

# THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER  
JULY/AUGUST 2011

## GEARING UP FOR SUMMER 2012

### *Production begins for Rainbow Country's 2012 Discovery Guide*

The sun may be setting on the 2011 summer season, but Rainbow Country Travel Association is already thinking about summer 2012! Rainbow Country is gearing-up to launch its 2012 Annual Discovery Guide and its 2012 Consumer Show Season!

Rainbow Country's premier print publication is circulated worldwide to travelers requesting comprehensive information on our beautiful region. Requests for the Discovery Guide were stronger than ever in 2011 with hardly any guides remaining, which shows that print still has power!

The Rainbow Country Discovery Guide has been proven as a useful, informative and appealing marketing tool for members to

reach out to consumers who have yet to discovery all the fun, beauty and excitement Rainbow Country has to offer as well as provide updated information to visitors who come back year after year.

The Annual Discovery Guide is distributed at consumer shows across the province and throughout the northeastern United States; at information centres throughout the province; through direct mailing to consumers and as a fully downloadable format from the Rainbow Country website.

Advertisement sales for the 2012 Discovery Guide will begin in September with the guide ready for distribution in January 2012 - just in time for the 2012

Consumer Show season!

Sales & Marketing Manager, Shanna Denis, will send packages with rates and detailed ad submission information shortly.

***Advertisement prices for the 2012 guide will remain the same as 2011.***



# COMING TO A TOWN NEAR YOU!

## Rainbow Country Visits Member Businesses and Regional Icons During 2011 Site Visits

Donna and Shanna are on the road again exploring the Rainbow Country Region! Every year, Rainbow Country staff members take the opportunity to travel throughout Rainbow Country and visit our members along the way.

These meet and greet visits allow members to become acquainted with Rainbow Country staff and, in turn, Rainbow Country staff have the opportunity to tour, photograph and educate themselves on the unique products and services offered by each member business.

### JUNE 2011 - MANITOULIN ISLAND

Donna and Shanna kicked-off their site visit season on June 9, by visiting Manitoulin Island to attend the grand opening of the Great Spirit Circle Trail's new location on Hwy 540. Tipi pavilions lined the property offering guests a chance to experience local Aboriginal cuisine, art and culture, as well as pick-up a few Manitoulin vacation ideas such as Tipi Glamping and horseback riding.

Donna and Shanna continued their island adventures at Bridal Veil Falls in Kagawong. As part of a new marketing initiative, the Rainbow Country gals are creating a series of promotional videos featuring various attractions, landmarks, and businesses throughout the region. Their first video featured Bridal Veil Falls and its beautiful walking trails.

During this same week, Manitoulin Island celebrated the Taste of Manitoulin Culinary Festival. Running from June 3-12, 2011, the festival promoted local foods, culture and history through a community collaboration of talents from food producers, artists, musicians and restaurants.

Donna and Shanna joined the Taste of Manitoulin festivities in Kagawong where they received a tour of the town and its culinary celebration by Mayor Aussie Hunt. Donna and Shanna had the opportunity to experience educational presentations and gourmet food samplings at the Old Mill Heritage Centre, Manitoulin Chocolate Works and the St. John the Evangelist's Anglican Church.

Rainbow Country would like to thank the volunteers and staff at the Great Spirit Circle Trail as well as Mayor Aussie Hunt for their exceptional island hospitality!



### JULY 2011 - PARRY SOUND, ON

On July 7, 2011 Donna and Shanna visited the beautiful Town of Parry Sound, ON. Upon special invitation, the Rainbow Country gals took a two-hour sightseeing tour aboard the Island Queen Cruise Ship.

Departing from the town dock in Parry Sound, the cruise brings passengers through the wild and rugged Thirty Thousand Islands region of Georgian Bay. With two cameras on hand and spectacular summer weather, Rainbow Country captured warm and sunny photographs of crystal blue skies and the region's iconic windswept pines. After the relaxing and informative Thirty

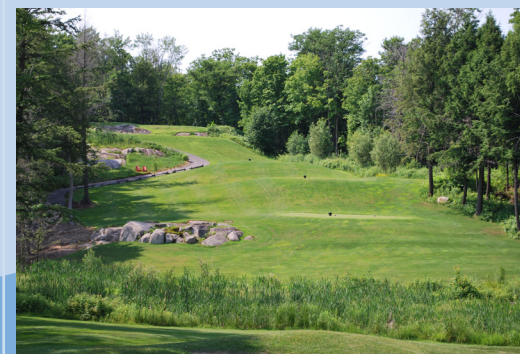
Thousand Island cruise, Donna and Shanna enjoyed a tasty lunch of Fresh fish and chips on the patio of Parry Sound's waterfront restaurant the Bay Street Cafe.

After lunch, Donna and Shanna made their way to Parry Sound's Ridge at Manitou Golf Course for a personal tour by Ted Knight, Membership Sales Director, of the impeccably maintained and exquisitely organic golf course.

Designated as a Certified Audubon Cooperative Sanctuary, the Ridge is home to countless species of flora and fauna. The par 72 course also encompasses wetlands, a black ash bog and a winter deer yard.

