

Circuit patrimonial

*Rideau*  
Heritage Route



## **RHRTA MARKETING PLAN 2009**

**Nov 21 version** – approved Jan 12, 2009

## Overview

A range of marketing vehicles, promotions, and communications strategies will facilitate the visitor encounter with the RHR. Along the Rideau, visitor information centres will highlight local products. Additional partnerships to market the Rideau Corridor will be negotiated with other tourism partners including Chambers of Commerce, Ottawa Tourism, Kingston Economic Development Corporation, Ontario Tourism Marketing Partnership (OTMPC), Destination Marketing Fund managers (DMF) and other tourism groups.

### RHRTA Marketing Objectives

- To provide industry leadership, strategic direction and destination marketing of the Rideau Heritage Route Corridor in cooperation with members and partners.
- To facilitate the development of new revenues for tourism businesses along the corridor.
- To assist in the development and market the cultural tourism experiences located all along the RHR.
- To position the entire RHR Corridor as a natural and cultural heritage destination by promoting the region's authentic arts, recreation, cuisine and historical experiences.

### Corridor Brand

On June 30, 2007 the Rideau Canal and its fortifications in Kingston were designated a UNESCO World Heritage Site; a first for the province of Ontario and the fourteenth for Canada. The RHRTA brought together Rideau tourism marketing agencies to develop a corridor brand that would provide a consistent and professional message to benefit all the communities and partners all along the corridor. Communities and partners can promote themselves as "**A World Heritage Destination**".

The National Geographic Society's Center for Sustainable Destinations rated the Rideau Canal National Historic Site of Canada second best on the 2008 "Places Rated" Destination Stewardship survey. This annual survey measures the world's top historic sites for authenticity, stewardship and their tourism footprint. This newest award is like a book end to the UNESCO designation and will definitely provide economic opportunities for this region.

### Consumer Market Focus

The RHRTA marketing campaign will be targeted primarily at consumers. Cultural attractions, accommodation and restaurants will be profiled in the RHRTA's marketing collaterals and on the web site, allowing travelers to build their own itineraries. Once the Rideau product is secure in the tourism marketplace, and the tour industry sees the success of the product, a concerted effort can then be undertaken to engage mainstream operators.

### Seasonality

The RHRTA marketing campaign will be a four-season effort with a strong emphasis on the Summer & Fall seasons. Marketing a critical mass of cultural experiences within a single brand and marketing campaign - will grow the volume of visitations to the RHR Corridor.

### Distinctive Themes

The RHR will be marketed as a "tapestry of experiences" centered around four distinctive themes that reveal the unique history and culture of the entire Rideau region. The RHR marketing collateral will feature these themes:

- Story of a Nation
- Celebrations and Diversions (events, reenactments, theatre)
- Colours & Flavours along the Rideau (Fall Touring and Local flavours / agri-tourism initiatives )
- A Day in the Countryside (paddling, cycling, hiking, walking & driving tours, recreation)

## **Evaluation**

Programs will be regularly evaluated for effectiveness and “ROI”. Visitation data from Rideau Canal land & water based visitors as well as Statistics Canada reports will assist with evaluating success of marketing initiatives. The RHRTA also plans to develop a Rideau Corridor Tourism Business Survey capturing details of the 2008 season as a benchmark for future.

## **Outlook for the Tourism Sector** (compilation of data from OTMP, CTC, Ottawa Tourism)

### **Shorter or longer vacations?**

A continuing trend towards shorter more frequent vacations but a trend of longer “learning” vacations continues to develop among “empty-nesters”.

### **Last minute booking and internet usage**

Concerns for personal safety may accelerate the trend towards last minute bookings and the internet will prove indispensable as a source for up to the minute trip planning.

### **Emerging Markets**

New International Travel markets will play an increasing role in the next two decades especially with the new UNESCO World Heritage designation and the latest National Geographic ranking. Close attention will be given to emerging markets identified by OTMP and Ottawa Tourism.

