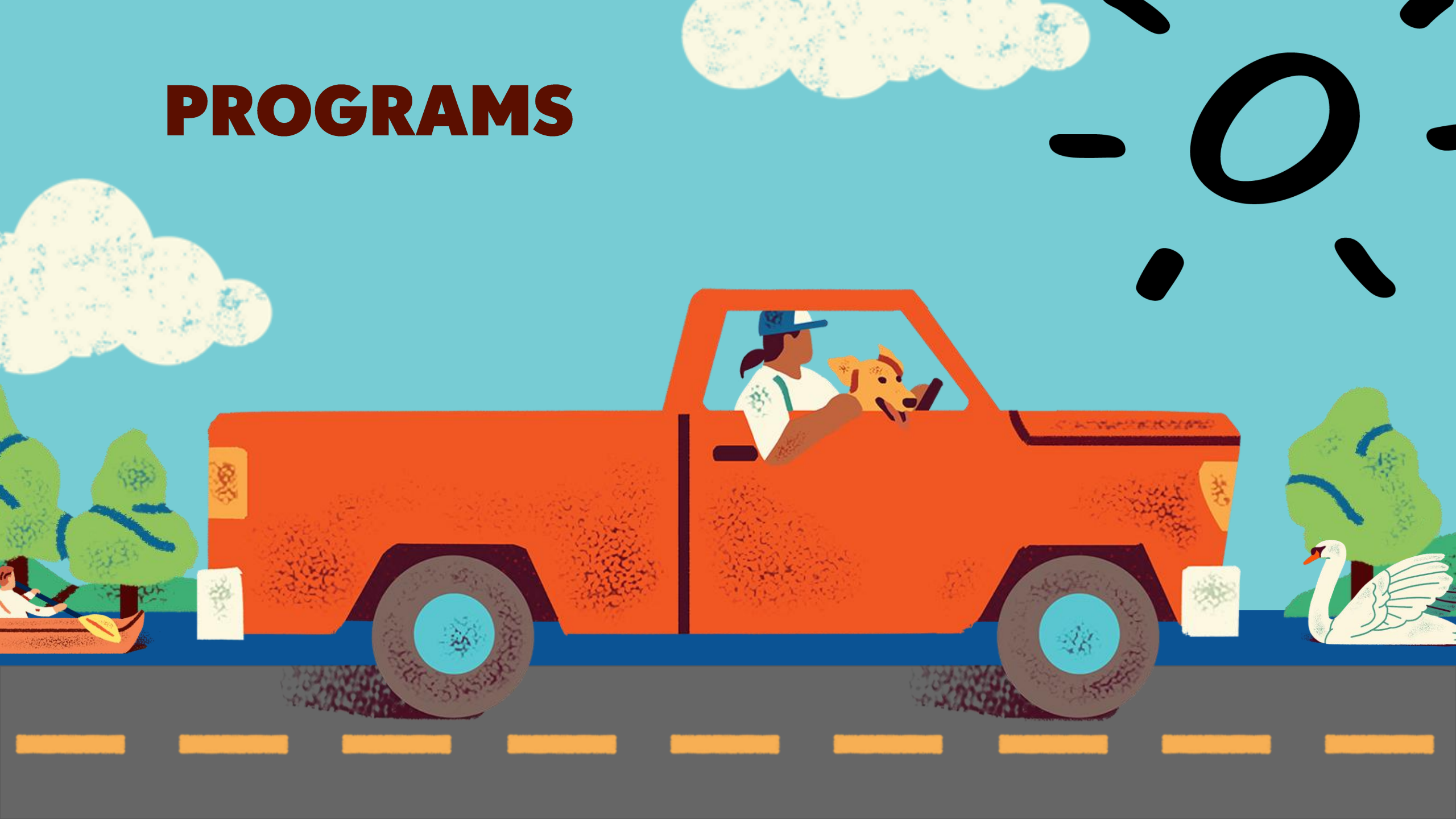
2025-26 PLANS:

- Continued distribution of additional printed maps as required
- Continued and ongoing audit of DDM locations and improvements

MEASURABLE OUTCOMES:

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

PROGRAMS



WORKINQUINTE.ca

A local jobs website for Quinte region employers and jobseekers. Features a selection of quality local jobs and robust resume database + employer roster. The website is supported by social media and other advertising, both local and in outside markets.

PURPOSE:

WorkinQuinte.ca exists to provide a trusted and vetted local jobs option for local job seekers and employers vs the larger, congested and less trusted global jobs websites. It's also a resident attraction tool in that it features higher paying jobs that attempt to attract new people to the Quinte region for the purposes of filling skilled positions.

