



B

AY



OF

Q

UINTE



YEAR END REPORT  
APRIL 2024—MARCH 2025

**The Bay of Quinte Regional Marketing Board is committed to acknowledging, appreciating and understanding Indigenous peoples' historic connection to this land and to raising awareness by building relationships in collaboration with Indigenous partners and communities. We recognize and acknowledge that we are living and working on the traditional territory of the Wendat, Mississaugas, Anishinaabeg and Haudenosaunee, which includes the Kenhtè:ke Kanyen'kehá:ka (Mohawks of the Bay of Quinte), with whom we work in partnership. We understand that this land acknowledgement is only a small step towards the larger process of reparations and reconciliation. Our partnership focuses on the common goal of celebrating the region with the Kenhtè:ke Kanyen'kehá:ka, who are equal partners within the organization and at the Board of Directors table contributing to the mandate and operations. This includes listening to, learning from and collaborating with the Kenhtè:ke Kanyen'kehá:ka and actively incorporating their culture and heritage into the practice of responsible destination marketing and management of the region.**



**BAY OF QUINTE**  
REGIONAL MARKETING BOARD



# YEAR END REPORT



AND  
PATRICK  
TOO!

21 BAY OF QUINTE YEAR END REPORT 2024-2025

## THE TEAM:

**TREVOR NORRIS**  
SENIOR MANAGER,  
DESTINATION  
DEVELOPMENT

**JEN ACHILLES**  
SENIOR MANAGER OF  
BRAND & DESIGN

**GARRETT HARVEY**  
CONTENT & CREATIVE  
MANAGER

**DUG STEVENSON**  
EXECUTIVE  
DIRECTOR &  
CMO

**ANNA FRAIBERG**  
CONTENT &  
COMMUNICATIONS  
MANAGER

In 2024-25, our first full fiscal year as a team of five, the added capacity allowed us to take on more as an organization and expand several portfolios, including video and Work in Quinte. Jack McAvoy, our Marketing Support Specialist, produced 50 videos during the year, resulting in over 38 days of video watched and a 66% growth of our TikTok account.

We were also able to take WorkinQuinte.ca to a new level, with a full rebrand and website redesign working in collaboration with SNAP360 and also META Employment Services. Jen Achilles, Senior Manager of Brand & Design, led the design and rebuild, elevating the look and feel of the brand, but also making the website more functional and more intuitive. It now has a full back-end Applicant Tracking System for employers to use free of charge.

We also updated the Bay of Quinte Immigration website in the fall, with Jen taking the lead as well. This page provides information and marketing content for New Canadians considering a life in the Bay of Quinte region. Working in collaboration with Quinte Immigration, we dramatically increased the resources and content for prospective New Canadians and were joined by over 50 immigration stakeholders at our website launch to make it official.

Content continues to drive Bay of Quinte region marketing, led by Anna Fraiberg, Manager of Content & Communications. Working with a roster of 25 writers, Anna published over 60 blogs across our Tourism, Living, Immigration and Work in Quinte properties. She also coordinated six trips for travel media personalities across the region, resulting in 92 pieces of content and over 230k impressions on their third-party platforms to help increase Bay of Quinte awareness.

In sports & events, our Senior Manager of Destination Development, Trevor Norris, helped lead the organizing committee for the Soccer Canada U15 Toyota National Championships in Quinte West which brought in over 500 athletes and coaches and resulted in more than 1,000 room nights. This was a full-circle moment for Trevor who pitched the event to Soccer Canada at the Canadian Sport Alliance conference back in 2019.

Trevor's work also resulted in our being featured in a Destination Canada case study (a first for the organization), as part of the work he's done developing tourism experiences. And, he participated in a corresponding Destination Canada panel, where he spoke about the process of bringing ten experiences to market.

We also started the Bay of Quinte Film Office in spring 2024, with the purpose of attracting film & television activity to the region as an economic driver, supporting film-related activities, education, and workforce development. We took on financial partnerships with Hastings and Prince Edward Counties to build out the strength of the Film Office and achieved all of our year one Work Plan goals. This was punctuated by a Crave TV production in February which saw over 40 crew in the region for an average of four days and generated over \$30,000 in estimated economic spending.

Strong economic activity was a theme of 2024-25, which saw more than \$650k brought in by our golf package program and an estimated \$3.79 Million in spending from our marketing campaigns resulting from over 42k physical visits by individuals who engaged with Bay of Quinte ads. As well, we invested more than \$169k back into the region through partner and stakeholder supports and sponsorships. We also collected over \$3,800 from the Municipality of Brighton on their first-ever MAT remittance, after they worked diligently to implement their MAT across dozens of STA properties.

From the entire Board and Team, thank you as always to all of our partners for their continued funding and support. We could not do the work for the region that is detailed in the pages throughout this report without our partners.