### **Destination Marketing Resources**

Destination Marketing Funds have been established in Ottawa and in Kingston and will continue to become important decision makers in setting tourism marketing strategies and regional and provincial level.

### **Economic Trends**

Energy costs, transportation, World Markets changing rapidly and declining disposable incomes are all concerns that impact visitation.

## **Strategic Framework**

### **Targeted marketing investment**

Consolidate marketing investment into a limited number of identified high potential geographic and market segments. Focus on geographic markets that have shown visitation results in recent years. Partner with both Ottawa and Kingston Tourism to reach International markets.

### **Build presence in local and near markets**

Invest marketing efforts into near markets for leisure travel, defined as one to three hour drive time.

### **Dynamic web presence**

RHRTA must match or exceed the expectations of its web visitors. Web effectiveness can be increased through the use of e-commerce and communication tools which we will be implementing into our website re-design.

### **Marketing coordination**

Work with partners to enhance marketing efforts and leverage tourism investment by offering cooperative marketing opportunities.

### **Tourism training/ Visitor Services**

Facilitate the delivery of tourism training sessions in the areas of front-line customer service, market readiness and awareness of RHR experiences.

## TARGET MARKETS

Initial focus will be on culturally oriented baby boomers ages 55-74. The boating and outdoor recreation markets have been established along the Rideau since the early 1930s with generations of families coming to their cottages or the same lodges year after year but the pattern is changing and this market requires an infusion of new visitors to sustain the current facilities which require upgrades to keep up with market demand.

## GEOGRAPHIC MARKETS 2009

	<b>Domestic Drive Market</b>	<b>US Market</b>	<b>Overseas market</b> (reach through partnering)
<b>Primary</b>	Eastern Ontario	NY, NJ,	UK, France, Germany
<b>Secondary</b>	GTA & Montreal	PA, MI	Asia-Pacific (Japan, China, Australia)

## DETAILED MARKET SEGMENT INITIATIVES 2009

### Market: CONSUMER

<b>Geographic Area</b>	Eastern Ontario / GTA / Montreal	Province of Ontario and Province of Quebec	NY, NJ, PA, MI
<b>Initiatives</b>	<ul style="list-style-type: none"> <li>- RHRTA Travel Guide &amp; map</li> <li>- Kingston Life</li> <li>- Ottawa Life</li> <li>- CFRB / CJAD Radio</li> <li>- CAA sales missions</li> <li>- EMC campaign</li> <li>- Regional guides</li> </ul>	<ul style="list-style-type: none"> <li>- RHRTA Travel Guide</li> <li>- Ontario Travel Discoveries</li> <li>- French Travel Guide</li> <li>- Great Drives</li> <li>- Boat shows (joint participation w/ Parks Canada &amp; Direction Ontario)</li> </ul>	<ul style="list-style-type: none"> <li>- RHRTA Travel Guide</li> <li>- AAA Sales Missions</li> </ul>
<b>Key Partners</b>	<ul style="list-style-type: none"> <li>- CFDCs</li> <li>- OTMPC</li> <li>- TIMP, Ottawa's Countryside</li> <li>- KAP (DMF)</li> </ul>	<ul style="list-style-type: none"> <li>- OTMPC</li> <li>- Ottawa Tourism</li> <li>- Kingston Accom Partners</li> <li>- St Lawrence Parks Com.</li> </ul>	<ul style="list-style-type: none"> <li>- OTMPC</li> <li>- SLPC</li> <li>- TIMP</li> </ul>