2024-25 RESULTS:

- Web metrics: 24k Users (11k Direct), 86k Views, 289k Events, 1:51 Avg Time on Page. Job postings and Career Fair = most popular pgs
- Increase of 16% to 226 employers on the site, 70+ active jobs (+65%), including 1,289 all-time (+194%), and 273 active resumes (+8%), including 1,359 all-time (+9%)
- Initial rebrand updated as part of a branding 2.0 process
- Integration of Work in Quinte brand to the Belleville/Quinte West Career Fair into the Work in Quinte Career Fair
- BoQ RMB adopted the majority of the marketing for the 2x Career Fairs
- Formalized partnership with META Employment Services, acting as their primary jobs posting website
- Work in Quinte Newsletter created and deployed bi-weekly with top jobs and tips
- Partnership with Career Edge in Napanee to run first-ever L&A Career Fair in many years
- Partnership with Brighton part of their delivery of the Brighton Career Fair
- Booth at the Best Places to Work Expo in Ottawa, in collaboration with Belleville and Quinte West

- Monthly marketing buys on InQuinte.ca and with Quinte Broadcasting as part of the On Air Job Fair
- DRAFT of updated WorkinQuinte.ca created in collaboration with SNAP360 on WordPress back-end platform

2025-26 PLANS:

- Finalize updated WorkinQuinte.ca website, reviewing with partners and stakeholders
- Launch updated website + corresponding marketing plan to grow awareness and following/engagement in website, newsletter and socials
- Continue growth of employers through partnerships with key stakeholders and organizations
- Integrate employment content into monthly content cycle, driven by WorkinQuinte.ca
- Support community partners with new employment events calendar
- Expand marketing across Out of Home and digital
- Continue to participate in and market career fairs in collaboration with and for partners

MEASURABLE OUTCOMES:

Number of active users on WorkinQuinte.ca, success stories from employers and website traffic and number of content postings, engagements, impressions, number of followers, and link clicks on all social media channels.



WORK IN QUINTE SOCIAL MEDIA

The Work In Quinte job uses social media multiple times per week with local job opportunities, job-seeker tips, and sharing news about upcoming events. We focus on consistent visuals, coupled with a sprinkle of humour to drive engagement, rather than generic job listings. Organic and paid posts on Facebook, Instagram, and LinkedIn help increase visibility and traffic to our website.

1,237+ followers



PURPOSE:

To reach job seekers and employers through social media, leveraging platforms where professionals and job seekers are actively engaged. LinkedIn has over 21 million users in Canada, Facebook has 26.6 million, and Instagram has 17.6 million, making them valuable tools for recruitment and career content.

RESULTS JAN 1 – DEC 31, 2024:

- Increase of over 616 new followers across the three platforms (101% increase)
- 638.94k impressions across all platforms (326% increase)
- 9,092 interactions across all platforms (358% increase).
- 300 posts total across all platforms (177% increase)
- The engagement rate on Facebook of 7.44% (1-5% is considered “good”)
- Increased posting frequency with more engaging and original content
- Used paid ads to drive traffic to career fair event

2025-26 PLANS:

- Introduce video content, including employer interviews and career tips
- Increase followers by 20% across all platforms
- Maintain a minimum of 2 posts per week across Facebook, Instagram, and LinkedIn
- Expand paid advertising efforts, aiming to spend \$500 with a focus on leveraging paid posts on LinkedIn
- Engage with local businesses and job seekers through comments, shares, and collaborations

MEASURABLE OUTCOMES:

Number of content postings, number of videos, reach, engagement, audience growth, and website traffic.



WORK IN QUINTE NEWSLETTER

A bi-weekly newsletter sent to job seekers with featured jobs, content and promotion of upcoming career fairs.

790+ SUBSCRIBERS

PURPOSE:

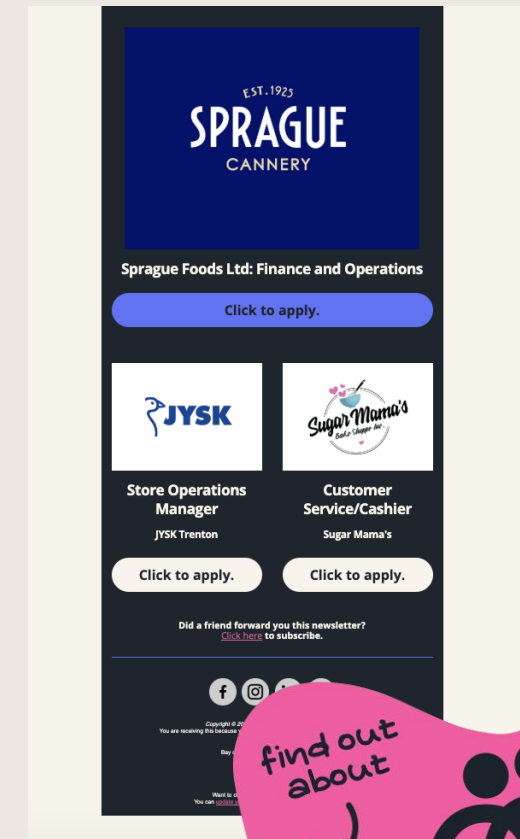
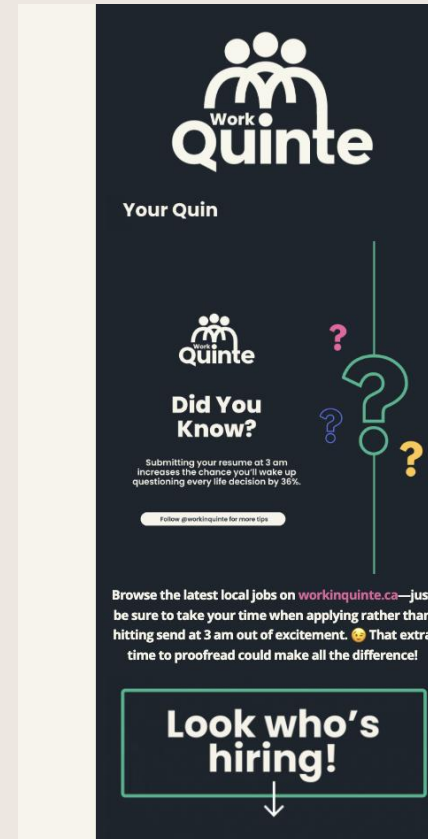
To inform job seekers of local job postings and increase web traffic, while keeping them engaged with the platform.