Dug Stevenson  
Executive Director & Chief Marketing Officer

# PARTNERSHIP & THE BOARD



**CITY OF BELLEVILLE**  
GARNET THOMPSON – VICE CHAIR



**CITY OF QUINTE WEST**  
EGERTON BOYCE



**MOHAWKS OF THE BAY OF QUINTE**  
OGWARI BRANT



**MUNICIPALITY OF BRIGHTON**  
EMILY ROWLEY



**TOWN OF GREATER NAPANEE**  
ANGELA HICKS



**QUINTE HOME BUILDERS' ASSOCIATION**  
TONY ENGELSDORFER

**AT-LARGE**  
BLAIR GAMBLE – CHAIR

**AT-LARGE**  
LAURA KNEGT

**AT-LARGE**  
JP LEMIEUX

**06**

THIS YEAR'S HIGHLIGHTS

**08**

FUNDING BREAKDOWN

**10**

RETURN ON INVESTMENT & REINVESTMENT

**12**

PROJECTS & TACTICS

**14**

DIGITAL MARKETING

**16**

MARKETING SUPPORTS & SPONSORSHIPS

**17**

NEWSLETTERS

**18**

BAYOFQUINTE.CA & IMMIGRATION.BAYOFQUINTE.CA

**20**

TRIP IDEAS & THE BLOG

**22**

SOCIAL MEDIA

**24**

TRAVEL MEDIA

**25**

3rd PARTY ADS

**26**

PHOTOGRAPHY & VIDEO

**28**

ADDITIONAL OUTLETS

**29**

OUT OF HOME MARKETING

**30**

THE DISCOVERY GUIDE

**31**

BEST OF THE BAY

**32**

SPORTS TOURISM, GOLF IN ONTARIO & TRAVEL TRADE/CORPORATE

**33**

EXPERIENTIAL

**34**

BAY OF QUINTE FILM OFFICE

**36**

WORK IN QUINTE

00

# TABLE OF CONTENTS

# the HIGHLIGHTS



- Over \$300 Million in total estimated overnight spending
- Over 26 Million impressions across marketing and advertising platforms (+13%)
- Over 1.1 Million engagements across marketing and advertising platforms (+4%)
- Over \$3.79 Million in estimated spending from Bay of Quinte campaigns (+10%)
- Over 42,000 physical entries into conversion zones (+31%)
- Over 10,000 referrals to partners/small business websites (+39%)
- Over \$650,000 in overnight golf package economic activity from over 1,700 rounds
- Over \$169,000 direct investment to partners and stakeholders
- Over \$42,000 provided for downtown-specific marketing and events
- Over 1 Million events across Bay of Quinte web properties
- Soccer Canada U15 Toyota National Championships in October, the result of a successful Bay of Quinte pitch in 2019. Brought over 500 athletes and coaches from across the country and generated over 1,000 room nights
- Rebrand and website redesign launched for [WORKINQUINTE.CA](https://www.workinquinte.ca)
- Rebrand and website redesign with launch event for [IMMIGRATION.BAYOFQUINTE.CA](https://www.immigration.bayofquinte.ca)
- 350 room nights from travel trade packaging, resulting in over \$100k in economic activity

- **Best of the Bay campaign celebrated local business with over 4,400 entries (+47%) voting on more than 50 categories**
- **8% digital media growth on our Bay of Quinte audience, now up over 73k**
- **4.2 Million social reach (+467%, driven by video)**
- **50 videos created with over 673k impressions and more than 38 days of watch time**
- **Over 18 Million impressions on 3<sup>rd</sup> party ads (+14%)**
- **150k impressions on paid media content**
- **6 travel media trips resulting in 92 pieces of content, 231.6k impressions, 17.8k content engagements**
- **60 blogs published across Tourism, Living, Immigration and Work in Quinte properties**
- **30k Discovery Guides printed and distributed across the province with 6k Globe and Mail inserts to GTA east and Ottawa**
- **Over 420 radio spots**
- **7 Out of Home signage installations across the region**
- **21 locations and 7 events photographed for partners**
- **13 trade shows and conferences attended**
- **Case Study feature from Destination Canada on Bay of Quinte Experiential Tourism program**
- **6 new tourism Experiences launched (10 total in market)**
- **Bay of Quinte Film Office started, including new financial partnerships with Hastings and Prince Edward Counties, year one Work Plan completed, and over \$30k generated in film spending**



# FUNDING

APRIL 2024 –  
MARCH 2025

# \$1,014,072

**CITY OF BELLEVILLE MAT**

**\$590,000**

**CITY OF QUINTE WEST MAT**

**\$105,000**

**CITY OF BELLEVILLE PER CAPITA**

**\$85,360**

**CITY OF QUINTE WEST PER CAPITA**

**\$72,168**

**OMAFRA RED FUNDING**

**\$61,866**

**BAY OF QUINTE RMB SALES**

**\$30,525**

**TOWN OF GREATER NAPANEE PER CAPITA**

**\$26,162**

**MUNICIPALITY OF BRIGHTON PER CAPITA**

**\$18,767**

**FILM OFFICE FUNDING**

**\$10,000**

**QUINTE HOME BUILDERS' ASSOCIATION**

**\$5,000**

**TRAVEL TRADE WINERY PARTNERSHIP**

**\$5,000**

**MUNICIPALITY OF BRIGHTON MAT**

**\$3,820**

**MOHAWKS OF THE BAY OF QUINTE PER CAPITA**

**\$3,292**

- **MAT = Municipal Accommodation Tax (Provincial legislation states that MAT funds must be used for tourism purposes only)**
- **BoQ RMB receives 50% of MAT funds from the communities of Belleville, Quinte West and Brighton**
- **Per Capita = \$1.55/resident in each partner community (Per Capita funds allow us to continue to fulfill our resident attraction mandate)**



measurable

# RETURN ON INVESTMENT

- **Over \$300 Million in total estimated overnight spending**
- **Over 26 Million impressions across marketing and advertising platforms (+13%)**
- **Over 1.1 Million engagements across marketing and advertising platforms (+4%)**
- **Over 42,000 physical entries into conversion zones (+31%)**
- **Over 10,000 referrals to partners/small business websites**
- **Over \$650,000 in overnight golf package economic activity**
- **Over \$169,000 direct investment to partners and stakeholders**
- **Over \$3.79 Million in estimated spending from Bay of Quinte campaigns (+10%)**

direct

# BoQ RMB INVESTMENT



## BELLEVILLE

Marketing and Event Funding to Municipal Initiatives  
Belleville Business/Stakeholder Supports  
BIA marketing program



\$70,302  
\$24,700  
\$37,865

Total direct BoQ RMB investments in City of Belleville + stakeholders \$132,867

- 20% of total 2024-25 Belleville funding

## QUINTE WEST

Marketing and Event Funding to Municipal Initiatives  
Quinte West Business/Stakeholder Supports  
BIA marketing program



\$8,782  
\$7,513  
\$8,984

Total direct BoQ RMB investments to Quinte West + stakeholders \$25,279

- 14% of total 2024-25 Quinte West funding

## GREATER NAPANEE

Napanee Business/Stakeholder Supports: \$5,252



\$5,252

Total direct BoQ RMB investments in Greater Napanee \$5,252

- 20% of total 2024-25 Greater Napanee funding

## BRIGHTON

Marketing and Event Funding to Municipal Initiatives:  
Brighton Business/Stakeholder supports



