

IN THIS ISSUE...

Rainbow Country's 2010 Marketing Plan	1
2010 Advertisement Opportunities with Rainbow Country	2
RCTA's New Facebook Fan Page	2

2010 "Follow the Rainbow" CTV Campaign	3
Rainbow Country Seeks Member Testimonials	3
Important Dates and Events	3

Google Analytics for May 2010 - July 2010	4
OTMPC 2010 Memorandum of Understanding	4
Georgian Bay Coastal Route's TMAC Much & Mingle	4

THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER
JULY 2010

THE RESULTS ARE IN - Rainbow Country Approves 2010/2011 Marketing Plan



The Rainbow Country Travel Association held its annual Strategic Planning Session on June 15, 2010 at the Travelodge Hotel in Sudbury, ON.

A number of new marketing ideas were discussed to determine Rainbow Country's direction and focus for the upcoming year. We are pleased to announce that the 2010 - 2011 Marketing Plan and Budget was passed.

The 2010 - 2011 Marketing Plan features many returning projects and programs as well as some exciting new additions including the following:

- "Follow the Rainbow and Discover Your Own Backyard" marketing campaign

- Creation of a Motorcycle Directory listing motorcycle ready businesses within the Rainbow Country region;
- 2011 Rainbow Country Discovery Guide;
- Production of a monthly Tourism Newsletter for consumers requesting regular updates on travel and tourism within the Rainbow Country region;
- The addition of motorcycle consumer shows to promote the new Motorcycle Directory;
- Web banner advertisements on the Provincial tourism website

www.ontariotravel.net to maximize Rainbow Country's online presence and consumer visibility;

- Participation in Direction Ontario's French guide and website;
- The development of Rainbow Country's francophone initiatives including the development of our French webpage and consumer show booth.

For full details on Rainbow Country's 2010 - 2011 Marketing Plan and Budget, please contact Shanna at 705-522-0104 or e-mail shanna@rainbowcountry.com



GET THE ATTENTION YOU DESERVE

Advertisement Opportunities with Rainbow Country

Rainbow Country is offering new and exciting ways to maximize your business's visibility to consumer markets. Explore Rainbow Country's advertisement opportunities and affordable rates and get the attention you deserve!

RCTA Tourism Newsletter

Rainbow Country's newly re-designed Tourism Newsletter is reaching more consumers than ever before!

The Tourism Newsletter, which features spectacular local photographs, informative articles on seasonal topics, captivating regional information and more, is distributed monthly to **thousands of consumers** interested in receiving regular updates on the Rainbow Country region.

Enhance your business's visibility by placing an advertisement, coupon or special offer in an upcoming issue. Rates begin as low as \$25.00 for a full-colour ad!

Rainbow Country Website

With over 100,000 visits annually, Rainbow Country's website is the perfect resource for advertising your property or business to consumers looking to book their next vacation in Rainbow Country!

Rainbow Country has a wide variety of website advertisement opportunities available including front page advertisements, enhanced listings with photos of your property or business, coupons and special offers and more!

Coupon Book

Due to deadline constraints, Rainbow Country Travel Association has postponed the development of its first

Coupon Book until Spring 2011.

The Coupon Book, which will feature coupons and advertisements from all six Rainbow Country regions, provides members with an opportunity to showcase your business's property or services, while providing consumers with great savings.

Rainbow Country will resume sales for the Coupon Book in January 2011.

Get Involved

For full details on all of Rainbow Country's advertisement opportunities, visit www.rainbowcountry.com/advertising or contact Shanna Denis, Sales & Marketing Manager by phone at (705) 522-0104 or by e-mail at

CHANGING OUR IMAGE:

Rainbow Country's New Facebook Page

Rainbow Country Travel Association has a new and improved Facebook page! The new "fan page" allows Rainbow Country to post and send events to "fans" directly from Rainbow Country instead of from a Facebook user.

The new page also includes tons of new stories, updates, and special events to keep Rainbow Country followers up-to-date on what is taking place within the region.

Visit www.facebook.com and become a Rainbow Country fan today!



RAINBOW COUNTRY ADVERTISES ON CTV

*Rainbow Country Launches the 2010
“Follow the Rainbow and Discover Your
Own Backyard” Television Campaign*

Having experienced such overwhelming success with the 2009 “Follow the Rainbow and Discover Your Own Backyard” television campaign, Rainbow Country has launched the campaign on CTV again this year.

The campaign, which is designed to capitalize on the growing “staycation” trend, encourages consumers living within and around Ontario’s Rainbow Country to vacation closer to home and discover all the great activities and experiences available right in their own backyards!