RESULTS JAN 1 – DEC 31, 2024:

- Audience grew to 790 in the first full year of the newsletter; contacts agree to sign up for it when adding their resume to the database so we continue to see growth that way
- 53% open rate and 6.3% click rate
- 18 newsletters sent in 2024 with 4.9k total opens

2025-26 PLANS:

- Continue sending bi-weekly for now until BoQ staff capacity grows, then ideally it would be weekly or twice a week
- Continue to evolve branding as necessary
- Seek out ways to grow the newsletter audience i.e. ad campaigns through socials and third-party once the new Work in Quinte website is live



MEASURABLE OUTCOMES:

Number of newsletters sent, number of subscribers, number of sign-ups, open rate, click-through rate, total clicks, total opens.



IMMIGRATION/BAYOFQUINTE.ca

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 with resources and content directed toward New Canadians who might be considering a life in our region or have recently moved.

2024-25 RESULTS:

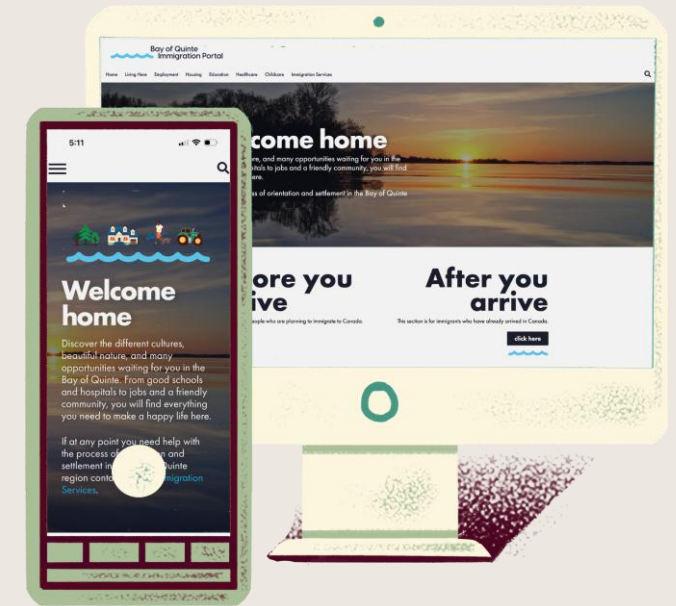
- Complete redesign of the Immigration website, working in collaboration with Quinte Immigration
- Launch event attended by 50+ stakeholders and partners
- Rebrand of the logo, font and colours
- Expansion of communities on the site to include Brighton and Napanee
- New content stories of individuals moving to BoQ and new content plan created
- Google Analytics activated as of November 19th, so 6-week data for 2024= 1.4k views, 3.8k events, 417 users

MEASURABLE OUTCOMES:

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

2025-26 PLANS:

- Deployment of new interview content plan to increase content on the site
- Stronger integration of Immigration content with Work in Quinte content – doing double-duty with stories, but also using each property to drive increased awareness of the other
- Paid advertising campaign to drive awareness and New Canadian interest to the site



BEST OF THE BAY

Best of the Bay is a contest where residents can vote for their favourite local businesses in the tourism industry across more than 60 categories under the headings of Food + Drink, 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.