\$1,070  
\$2,750

Total direct BoQ RMB investments in Brighton \$3,820

- 17% of total 2024-25 Brighton funding

## MOHAWKS OF THE BAY OF QUINTE

MBQ Business/Stakeholder Supports



\$2,760

Total direct BoQ RMB investments in the Mohawks of the Bay of Quinte \$2,760

- 70% of total 2024-25 the Mohawks of the Bay of Quinte funding

**TOTAL REINVESTMENT TO PARTNERS \$169,978  
(17% of total funding)**

# PROJECTS & TACTICS

**PROGRAMMATIC ADVERTISING**

**DISCOVERY GUIDE**

**BAYOFQUINTE.CA**

**WORKINQUINTE.CA**

**IMMIGRATION.BAYOFQUINTE.CA**

**INDUSTRY NEWSLETTER**

**CONSUMER NEWSLETTER**

**FACEBOOK**

**INSTAGRAM**

**TWITTER/X**

**YOUTUBE**

**PINTEREST**

**LINKEDIN**

**TIKTOK**

**TRIPADVISOR**

**BoQ MERCHANDISE**



**OUT OF HOME ADVERTISING**

**BoQ BLOGS**

**3rd PARTY ADS**

**TRAVEL MEDIA**

**GOOGLE ADWORDS**

**DIGITAL DISCOVERY MAP**

**RADIO**

**401 SIGNAGE**

**WORKSHOPS**

**EXPERIENCE FACILITATION**

**SPORTS & EVENTS TOURISM**

**GOLF IN ONTARIO**

**TRAVEL TRADE, CORPORATE & EVENTS**

**PHOTOGRAPHY**

**VIDEO**

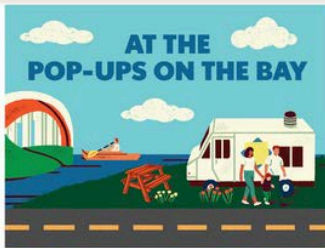
**SPONSORSHIPS**

**BIA MARKETING PROGRAM**

**BoQ FILM OFFICE**

# DIGITAL MARKETING

OVER 15 MILLION TOTAL IMPRESSIONS ACROSS CAMPAIGNS



## TAKE A DRIVE, MEET US HERE was our “always on” campaign RESULTS:

- Over 2.5 Million impressions
- More than 42,000 physical entries to conversion zones
- More than \$3.79 Million in estimated spending from Bay of Quinte advertising



# MARKETING SUPPORT & SPONSORSHIPS



- 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, plus others
- 10 Eclipse Micro Grants were awarded with a value of over \$4,000

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).

- Over \$36,000 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



# the NEWSLETTERS

OVER 1,934 NEW SUBSCRIBERS = 16% GROWTH FROM LAST YEAR

## CONSUMER

Communicates new content, promotions, events and other noteworthy updates for visitors

## INDUSTRY

Communicates funding, education opportunities and other business-related content



WHAT'S NEW IN THE BoQ?

### VOTE BEST OF THE BAY

2024 EDITION

WHO WILL BE BEST OF THE BAY? 🏆

It's back for the 4th year in a row! From August 1 to September 3 vote for your favourite businesses on the north shore of the Bay of Quinte to see who will be named the Best of the Bay.

- ♥ Show our local businesses some LOVE
- 🗳 Vote up to 10 times
- 🎁 Each entry gets you a ballot into a draw for a chance to win the GRAND PRIZE of \$500, 1 chance at \$250 or 5 chances at \$50 in spending at the winning businesses

[CLICK TO VOTE](#)

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 an update on 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!](#)

### WIN A \$250 BAY OF QUINTE SPENDING SPREE!

WINTER CAMPAIGN: WIN A \$200 BoQ SPENDING SPREE

Last week we launched our winter campaign where we're giving away a \$200 spending spree to five lucky winners, helping them explore the region this year. To share the love around the BoQ, each winner will be randomly assigned one of our partner communities where they can choose 3-5 businesses to receive gift cards from. This includes Belleville, Brighton, Greater Napanee, Quinte West and Tyndalaga Mohawk Territory.

Jack has been going around the region filming video content to go with the campaign that shows day trip ideas visitors can do right now. You can

### RESULTS:

- Audience increased to 11,234 (+1,734 +17% over the previous year)
- Open rate was 36.4%
- Click rate was well above industry standard at 4.2%
- 24 newsletters sent with 86,400 opens (+11% over the previous year)

### RESULTS:

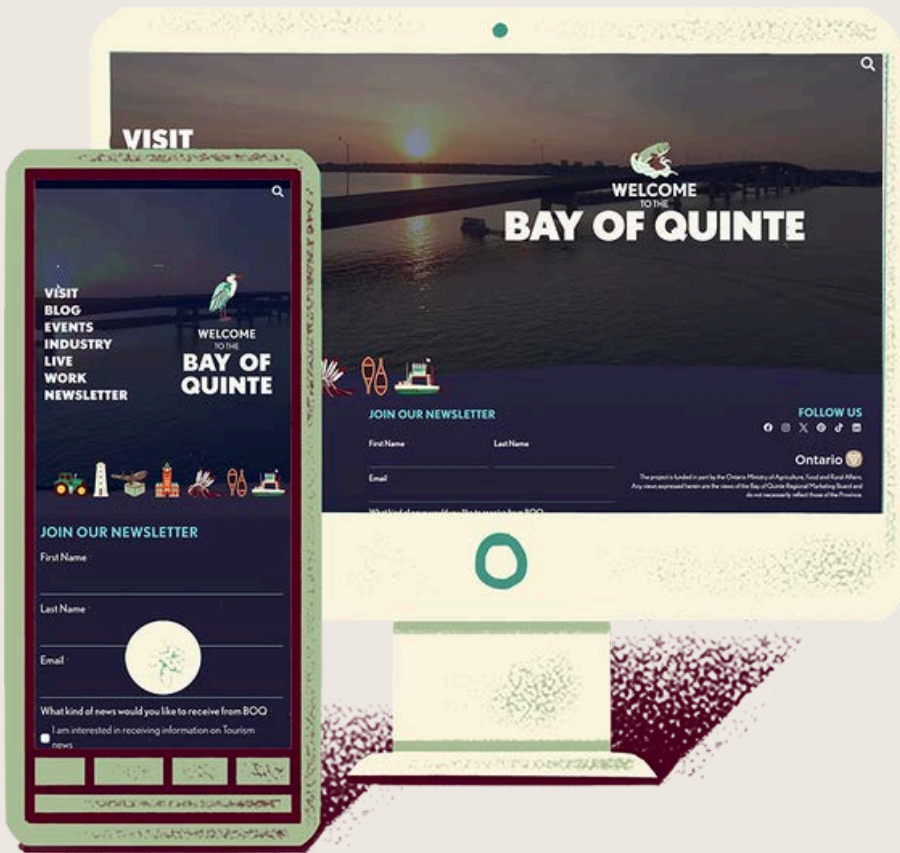
- Audience increased to 2,275 (+200/+9.6% over the previous year)
- 40.5% Open rate
- Click rate came in at 2.3% still above industry standard
- 19 newsletters sent with 16,200 opens