The 2010 campaign features four television commercials showcasing the regions of Killarney, Espanola, Manitoulin Island and the Rainbow Country region as a whole. The commercials air on CTV from July 14, 2010 until August 30, 2010.

A sincere thank you to our 2010 campaign partners: The Great Spirit Circle Trail, The Manitoulin Tourism Association, Friends of Killarney Park, The Sportsman’s Inn, Killarney Mountain Lodge and the Town of Espanola.

To view a web version of each commercial, please “[Visit Our Regions](#)” on the Rainbow Country website.

TELL US YOUR STORY - *Rainbow Country Seeks Member Testimonials*

Every month, Rainbow Country Travel Association posts testimonials on Facebook, on the Northern Portal and in our Tourism Newsletter from visitors who have provided positive feedback and great stories on their experiences vacationing in Rainbow Country.

Rainbow Country is currently looking for testimonials from our member businesses to share your happy customer stories with others! Please send your testimonials to shanna@rainbowcountry.com or fax them to (705) 522-3132.



RAINBOW COUNTRY *Updates and more...*

A Warm Welcome to Rainbow Country Summer Information Centre Staff

SPANISH

Jenny Massicotte
Michael Faulkner
Jelisa Beckerton

AY JACKSON

Rebecca Lively
Alyssa Carter
Larissa Kozoriz-Bisailon

FRENCH RIVER

Morgan Morrow

POINTE AU BARIL

Code Hoes

PARRY SOUND

Carly McDowall
Andrew Shaw
Alyssa Tudhope
Molly Crookshank

SUDBURY WELCOME CENTRE

Heather Budge
Travis Green
Alexander Koski





RAINBOW COUNTRY ENJOYS A STRONG ONLINE PRESENCE

Google Analytics Statistics from May 2010 - July 2010

Google Analytics is a website reporting system that allows us to track all traffic to the Rainbow Country website and assemble detailed statistics on our viewership.

2010 PARTNERSHIPS OTMPC 2010 Memorandum of Understanding

Rainbow Country Travel Association has successfully negotiated its Memorandum of Understanding (MOU) with the Ontario Tourism Marketing Partnership Corporation (OTMPC) Northern Office for the 2010 - 2011 fiscal year.

The 2010 - 2011 MOU will have Rainbow Country working diligently on a number of projects that will assist us in enhancing the visitor's experience.

These projects include attending consumer shows with fellow Northern Ontario Tourism Alliances (NORTAs), conducting regular Media and Familiarization (FAM) Tours and continuing populating the content rich Northern Portal website www.northernontariotravel.net, which acts as a window to our regions, cities, and experiences.

The Northern Portal provides Rainbow Country with increased online presence to assist us in reaching our target travel markets. To submit a story, testimonials, photographs and more, please send your information to trisha@rainbowcountry.com.

Rainbow Country continues to track our visitorship to our website www.rainbowcountry.com through the Google Analytics reporting system.

Rainbow Country is pleased to report that there has been a steady monthly increase in visitorship to the site and to our member pages!

For further information on the Google Analytics reporting system or to receive a full report, please contact Shanna Denis, Sales & Marketing Manager, at (705) 522-0104 or by e-mail at shanna@rainbow-country.com.

May 27, 2010 - July 27, 2010

GENERAL STATISTICS

VISITS: 6,786
NEW VISITORS: 5,125
PAGEVIEWS: 27,824
PAGE PER VISIT: 4.10
AVERAGE TIME ON SITE: 2:59

SITE VISIT SOURCES

DIRECT VISITORS: 14.10%
SEARCH ENGINES: 42.38%
REFERRING SITES: 43.52%

VISITORS BY COUNTRY

CANADA: 5,762
USA: 615
INDIA: 51
GERMANY: 48
UNITED KINGDOM: 47
FRANCE: 36

TOP SEARCH ENGINES

1. www.google.com
2. www.rainbowcountry.com
3. www.ontarioparks.com
4. www.yahoo.com
5. www.ontariotravel.net
6. www.bing.com
7. www.rolia.net

THE GEORGIAN BAY COASTAL ROUTE

Rainbow Country Participates in TMAC Munch & Mingle Event

Donna MacLeod and Shanna Denis from Rainbow Country Travel Association participated in the Georgian Bay Coastal Routes TMAC Ontario Munch & Mingle on June 29, 2010 at the Westin Harbour Castle in Toronto, ON. The two-hour event featured all the sights, sounds and flavours of Georgian Bay - enchanting travel media writers to the Georgian Bay area. The event was a great success - the weather was spectacular and attendees were buzzing about visiting the region and experiencing all that Georgian Bay has to offer!