2024-25 RESULTS:

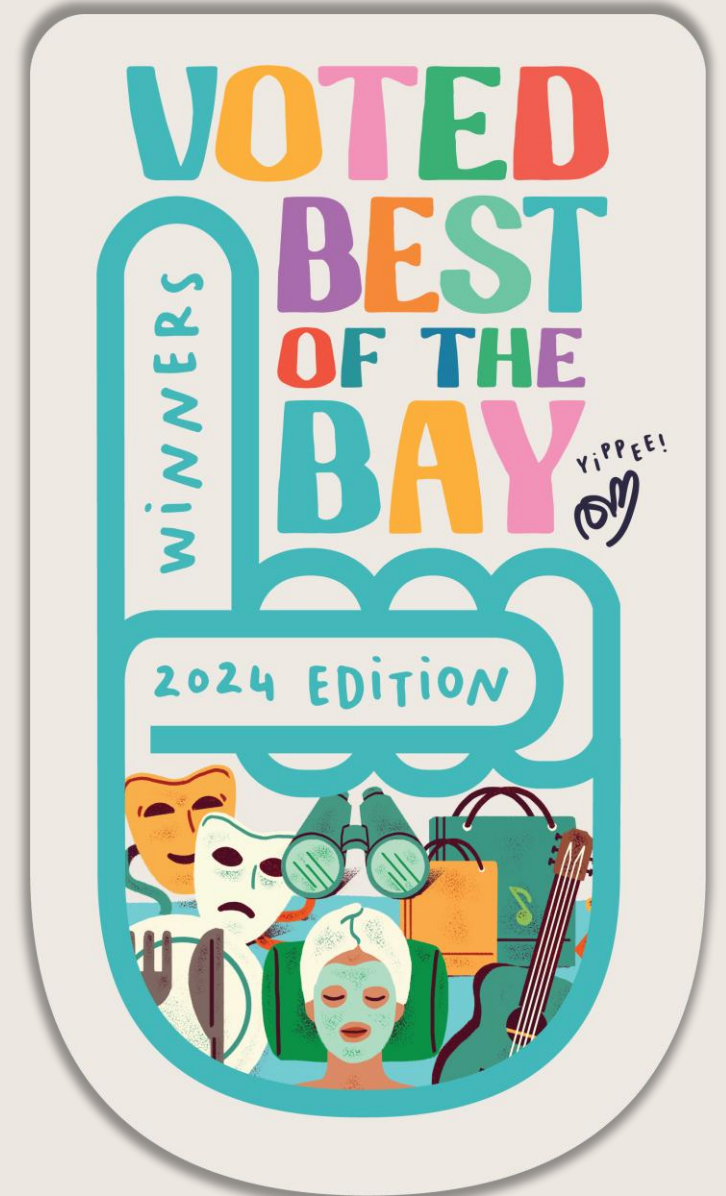
- Launched program during summer timeframe in order to help drive increased engagement when local residents are more active
- Over 4,400 entries (up over 1,400 from 2023)
- Over 50 winners, all receiving a decal for their window/location
- Strong earned media from organizations posting about their win/their decals on their social channels
- Multiple prizes offered to help drive engagement: \$500 in gift cards for grand prize, \$250 for second and 5 \$50 for third place awarded to participating voters
- Excellent engagement across all social platforms and ads, with 10k accounts reached, 40.6k impressions, 957 clicks
- 465 clicks on the voting link from BoQ newsletters sent.

2025-26 PLANS:

- Continue the program for a 5th year, launching again during the summer

MEASURABLE OUTCOMES:

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



BAY OF QUINTE FILM OFFICE

The Bay of Quinte Film Office exists to attract film & television activity to the region as an economic driver, support film-related activities, education, and workforce development. Participating communities include BoQ RMB core partners, as well as Hastings County and Prince Edward County.



PURPOSE:

Filming in communities has multiple benefits, including showcasing the community, supporting local employment, and creating economic spending from cast and crew relying on services for multiple days. It was agreed upon by BoQ RMB partner communities to pursue this initiative as an economic driver.

2024-25 RESULTS:

- 1-Year Work Plan and budget drafted and approved by Working Group and BoQ Board
- Brand created, including logo, font and colours
- 2 successful workshops delivered in collaboration with Kingston Film Office: Locations Photography (15 attendance) and Production Assistant (25+ attendance) which was integrated in Loyalist College programming
- 2 networking events held, with approx. 50 in attendance to each
- 2 sets of film policies approved through Councils: Brighton and Prince Edward County
- Film Office mailing list created with over 70 sign-ups
- First 6 film locations shot as part of locations database build
- First film project in Belleville generated an estimated \$30k+ in economic activity with 30+ crew shooting over an average of 4 days

2025-26 PLANS:

- Create Year Two Work Plan (spring 2025)
- Work with community partners to finalize all Council-approved film policies
- Transition Working Group to an Advisory Group, comprised of more film professionals
- Design and implement film production marketing and awareness campaign
- Continue to photograph locations for database and build local professional contacts
- Continue to offer education, sponsorship, and networking opportunities that meet community needs
- Consider funding opportunities for program growth
- MEASURABLE OUTCOMES:
- Number of productions, amount of economic activity, number of networking events, number of workshops, number of contacts, number of policies in place, number of film locations

MEASURABLE OUTCOMES:

- Number of productions, amount of economic activity, number of networking events, number of workshops, number of contacts, number of policies in place, number of film locations

BIA FUNDING & SUPPORT

BIA funding and support provides dollars and staff time for the purposes of marketing development and capacity building for the downtowns of MAT communities. We provide up to 10% of a community partner's MAT to their BIA (currently Belleville and Quinte West) for new or enhanced activities related to marketing, events, and activations.