# 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. 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.



## ANALYTICS:

- 35K organic new users
- 47,812 organic sessions
- 16K direct new users
- 22,019 direct sessions
- 702,723 events
- 198,383 page views
- 129,962 engagements
- 108,628 session starts

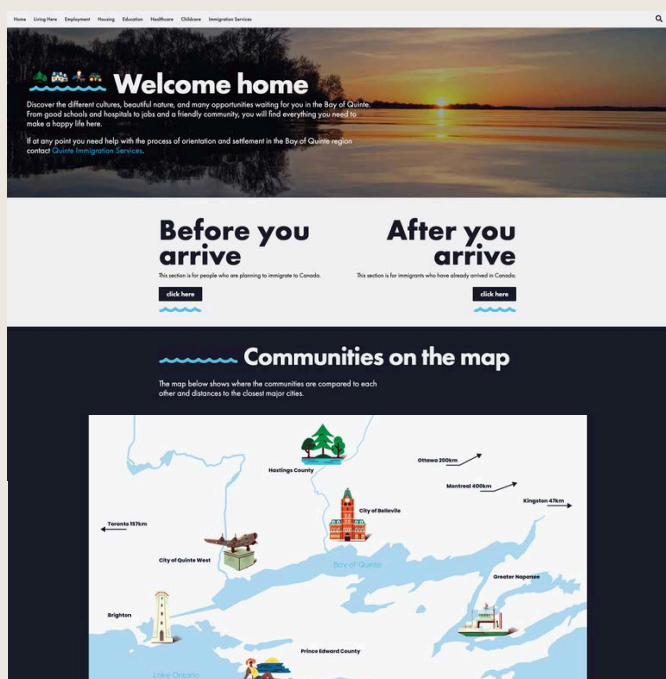


# IMMIGRATION.BAYOFQUINTE.CA

## INFORMATION AND MARKETING CONTENT FOR NEW CANADIANS CONSIDERING A LIFE IN THE BAY OF QUINTE REGION

- Complete redesign of the Immigration website, working in collaboration with Quinte Immigration
- Launch event attended by 50+ stakeholders and partners
- Rebrand of logo, font and colours
- Expansion of communities on the site to include Brighton and Napanee
- New content stories of individuals moving to BoQ and development of new content plan
- Early Google Analytics from launch date show strong growth over comparison previous period

## Bay of Quinte Immigration Portal



# WRITTEN CONTENT



Our blog content builds a bridge between tourism and resident engagement. By offering practical trip ideas and genuine local stories, we aim to inspire visitors, support local businesses, and foster pride among residents—all while improving search visibility and building our online community.

SO MANY TRIP IDEAS!

## SPRING DAY TRIPS IN THE BoQ

Spring is here and we couldn't be more excited to trade our winter boots for sneakers and bulky coats for light jackets. No more Netflix binges and blanket cocoons, it's time to come out of our hibernation and get back out into the real world. We've put together a few local day trip ideas to get you out of the house after being snuggled away all winter. Start by exploring something new and supporting local businesses.

This article originally appeared in the Spring 2024 edition of the [Brighton Beacon](#).

Read time: 3 min



## FOOD + DRINK

### Special Effects Lifestyle Boutique Tea Room

Curry up in the tea room at Special Effects Lifestyle Boutique, located in a century home on Brighton's Main Street, and take your pick from their extensive list of teas. The curatorial seasonal menu goes beyond tea with other hot beverages, snacks, salads, sandwiches and treats.

[LEARN MORE](#)



Photo: The setting stage of Northumberland Fine Food

### Old Bank Cafe

Head up to Farnford for this quaint cafe located in (you guessed it) an old bank where you can even sit in the old cash that's still in place. If it's a nice day, take it outside and soak up the sun on their creekside patio.

[LEARN MORE](#)

### Northumberland Fine Food

Brighton has a new go-to spot for specialty foods like meats, cheeses, breads, pastries and preserves. Visit their warm and rustic tasting lounge for some charcuterie and a drink. Keep an eye on their upcoming events to grab some tickets to live music or a movie screening before they sell out.

[LEARN MORE](#)



## ART + CULTURE

### Crafted Creations

This new art shop just opened in November 2023 and carries handcrafted products from over 200 local makers. Take a look for your new favourite piece of earrings, decor for a housewarming gift or a beautiful character board to use at your next gathering.

[LEARN MORE](#)



Photo: Local artists work fills the walls at These 4 Walls gallery.

### John M. Parrott Gallery

Located in the Bellefonte Public Library, this gallery has been a cultural hub for the community for decades. It's home to a permanent Murky MacDonald oil painting collection and has rotating exhibits showcasing a variety of artists and mediums.

[LEARN MORE](#)

### These 4 Walls

An art gallery, books and event space all in one! These 4 Walls in downtown Trenton, the gallery walls are often filled from floor to ceiling with creations from local artists, and they always have events on the go ranging from concerts to workshops to gallery shows.

[LEARN MORE](#)



## THE GREAT OUTDOORS

### Bleasdel Boulder Conservation Area

### Springside Park



## FARM FRESH

### Farmers' Markets of the BoQ

Whether you're looking for fresh produce, artisanal breads, or locally sourced meats, our guide to the best farmers' markets in the BoQ has you covered. From the bustling markets in downtown Trenton to the quiet, scenic spots in the countryside, there's something for everyone.