### Market: TRAVEL TRADE

<b>Geographic Area</b>	Eastern Ontario / GTA / Montreal	Province of Ontario and Province of Quebec	NY, NJ, New England states PA, MI ,	UK, France, Germany
<b>Initiatives</b>	<ul style="list-style-type: none"> <li>- Ontario Group Tour Planner</li> <li>- OMCA Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>- Ontario Group Tour Planner</li> <li>- OMCA Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>- AAA Sales Missions</li> <li>- RendezVous Canada</li> </ul>	<ul style="list-style-type: none"> <li>- RendezVous Canada</li> <li>- Spotlight Canada</li> </ul>
<b>Key Partners</b>	<ul style="list-style-type: none"> <li>- OTMPC</li> <li>- Canadian Discoveries</li> <li>- Trade-ready partner properties in RHR corridor</li> </ul>	<ul style="list-style-type: none"> <li>- SLPC</li> <li>- Parks Canada</li> <li>- OTMPC</li> <li>- Trade-ready RHR partners</li> </ul>	<ul style="list-style-type: none"> <li>- OTMPC</li> <li>- Parks Canada</li> <li>- KAP</li> </ul>	<ul style="list-style-type: none"> <li>- Parks Canada</li> <li>- OTMPC</li> <li>- Ottawa Tourism</li> <li>- CTC</li> </ul>

## RHRTA Advertising & Trade Show Calendar 2009

<b>ITEM</b>	<b>Market</b>	<b>Date</b>	<b>Commitment</b>	<b>VALUE</b>	<b>RHRcost</b>	<b>Details</b>	<b>Funding</b>	<b>RANK</b>
<b>Trade &amp; Consumer Shows</b>								
OMCA	ONT	Mid Nov	Register July	800	Time	Travel Trade & FIT - Ottawa	EODP	1
Bienvenue	Ont Que	late Nov	Register July	1200	Time	Quebec & Ont Travel Trade & FIT	EODP	2
Rendezvous Canada	INT'L	May 9-13	Register Sept	2,500	Time	Domestic & Int'l operators & FIT - Calgary	EODP	3
Montreal Boat Show	NEAR	Jan	Aug	500	Time	Joint rep w/ Parks & Direction Ont	DO	4
AAA/CAA Sales Missions	USA	Spr/Fall	March	10,000	Time	CAA/AAA presentations in NY ,GTA, Mtl	RHR - KAP	5
Markham Travel Show	GTA	July	May	600	600	Asian Group tour market in GTA	RHR	6
<b>Travel Media Shows</b>								
TMAC Marketplace	CDA	Mid Feb	Register Nov	650	Time	Travel Media Assoc of Canada / BC in 09	EODP	1
GoMedia Marketplace	INT'L	July	Register March	2,400	Time	TIAC Show - International Media	EODP	2
Canada Media Marketplace	USA	April	Register Sept	4,000	Time	CTC Show - US Media / NYC in 09	EODP	3
<b>Advertising</b>								
Summer Travel Discoveries	ONT	April circ	November	2,600	2,600	Travel source listing in OTMP guide	RHR	1
Guide touristique Ontario	ONT	May circ	November	3,000	1,000	French DO guide / co-op ad revenue	RHR coop	2
English Ont Travel Guide	ONT	May circ	November	2,000	1,000	English DO guide / co-op ads	RHR coop	3
Great Drives - Fall	ONT	Aug circ	Jan / ad in Apr	1,300	1,000	OTMP campaign	RHR	4
Great Ontario Getaway	ONT	May circ	March	4,000	2,000	2 page spread in tabloid w/ coop ads	RHR coop	5
Kingston Life magazine	Near -K	May circ	March	4,000	2,000	1 page coop ad in 1 edition	RHR coop	6
Ottawa Life magazine	Near-O	May circ	March	4,000	2,000	1 page coop ad in 1 edition	RHR coop	7
Local ad campaign	Near	Jun-Sep				Coop ads with partners & contest	RHRLanark	8
Travel Industry Guides	ALL	Mar circ	Nov	4,000	2,000	co-op partners to offset some cost	RHR coop	9
Kingston Visitor Guide	NEAR	May circ	Dec	5,000	3,000	1 pg destination ad w/ Parks & coop ads	RHR coop	10
Boating East	NEAR	May circ	Jan	2,000	1,000	1 pg destination ad w/ Parks & Fort coop	RHR coop	11
Ontario Group Tour Planner	ONT	Oct circ	April / ad May	270	270	Editorial listing ad	RHR	12
CFRB & CJAD Travel Radio	NEAR	June	Mar	4,500	Time	GTA & Montreal live 1 hr travel radio show	EODP	13
Ottawa Where Magazine	NEAR	May	Feb	6,000	4,000	destination ad with editorial support	RHR coop	14
<b>Communication strategies</b>								
Web	ALL		Ongoing	60,000	7,000	Web updates, new images, hosting	Grant app	1
RHR Newsletter	Partners		Quarterly	500	500	Electronic newsletter for partners	RHR	2
Familiarization Tours	ALL		Ongoing	5,000	Time	photos & mktg	RHR	3
Guide Distribution program	NEAR		June	4,000	Time	combination of distribution channels	EODP	4
Signage	NEAR		May	12,000	12,000	Production of new signs (gateways)	RHR	5
Street Banner Program	NEAR		May	6,000	Time	Offset cost of banner to communities	RHR EODP	6
Great Ontario Getaway drop	NEAR	May	March	2,000	Time	Targeted dist of maps to Ottawa & GTA	RHR EODP	7
RED indicates uncommitted				\$ 160,320	\$ 46,470	(does not include travel or admin exp)		