PURPOSE:

Our downtowns in the BoQ region are some of our strongest products. However, marketing dollars and experience are often limited within BIAs. If we can support our downtowns to develop and implement foundations marketing elements + deploy successful marketing projects and campaigns with our MAT dollars, the entire region will benefit.

2024-25 RESULTS:

- Over \$36k provided to the Belleville Downtown District for artwork and omni channel marketing, content, and event + installation activations.
- Over \$8k provided to the Downtown Trenton BIA for content marketing management and strategy, photography, video

2025-26 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

MEASURABLE OUTCOMES:

- Target Amount of funding provided, Number of marketing outlets and events supported, Measurable visitation or digital metrics



MARKETING SUPPORTS & SPONSORSHIPS

Marketing supports and sponsorships provide funding to partners, organizations and events within for the purposes of marketing, event growth, event activation, or experience development.

PURPOSE:

With BoQ RMB receiving strong funding via MAT and the partnership, it is in our best interest to use a portion of these dollars to support small businesses and organizations related to our marketing mandate. If many organizations/events can deploy successful marketing or a successful event, the entire region will benefit.

2024-25 RESULTS:

- Experiential Grants included Fawn Over Market (\$2.5), Kenhte:ke Seed Sanctuary (\$5k), and Brambleberry Farms (\$5k)
- Experiential photography and/or videos were provided for Just Bee Cuz Honey, Fina Vista Farms, Wynn Farms, Fawn Over Market, Brambleberry Farms, and Oliver Farms
- Multiple event sponsorships were provided for tourism-driven events like the Belleville Caribbean Festival, World Long Drive Championship, Soccer Nationals, Quinte International Air Show, and more
- 10 Eclipse Micro Grants were awarded with a value of over \$4,000

MEASURABLE OUTCOMES:

- Number of supports awarded/provided, total amount of funding provided, sales or digital metrics associated with funds



2025-26 PLANS:

- Deploy a round of BoQ Marketing Grants based on community need, with specific interest on microgrants
- Deploy a round of Experience Development grants
- Develop sponsorship application based on the province's Tourism Regional Economic Impact Model (TREIM) tool and continue selective sponsorships based on economic impact

GOLF IN ONTARIO

Golf in Ontario is a provincial partnership with multiple destinations contributing to an overall budget which is focused on booking large group golf travel in Ontario.

PRODUCT & BRAND ADVERTISING

Golf is a primary product in the BoQ region because of our number of courses in close proximity + overall quality of courses. As well, golfers are strong spenders – typically staying multiple nights and visiting restaurants as their primary outlet for food.

2024-25 RESULTS:

- Over 1,700 rounds booked
- Over 700 room nights,
- Over \$600k in economic activity for our \$15k investment
- Bay of Quinte is the top Golf in Ontario destination, outselling all other regions approx. 2 to 1
- Hosted reps from across the province at the the second annual Golf in Ontario Summit in Bay of Quinte in fall 2024

2025-26 PLANS:

- Continued investment in the program + to diversify marketing materials
- Development of new packages around Bay of Quinte Golf Club's new 36-hole layout will support program growth, despite the loss of Roundel Glen
- Packages for World Long Drive Championship event, Endless Summer
- Increasing budget spend from \$15k to \$20k to match other partner contributions

MEASURABLE OUTCOMES:

Number of rounds, room nights, estimated economic activity, participating stakeholders



GolfinOntario.ca



STUDENT PHOTOGRAPHY CONTEST

In December 2022 - 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

2024-25 RESULTS:

- The 2024 contest was held during the month of June
- The age limit was increased to allow for a 15-18 age category
- Partnered once again with Quinte Arts Council to hold an award reception and gallery show in the second half of July
- 82 participants and over 170 photos submitted
- 32 winning images

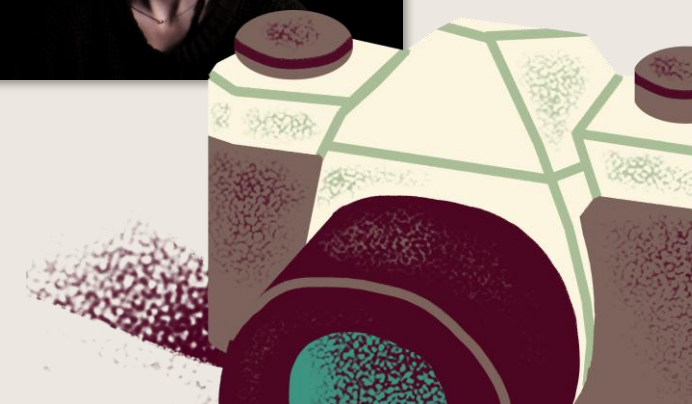
2025-26 PLANS:

- Look into handing off the contest for Quinte Arts Council to run, due to limited BoQ staff capacity with other projects that take priority
- If QAC wants to run it, BoQ RMB will continue to support it financially and with the marketing



MEASURABLE OUTCOMES:

Number of participants, number of photos submitted, number of media articles



SPORTS & EVENTS TOURISM

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 partnership to play a supporting and funding role for organizations bringing in tournaments or partner communities taking on bids for larger events.