[LEARN MORE](#)



## FALL HIKES WITH KIDS

Looking for a fun way to spend time with your little ones? Our guide to the best fall hikes with kids in the BoQ has you covered. From scenic views to educational opportunities, there's something for everyone.

[LEARN MORE](#)



## HOLIDAY EVENTS AND ACTIVITIES GUIDE

Get ready for the holidays with our guide to the best events and activities in the BoQ. From parades to markets, there's something for everyone.

[LEARN MORE](#)



### Bullsville Farmers' Market

Located in Bullsville, this market offers a wide variety of fresh produce, meats, and artisanal goods. It's a great spot to support local farmers and enjoy the outdoors.

[LEARN MORE](#)



### Front Street Farmers' Market

Located in downtown Trenton, this market is a popular spot for fresh produce and local goods. It's a great place to enjoy the city's vibrant atmosphere.

[LEARN MORE](#)



### Cadwington Farmers' Market

Located in Cadwington, this market offers a variety of fresh produce and local goods. It's a great spot to support local farmers and enjoy the scenic views.

[LEARN MORE](#)



### BLEASDEL BOULDER CONSERVATION AREA

This conservation area offers scenic views and a variety of recreational activities. It's a great spot for hiking and enjoying nature.

[LEARN MORE](#)



### MOUNT PELION

This scenic spot offers a variety of recreational activities and is a great place to enjoy the outdoors.

[LEARN MORE](#)



### PRESQUE ISLE PROVINCIAL PARK

This provincial park offers a variety of recreational activities and is a great place to enjoy the outdoors.

[LEARN MORE](#)



### PARADES

Check out our guide to the best parades in the BoQ. From traditional to modern, there's something for everyone.

[LEARN MORE](#)



### BIG, BRIGHT LIGHTS

Check out our guide to the best markets in the BoQ. From fresh produce to artisanal goods, there's something for everyone.

[LEARN MORE](#)



### MARKETS

Check out our guide to the best markets in the BoQ. From fresh produce to artisanal goods, there's something for everyone.

[LEARN MORE](#)



### CPKC HOLIDAY TRAIN

Check out our guide to the best holiday events in the BoQ. From parades to markets, there's something for everyone.

[LEARN MORE](#)



### WAGON RIDES

Check out our guide to the best wagon rides in the BoQ. From scenic views to educational opportunities, there's something for everyone.

[LEARN MORE](#)



### ENCHANTED IN THE DOWNTOWN DISTRICT

Check out our guide to the best events in the BoQ. From parades to markets, there's something for everyone.

[LEARN MORE](#)

**RESULTS:**

- 35 TOURISM AND 12 LIVING STORIES PUBLISHED ON BAYOFQUINTE.CA
- 7 NEWCOMER STORIES PUBLISHED ON IMMIGRATION.BAYOFQUINTE.CA
- 6 STORIES PUBLISHED ON WORKINQUINTE.CA



VISIT BLOG EVENTS INDUSTRY LIVE WORK



## OH SNAP!

### A PHOTOGRAPHY CONTEST

#### FOR STUDENTS 7 - 18

**2024 WINNERS**

month of June, youth ages 7-18 were invited to submit photos taken of people, places or things during the last year within the Bay of Quinte Regional Marketing Board's partner communities of Belleville, Brighton, Greater Napanee, the Mohawks of the Bay of Quinte and Quinte West. The contest encourages 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. We were absolutely blown away by the entries—there are some seriously talented youth living in the BoQ!

**7-10 Age Category**



**Keen O.**  
1st Place, 7-10 Age Category

"I took it at the Air Show, it had a lot of character in it. I thought the prop engine looked like a monster. My mom and I made it black and white because it looked really cool."



**Sophia K.**  
2nd Place, 7-10 Age Category


"The Heron was really challenging to capture because when it wasn't flying, it really skinny and was blending into the rock. I don't see them often because they get spooked easily."





**Jillian F.**  
3rd Place, 7-10 Age Category

"I took this photo because I have a family of birds living in my backyard and I always see the babies popping their heads out to get worms from their mom. This picture shows the life cycle of when a bird is born."

**BRIGHTON: THE NATURE LOVER'S RIDE**



Experience the beauty of the Bay of Quinte from a different perspective on a scenic bike ride through the heart of Brighton. Join us for a guided tour that combines nature, history, and community. The route takes you past the historic waterfront, through lush green parks, and along the shores of the bay. Perfect for families and nature lovers alike, this ride offers a chance to enjoy the fresh air and stunning views of the region.





Don't miss this opportunity to explore the beauty of Brighton and the Bay of Quinte. Reserve your spot today for this exciting and informative ride. It's a chance to see the area through a new lens and enjoy the outdoors with a great community.

**Quinte Little Theatre Starts a New Chapter in Community Arts**



The Quinte Little Theatre is proud to announce the start of a new chapter in its history. This year, we are expanding our reach and offering a wider range of community arts programs. From professional-grade theatrical productions to workshops for aspiring actors and directors, we have something for everyone. Our new stage is a state-of-the-art facility that provides a perfect environment for creative expression and collaboration. We invite the community to join us in celebrating this exciting new chapter and supporting the arts in our region.



**Engaging Youth**

We are committed to providing engaging and educational experiences for our young audience. Through our youth programs, we aim to inspire creativity, build confidence, and foster a love for the performing arts. Our workshops and classes are designed to be fun, interactive, and accessible to all. We encourage young people to explore their talents and share their stories on stage.



**Upcoming Productions**

Stay tuned for our upcoming theatrical productions, featuring talented local actors and a diverse range of genres. From classic plays to contemporary works, we have a variety of shows that will captivate and inspire. We look forward to welcoming you to the stage and sharing the magic of live performance.