Rainbow Country would like to thank the staff of the Island Queen Cruise, the servers at the Bay Street Cafe as well as Ted Knight from The Ridge at Manitou for their exceptional hospitality and service.

For more information on how to book Shanna and Donna for a site visit at your business, contact Shanna Denis, Sales & Marketing Manager by phone at 705-522-0104, toll free at 1-800-465-6655, or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).



# RAINBOW COUNTRY 2011/2012 MEMBERSHIP

## Renewal Reminder

Rainbow Country Travel Association would like to remind all members that we are still collecting payment for 2011/ 2012 RCTA Membership Fees. If you have not yet sent payment for your 2011/ 2012 Membership, please mail your completed membership form along with your payment to:

2726 Whippoorwill Ave.  
Sudbury, ON  
P3G 1E9

Rainbow Country also offers a convenient, over-the-phone, credit card payment option. Simply call 1-800-465-6655 with your Visa or Mastercard number and we will process your payment over the phone. Once the payment is processed, you will receive a copy of your credit card receipt in the mail or by e-mail (if requested).

All payment inquiries can be directed to Shanna Denis, Sales & Marketing Manager, at 705-522-0104/ 1-800-465-6655 or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).

## ADVERTISING AVAILABLE IN RCTA'S TOURISM NEWSLETTER - BOOK NOW!

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

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.

For more information, contact Shanna Denis at by phone at 705-522-0104, toll free at 1-800-465-6655, or by e-mail at [shanna@rainbowcountry.com](mailto:shanna@rainbowcountry.com).



## RAINBOW COUNTRY *Updates and more...*

### *Rainbow Country Wishes Good Luck To Summer Travel Counselors Returning to School*

As the end of summer approaches, Rainbow Country says farewell and good luck to our Summer Travel Counselors returning to school this fall.

Best Wishes to all!

### UPCOMING ADVERTISEMENT DEADLINES

#### 2012 Discovery Guide Advertisement

Deadline: October 31, 2011

For more information on RCTA's 2012 Discovery Guide, please visit <http://rainbowcountry.com/advertising/discovery-guide-advertising>.

#### 2012 Consumer Show Distribution Program

Deadline: Deadlines vary by Consumer Show - please see Consumer Show Contract at <http://rainbowcountry.com/advertising/consumer-show-brochure-distribution-program> for individual show deadlines.

## DAYS INN SUDBURY OFFERS GREAT DEALS ON HOTEL BEDDING & DRAPERIES!

Due to a new linen program at the Days Inn Sudbury, king bedroom sets from their business floor are now for sale. Less than five years old, all sets are in excellent condition.

13 sets are being sold for \$75.00 per set:

King Duvet Covers and Skirts  
Pinch Pleated Blackout Drapes (116" W x 66" L)  
Pinch Pleated Side Panels (36" W x 98" L)

For more information on these products or to take advantage of this great offer, please contact Derek Weisenberg, Days Inn Sales & Guest Services Manager, by telephone at 705-674-7517 ext: 259 or by e-mail at derek@daysinnsudbury.ca.

# RAINBOW COUNTRY DOMINATES THE ONLINE WORLD OF SOCIAL MEDIA

Rainbow Country Travel Association is expanding its promotional reach to the travelling public through a bigger and stronger presence on social media sites including Facebook, Twitter and YouTube. Rainbow Country has made improvements to its Facebook and Twitter pages by matching its social media branding with that of the Rainbow Country website, as well as by increasing the quality and quantity of the information being posted on the sites.

Also, since Canadians have been identified as the largest consumers of online video worldwide, Rainbow Country chose to embark on a new marketing initiative where RCTA Executive Director, Donna MacLeod, and RCTA Sales & Marketing Manager, Shanna

Denis, would create a series of promotional videos featuring various attractions, landmarks and businesses throughout the Rainbow Country region.

The home-style videos of "Donna & Shanna" travelling through Rainbow Country are hoped to become iconic lure pieces for the region and its members. Videos will be produced during scheduled 2011 site visits and posted on YouTube and the Rainbow Country website.

For more information on how your business can be featured on "Donna and Shanna's Rainbow Country Adventures", please contact Shanna Denis, Sales & Marketing Manager, by telephone at 705-522-0104 or by e-mail at shanna@rainbowcountry.com.

## DONNA & SHANNA ARE SET TO TAKE THE SHOW ON THE ROAD THIS WINTER!

Rainbow Country is taking the show on the road again this winter! We have strategically selected seven of the best travel, sport and outdoor shows in North America to give our members the best representation possible!

Consumer Shows allow Rainbow Country to communicate, on behalf of our membership, with consumers from our key travel markets. Let

Rainbow Country work for you by placing your brochures in the hands of future guests!

Sales & Marketing Manager, Shanna Denis, will send a package with rates and detailed show information shortly. Take advantage of this excellent opportunity to further promote your business and reach a broader market in a cost effective way!

### 2012 CONSUMER SHOWS

Sudbury, Ontario  
London, Ontario  
Toronto, Ontario  
Cincinnati, Ohio  
Indianapolis, Indiana  
Traverse City, Michigan  
Sufferin, New York