PURPOSE:

Sports and events tourism is one of the number one ways we can grow our shoulder season visitation and showcase the BoQ to new prospective travellers or residents.

2024-25 RESULTS:

- Successfully hosted, provided sponsorship funding and logistics support for the 2024 Soccer Canada U15 Toyota National Championships in Quinte West (October 9-14, 2024) that saw 22 teams (over 500 athletes and coaches), 50 referees and over 100 families from across Canada
- As a result of the tournament, 1040 room nights were booked across 6 hotels in Belleville and Quinte West for all 7 days – an economic impact of \$156,000 alone
- A total of 55 unique media stories were published by over 32 media/news outlets that followed the tournament
- Overall economic impact from the U15 tournament (including restaurant/activity/hotel spend) is estimated to be over \$748,000
- Attended SEC 2024 in Winnipeg, MB (March), met with over 15 national sporting organizations

- Jointly secured World Junior pre-game of Sweden vs Germany at CCA Arena (December 2024), along with Sweden and Czechia multi-day camps, generating hundreds of thousands in combined spending
- Supported World Long Drive Championship event at Trillium Wood, the only Canadian stop. Athletes from all over the globe competed and generated over \$125k in spending
- Supported Quinte International Air Show, which attracted tens of thousands and generated hundreds of thousands in spending

2025-26 PLANS:

- Will attend SEC 2025 (March 2025 – Calgary, AB) and secure meetings with more national sporting organizations/rights holders and target a 2026/27/28 major women's Hockey Canada event in partnership with City of Belleville and the Belleville Senators
- Follow up from SEC 2025 meetings and vet current bid opportunities for 2025 and beyond for best fit amongst community partners.

MEASURABLE OUTCOMES:

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



TRAVEL TRADE & CORPORATE

Travel Trade consists of attending trade shows and presentation opportunities, making contacts with travel operators/agencies and supporting them to create package bookings for individuals and groups to visit the BoQ. Corporate travel involves attending trade shows and making contacts with corporate bookers/planners to attract businesses to bring meetings, team building events and executive retreats to the region.

PURPOSE:

The travel trade and corporate markets are strong opportunities for growing our shoulder season visitation, add to the capacity of in-season travel by connecting the right assets and the long-term reputation of the region as a destination of choice for provincial, domestic and international travellers.

2024-25 RESULTS:

- Attended Venue Series (Ottawa and Toronto) and MPI Ottawa and began the building of a strong network of corporate bookers for BoQ
- Successfully completed corporate FAM for Cazador Events Booked corporate FAM for HPL Meetings and Events (
- Attended Tete-a-Tete Corporate Trade Show in Ottawa with redesigned corporate travel BoQ booth
- Developed a BoQ Corporate Asset List and engaged with new potential corporate partners such as Batawa Ski Hill
- Met with partners at Visit The County and Hastings County to strengthen regional corporate partnership initiatives
- Development of sustainable FIT itineraries to BoQ from Quebec and inbound international with Landsby
- Continued work to complete cycling itineraries with Velo Quebec and Gendron for expanded FIT golf/wine itineraries for inbound clients for 2025-27
- Continued support and growth on multi-day itineraries with Toundra and Groupe Voyages - approx. over 350 room nights and \$100k in economic activity generated

2025-26 PLANS:

- Will attend Bienvenue Quebec travel trade show (October 2025) – potential 82 appts with domestic + int'l operators
- Attending two VENUE Event X-PO Executive Meeting Planner Series as a vendor DMO (spring 2025)
- Will attend Tete-a-Tete corporate travel trade show in Ottawa again (February 2026)
- Will continue to focus on building new relationships with more sustainably focused small group travel agencies like Landsby / Toundra in hopes to align visitors' values with our own and move the region to a more regenerative tourism model.
- Continue to work with PEC winery partners on travel experiences/opportunities that drive overnight stays in BoQ
- Continue to work on stronger regional corporate travel strategy with RT09, Kingston Tourism, Visit The County and Hasting County
- Work in regional accommodation partners to create a stronger tracking system for regional bookings

MEASURABLE OUTCOMES:

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



PEC WINERY PARTNERSHIP

To support the attraction of travel and corporate groups, the BoQ RMB Board of Directors approved a specific partnership with 7 trade-ready PEC Winery Partners, including Huff Estates, Sandbanks, Karlo Estates, Closson Chase, Keint-he, Rosehall Run, and The Grange

PURPOSE:

This partnership aims to offer visitors winery experiences in PEC that help drive accommodation, culinary and activity spending in the North Shore Bay of Quinte communities.