**Tyendinaga Traditional Pow Wow Everything You Need to Know Before Attending**



Experience the rich cultural heritage of the Tyendinaga region at our traditional pow wow. This vibrant celebration of music, dance, and community is a must-see event for anyone interested in Indigenous culture. We provide all the information you need to know before attending, including dress code, etiquette, and the best ways to enjoy the event. From traditional regalia to contemporary performances, the pow wow offers a unique and unforgettable experience. We welcome everyone to join us in celebrating the traditions and talents of the Tyendinaga community.

**WHAT IS A POW WOW?**

A pow wow is a traditional Indigenous gathering where people come together to celebrate, socialize, and enjoy music and dance. It is a time for community and cultural expression.

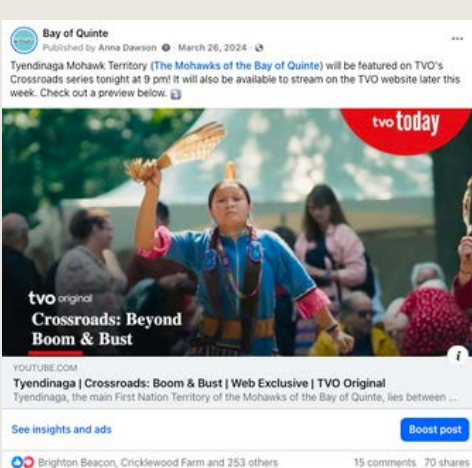
**POW WOW ETIQUETTE**

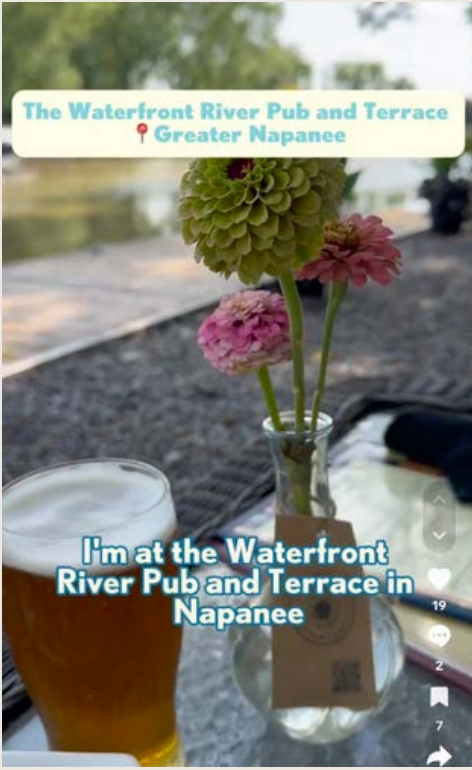
Respect the traditions and customs of the Indigenous community. It is important to be respectful and mindful of the cultural significance of the event. We encourage you to ask questions and learn from the experience.



# SOCIAL MEDIA

WEEKLY COMMUNICATION TO OUR NETWORK UP 8% WITH OVER 73,000 FOLLOWERS AND A CONTENT REACH OF 4.2 MILLION (+467%)





**f 32,370+ FOLLOWERS**

**15,970+ FOLLOWERS**

**9,400+ FOLLOWERS**

**1,187+ FOLLOWERS**

**1,040+ FOLLOWERS**

**300+ FOLLOWERS**

**19 FOLLOWERS**

**11,234+ TOURISM**

**2,267+ INDUSTRY**



**Bay of Quinte Region @BAY\_OF\_QUINTE**

**NovemBurger is here!**  
 Nine local spots have crafted unique burgers, with \$2 from each going to @unitedwayhpe to support food security programs. Grab a burger, cast your vote for People's Choice, and support your community! 🍔

Info: [unitedwayhpe.ca/novemburger](https://unitedwayhpe.ca/novemburger)

#BayOfQuinte



**bayofquinte and 2 others**

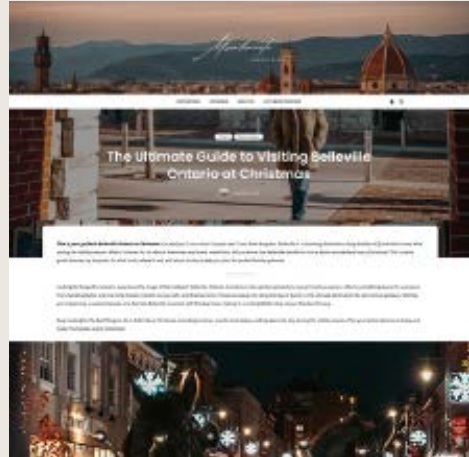
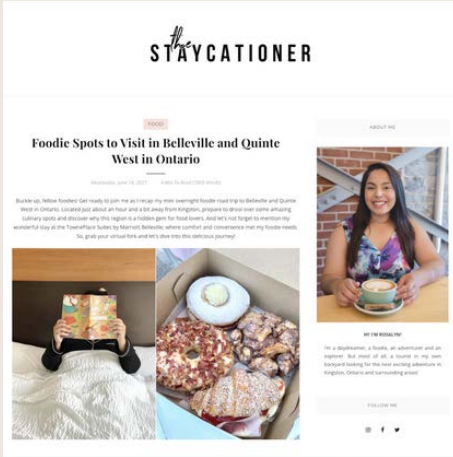
**ON THIS WEEKEND**  
**Canada Soccer Toyota National Championships**

Jack stopped by the Canada Soccer Toyota National Championships U-15 Cup in Quinte West this morning, where teams from all around the country are here to compete!  
 Head over to Centennial Park to watch the games for free all weekend long, ending with the gold medal matches on Thanksgiving Monday. Bring a blanket or lawn chair (limited bleacher seating is also available) and make sure to stop by the pop-ups for Soccer Central featuring food vendors, games and activities.