2024-25 RESULTS:

- Helped execute the second annual Belleville Senators Corporate Partner event at Black Bear Golf Course with select winery partners pouring wine samples, resulting in licensee contracts for partners on the North Shore.
- Facilitated a beverage partnership/contract between Huff Estates Winery and Ottawa Sports & Entertainment to be the exclusive wine provider at TD Place (and surrounding venues)
- Facilitated new wine partnerships with the Belleville Senators/CAA Arena F&B vendor
- Discovery Guide feature
- Planned and executed a successful FAM for 2 corporate booking agencies – CAZADOR Events and HPL Meetings & Events which resulted in new corporate wine tours to the region for 2025 and an opportunity for Karlo Estates Winery to pour at the 20205 Toronto Bridal Show

2025-26 PLANS:

- Continue support for event opportunities with Belleville Sens
- Seek additional travel media opportunities that support staying in BoQ and visiting PEC wineries
- Ongoing marketing support of winery partner events + Discovery Guide feature
- Support in helping to develop travel trade and corporate travel experiences at winery partner locations and enhance BoQ's visibility and itinerary options along with increasing overnight stays

MEASURABLE OUTCOMES:

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



EXPERIENCE FACILITATION

The way people travel has changed in terms of the relationship between the visitor and the destination. Experiential tourism seeks to connect visitors to the local stories that are the heart of a region. Experiences are immersive by nature; they teach and inform, give opportunities for participation and interaction, and ultimately leave participants with something unique to take away.

PURPOSE:

Through the Bay of Quinte Experience Crafting Program and Workshop, we'll help business owners, artists, and entrepreneurs share their stories in immersive ways. This program supports partners in crafting and launching experiences while developing experience coaches to grow our region's unique offerings.

2024-25 RESULTS:

- Launched 6 new experiences in 2024 (May-Nov)
- Current in-market experience metrics:
 - Farm to Vase: Wynn Farms saw a 27% increase in 2024 compared to 2023 at their flower farm with the F2V experience being their flagship offering
 - Be Our Guest: 10 experiences and 14 micro experiences were booked since launch summer of 2024. Of note, 8 bookings were local and 2 out of province. Fielded 350 inquiries for 2025 and have had a significant increase in gift card purchases to the experience for 2025
 - Farm to Fork Supper Club: launched late summer 2024, ran the program 4 times, 96 attendees, gross revenue of almost 20k. Looking to double experience dates and anticipate being sold out for 2025

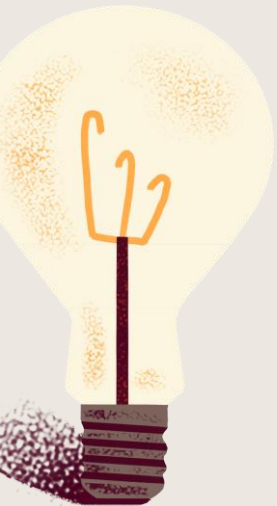
MEASURABLE OUTCOMES:

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

- Trevor attended IMPACT 2024 (Victoria BC) as a speaker on a panel DMO Focus: Driving Action in our Communities and highlight BoQ's successes developing regenerative experience in our communities

2025-26 PLANS:

- Revamp and relaunch of BoQ Experience Crafting Program and Workshop (fall 2025) – new 2 day condensed curriculum and funding guidelines
- 5 new experience partners will be chosen through this program to be coached and experiences to launch 2026
- Continued support of existing experience partners and experiences developed outside the program (i.e.. MBQ experiences)
- Pilot new micro workshops to introduce regenerative and sustainable concepts and set goals to other sectors
- Attend IMPACT 2026 (Victoria BC - January 2026) to network with cutting edge regenerative and experiential tourism leaders and bring that knowledge/best practices back to the BoQ.



DESTINATION SUSTAINABILITY

Sustainable tourism promotes environmentally responsible travel that conserves natural resources, protects wildlife, and reduces carbon footprints. It supports local communities by encouraging cultural appreciation, fair wages, and Indigenous-led tourism initiatives. This approach ensures that Canada's natural beauty and cultural heritage remain preserved for future generations while providing meaningful experiences for visitors.

PURPOSE:

Sustainable tourism balances growth with environmental and cultural preservation, ensuring long-term benefits. In rural regions like Bay of Quinte, it creates jobs, supports businesses, and protects natural landscapes. By promoting responsible travel and community involvement, it helps these areas thrive without compromising their unique ecosystems and cultural heritage.