# TRAVEL MEDIA

**WORKING WITH TRAVEL/TOURISM/LIFESTYLE INFLUENCERS HELPS BRING AWARENESS TO THE BAY OF QUINTE WITH NEW AUDIENCES**



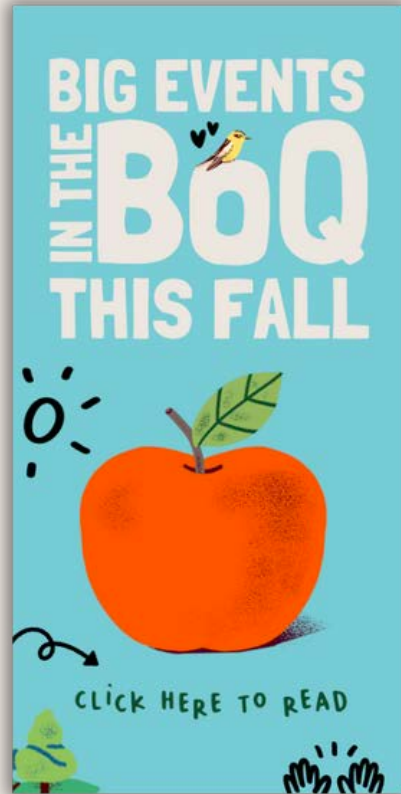
## RESULTS:

- 6 media trips from writers from around Ontario
- Multiple blogs, social media posts and print articles about the Bay of Quinte region produced showcasing regional partners and stakeholders
- 92 pieces of content, 231.6k impressions, 17.8k content engagements
- Attended Travel Media Association of Canada conference
- New partnership with Tourism Kingston on multiple dual-destination content projects utilizing funding from RTO 9



# 3rd PARTY ADS

ADS THAT RUN REGULARLY ON OTHER ORGANIZATION WEBSITES  
DRIVING TRAFFIC TO BoQ CONTENT ON BAYOFQUINTE.CA

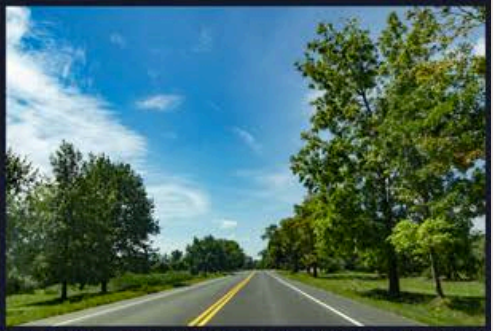


## RESULTS:

- Monthly ads featured in InQuinte.ca and on Quinte News
- Over 18.3 Million impressions (+14%) and 13,400 (+71%) clicks across both platforms

# PHOTOGRAPHY

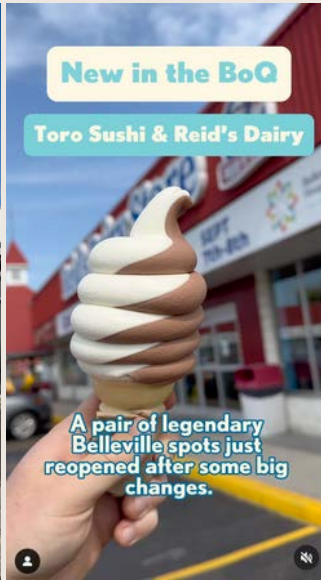
ASSETS COLLECTED FOR 21 LOCATIONS AND 7 EVENTS ACROSS THE REGION



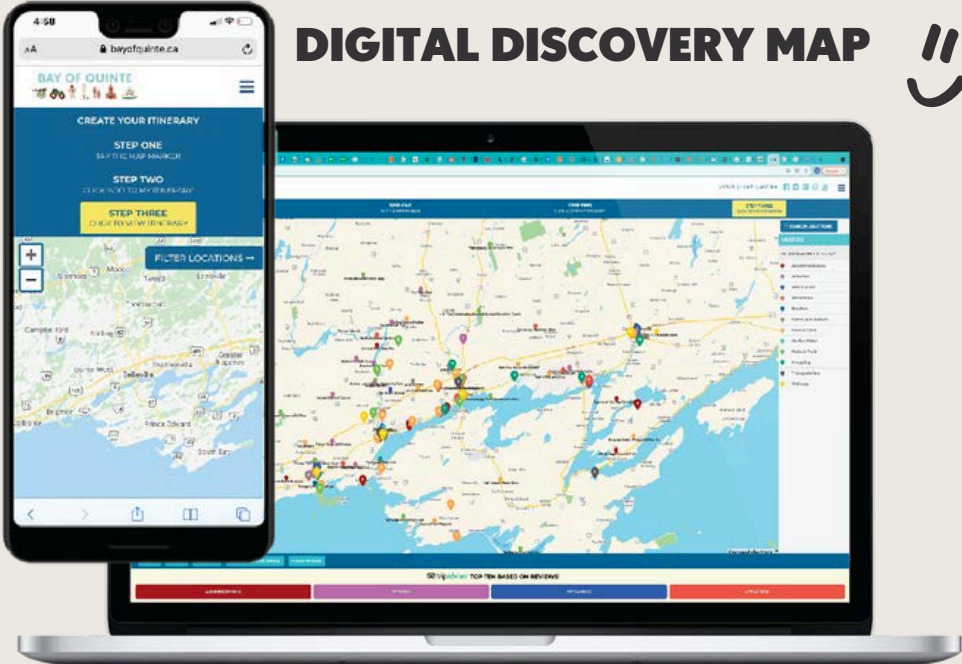
# VIDEO

## RESULTS:

- 50 VIDEOS
- 673,968 VIEWS
- 54,043 MINUTES VIEWED ON FACEBOOK ALONE (that's almost 38 days!)



# ADDITIONAL OUTLETS



- Available on desktop and mobile at [bayofquinte.ca/explore](http://bayofquinte.ca/explore)
- 13 tourism-related categories
- Addition of new category for EV charging stations
- TripAdvisor ratings built in to help drive exploration
- Filter by category and/or location
- Listing information automatically pulls from Google My Business
- Discover business information, location, hours of operation and read user reviews
- Create and email yourself custom travel itineraries and maps in three easy steps



## RADIO

### MAY - SEPTEMBER CAMPAIGN:

- 17 weeks
- 51 updates

### HYPER-LOCAL CAMPAIGN:

- 6-week BoB Campaign

PLUS 3 radio campaigns for spring + fall Work in Quinte Career Fairs and Napanee Career Fair = 234 spots

- 13 on-location cut-ins



# OUT OF HOME

## ADDITIONAL VISUAL BRAND MARKS AND ADVERTISING OUT IN THE COMMUNITY



- 4x 401 Highway signs – 2 eastbound, 2 westbound in French and English
- 3x billboards in Prince Edward County with Stellar Outdoor Advertising. 2 southbound and 1 northbound on Hwy 62 in PEC
- 2x 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

# the DISCOVERY GUIDE

60 PAGES OF LOCAL STORIES, PARTNER FEATURES AND HANDY VISITOR INFORMATION TO HELP GUIDE PEOPLE AROUND THE REGION



- 30,000 soft cover print run
- Distribution to target markets: East GTA, Ottawa, Kingston plus strong local/PEC distribution
- Drive of digital content and earned media
- \$30,525 in ad sales generated
- 6,300 inserts to Globe and Mail subscribers in GTA East and Ottawa



# BEST OF THE BAY

RESIDENTS VOTING FOR THEIR FAVOURITE LOCAL BUSINESSES  
ACROSS OVER 50 CATEGORIES



SIMPLY THE BEST!