2024-25 RESULTS:

- Trevor attended IMPACT 2024 (January 2024) - Canada's largest global sustainability, travel and tourism conference in Victoria, BC - and was chosen to speak on Trevor presented at IMPACT 2024 (January) on panel "DMO Focus - Driving Action In Our Communities"
- Attended IMPACT 2025 – Canada's largest global sustainability, travel and tourism conference in Victoria, BC to bring back best practices, leading traveller sentiment data and implemental sustainability solutions for our growing tourism sector
- Secured funding from TIAO (and Fed Dev) to complete GreenStep Sustainability Certification for the Bay of Quinte region beginning in April 2025
- Trevor was chosen to participate and complete the Destination Climate Champions course being offered by The Travel Foundation in the UK which will result in the development of a Climate Action Plan for Bay of Quinte and its partners

- Integration of the region EV charging network into the Digital Distribution Map
- Working on initiative with Quinte Mall and other regional partners to promote the region to guests as the best destination in Ontario for EV travellers
- Published "How To Be A Responsible Guest" feature as the lead page in the 2024 Discover Guide to help influence good visitor behaviour and set expectations as to how to respect our region when they visit

2025-26 PLANS:

- Complete and implement GreenStep Sustainability Certification for the region
- Complete Climate Action Plan in collaboration with partners
- Continued development and launch of the Sustainable Quinte Advisory Group with partners and stakeholders to find ways we can promote and build a stronger circular local economy
- Creation of more sustainable travel trade and corporate travel itineraries with agencies such as Landsby and Toundra

MEASURABLE OUTCOMES:

Adhere to certification guidelines, provide digestible, relevant and attainable goals for stakeholders, and comparables to similar destinations



TRAINING AND EDUCATION

BoQ RMB is looking at ways to educate and build training into its strategic plan to build capacity within the region and in its staff. In 2024, BoQ piloted the first Tourism Orientation Lunch held for accommodation staff and all other front-line staff who have first contact with guests visiting our region.

PURPOSE:

Front-line staff in the BoQ—hotel employees, visitor center teams, Quinte Mall info desk staff, and more—are often the first point of contact for guests. Equipping them with the right tools ensures they can offer a warm welcome, provide expert recommendations, and guide visitors with confidence. Strengthening their knowledge enhances the guest experience, fosters collaboration among businesses and municipalities, and leaves a lasting first impression of the region.

2024-25 RESULTS:

- The Tourism Orientation Lunch was developed by BoQ RMB by request to support regional front-line tourism staff to learn more about the Bay of Quinte partner communities, attractions, activities and traveller tools at their disposal. Two sessions were held in Belleville on June 4 and 11, with 47 attendees.
- After the information was presented, a lunch was held along with a Q&A/feedback session. Attendees were given tote bags, and discovery guides and had the opportunity to win gift certificates to local BoQ businesses via a raffle. Using the raffle, we were able to discern which organization attendees were coming from. A post-event survey was forwarded to attendees as well.
- Feedback was overwhelmingly positive with most attendees indicating on post-orientation surveys that they would like a spring and fall session

2025-26 PLANS:

- Based on survey data and general interest, we will try and host a spring and fall version of this orientation in 2025
- We will work with front-line staff to develop and produce better tools to assist their efforts to help guests with wayfinding and with informed recommendations as to what to see and do in the region.
- We will also work with partners and stakeholders to deliver additional education opportunities through workshops on topics like content generation, video and branding.
- BoQ staff will also be putting additional focus on professional development opportunities this year, with each Team member targeting 1-2

MEASURABLE OUTCOMES:

Training sessions, number of participants, survey data, feedback on tools and products aimed at helping front-line staff



FUNDING BUDGET

ORGANIZATION	2024-25 COMPARABLE	2025-26 BUDGET	NOTES
City of Belleville	\$85,360	\$85,360	\$1.55 per capita based on 2021 Census data
City of Quinte West	\$72,168	\$72,168	\$1.55 per capita based on 2021 Census data
Town of Greater Napanee	\$26,162	\$26,162	\$1.55 per capita based on 2021 Census data
Municipality of Brighton	\$18,767	\$18,767	\$1.55 per capita based on 2021 Census data
Mohawks of the Bay of Quinte	\$3,929	\$3,929	\$1.55 per capita based on 2021 Census data
PUBLIC TOTAL	\$206,386	\$206,386	No change in per capita budgets
Quinte Home Builders Assoc.	\$5,000	\$5,000	No increase to base partnership fee
PEC Winery Partners	\$5,000	\$7,000	Small increase. Funding based on travel trade arrangements for packaging and BoQ overnight incentive
PRIVATE TOTAL	\$10,000	12,000	
Discovery Guide Sales	\$37,000	\$30,550	Reduced page count: 15 full-page ads
Belleville MAT	\$590,000	\$637,200	Based on receipts in 2023, we are increasing modestly for Belleville
Quinte West MAT	\$105,000	\$105,000	Based on receipts in 2023, we are increasing modestly for Quinte West
Brighton MAT	\$0	\$25,000	This will be Brighton's first full year of remittance. We collaborated with Ben on a reliable estimate.
Film Office Funding	\$10,000	\$10,000	\$5k payments from Hastings & Prince Edward Counties
OMAFRA RED Funding	\$61,866	\$0	RED funding came to completion in 2024-25
OTHER TOTAL	\$793,866	\$807,750	
GRAND TOTAL	\$1,010,252	\$1,026,136	Funding will decrease slightly this year due to last fiscal's RED funding