## RESULTS:

- 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 social media channels
- Grand prize winner won \$500 to spend at winning locations, plus one winner of \$250 and five winners of \$50
- 6-week local radio and digital campaigns
- 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.

# SPORTS TOURISM

WORKING TO IDENTIFY AND ATTRACT THE IDEAL EVENTS AND SPORTS ENTHUSIASTS



## RESULTS:

- 2024 Canada Soccer U15 Toyota National Championships in Quinte West saw 22 teams for 6 days of competition (over 500 athletes and coaches), 50 referees and over 100 families from across Canada
- 1,040 room nights booked, an economic impact of over \$150k
- Total overall estimated economic impact from the U15 tournament is estimated to be over \$748,000
- A total of 55 unique media stories published by over 32 media/news outlets that followed the tournament
- 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 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 as notable sponsor, which saw tens of thousands and generated hundreds of thousands in spending

# GOLF IN ONTARIO

## RESULTS:

- Over 1,700 rounds booked
- Over 700 room nights
- Over \$650K in economic activity for our \$15K investment
- Bay of Quinte is the top Golf in Ontario destination, outselling all other regions approximately 2 to 1
- Hosted reps from across the province at the second annual Golf in Ontario Summit in fall 2024



Golf in Ontario.ca

# TRAVEL TRADE/ CORPORATE

PITCHING THE BoQ AS AN IDEAL SPOT TO HOST GROUP AND CORPORATE TRAVEL



## 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 and 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

# EXPERIENTIAL

HELPING BUSINESSES CRAFT MEMORABLE AND IMMERSIVE EXPERIENCE PRODUCTS



## RESULTS:

- Launched 6 new experiences in 2024 (May-Nov)
- Field 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
- Bee 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 and is looking to double experience dates and anticipate being sold out for 2025
- Trevor attended IMPACT 2024 (Victoria BC) as a speaker on the panel DMO Focus: Driving Action in our Communities and highlighted BoQ's successes developing regenerative experience in our communities



# BAY OF QUINTE FILM OFFICE

**ATTRACTING FILM & TELEVISION ACTIVITY TO THE REGION AS AN ECONOMIC DRIVER, SUPPORTING FILM-RELATED ACTIVITIES, EDUCATION, AND WORKFORCE DEVELOPMENT.**

- 1-Year Work Plan and budget drafted and approved by Working Group and BoQ Board
- Brand created, including logo, font and colours
- Hastings and PEC Counties onboarded as financial partners to expand the program's geography
- 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



**FREE FOOD AND ONE DRINK INCLUDED**

**BAY OF QUINTE**  
film office

## MEET UP

An evening for film professionals living in the Quinte region.

**JUNE 24, 2025**  
**AT Base31 IN PICTON**  
**343 County Road 22**  
**@ The Commissary**

**6:00pm START**  
**7:00pm TOUR**



Registration \$40 – limited to 15 participants

## LOCATION PHOTOGRAPHY WORKSHOP

In collaboration with the Kingston Film Office

**AUGUST 21, 2024**  
**2:00pm - 4:30pm**  
**SIGNAL BREWING COMPANY**  
**86 RIVER RD, BELLEVILLE**

**BAY OF QUINTE**  
film office

# WORK IN QUINTE

A JOBS SITE CONNECTING LOCAL EMPLOYERS WITH QUALIFIED JOB SEEKERS

Work Quinte logo featuring three stylized figures and icons for various professions.

Search jobs

Post a job

Building success one story at a time.

Talented? Here's your opportunity.

Upload resume

Success stories

**Newsletter sign-up**  
 Receive a curated for weekly list of some of the best jobs in Quinte right to your inbox!

Name \_\_\_\_\_  
 Email \_\_\_\_\_

I'm not a robot

[Sign up](#)

**Powered by**  
 Work in Quinte is powered by the Bay of Quinte Regional Marketing Board, teaming up with community partners to build a strong local workforce. We connect job seekers with real opportunities from local employers and help you secure just right jobs, gigs, and our jobs at all 14 employment service jobs and centers of skills support and resources to help you land the right gig or employee.

**Land acknowledgement**  
 We recognize and acknowledge that we are living and working on the traditional territory of the Haudenosaunee, Anishinabeg, Anishinaweg and Haudenosaunee Indigenous Peoples which includes the traditional territories of the Bay of Quinte and all whom we work in direct partnership with.

[Full land acknowledgement](#)

**BAY OF QUINTE**  
 REGIONAL MARKETING BOARD

**EASY TO FOLLOW HOW-TO MANUALS**



Step 1 - go to workingquinte.ca

Find us here!

How to create a job seeker account.

workingquinte.ca

Step 1 - go to workingquinte.ca

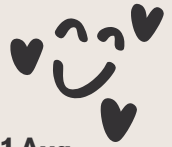
Find us here!

How to use your Employer dashboard

workingquinte.ca



## 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 the L&A 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



# **BAY OF QUINTE**

REGIONAL MARKETING BOARD

11 Bay Bridge Road - Suite 114  
Belleville, ON K8P 3P6

613-968-4427

[info@bayofquinte.ca](mailto:info@bayofquinte.ca)

**BAYOFQUINTE.CA**

[f](#) [@](#) [X](#) [d](#) [in](#) [p](#) [v](#)