## Memberships

ASSOCIATION	CONTACT INFO	COST
<b>CURRENT</b>		
Tourism Industry Association of Ontario (TIAO)	<a href="http://www.tiao.travel">www.tiao.travel</a>	\$800
Ottawa Tourism (OTCA)	<a href="http://www.tourottawa.org">www.tourottawa.org</a>	In Kind
Travel Media Association of Canada (TMAC)	<a href="http://www.travelmedia.ca">www.travelmedia.ca</a>	\$160
Ontario Motor Coach Association (OMCA)	<a href="http://www.omca.com">www.omca.com</a>	\$500
<b>FUTURE OPPORTUNITIES</b>		
Canadian Inbound Travel Assoc (CITAP)	<a href="http://www.citap.ca">www.citap.ca</a>	\$300
Festivals Ontario	<a href="http://www.festivalsandeventsontario.ca">www.festivalsandeventsontario.ca</a>	\$125
Quebec Bus Owners (APAQ)	<a href="http://www.apaq.qc.ca">www.apaq.qc.ca</a>	\$450
Recreation Vehicle Rental Assoc.of Canada (RVRAC)		\$300
Ontario Private Campgrounds Association	<a href="http://www.campgrounds.org">www.campgrounds.org</a>	\$330

## Promotional Items

## Marketing Tools

<p><b>Presentation Folders</b> RHRTA single pocket kit folders featuring the destination logo and images of the Rideau. Cost: \$2.00 each</p>	<p><b>RHR Logos</b> Add the RHR logos to your marketing tools, letterhead, web site, etc. Availability by e-mail, or as a PMT Cost: No charge to partners but approval required</p>
<p><b>Image DVD &amp; Video</b> A full-colour 3 minute video available in 7 languages The image DVD has 300 high resolution pictures for use on websites &amp; in print publications. Cost: \$8.00 (bulk price available) - Free to Tour Operators &amp; Media</p>	<p><b>RHR Decal</b> Static-cling RHR decals available to all tourism partners. Make sure you have your decal proudly displayed for visitors to see when they are coming into your business. Cost: Free to all RHR Tourism Partners</p>
<p><b>Boat Flags</b> Beautiful full colour swallow-tail boat flag. Size: 15" x 10" Cost: \$6.00 each (wholesale) for quantities of 20 or more &amp; \$10 Retail.</p>	<p><b>RHR Travel Guides</b> (English or French) Partners are entitled to an allotment of 1 box of Travel Guides each year, but more are available at cost.</p>
<p><b>Banners</b> Full colour double-sided World Heritage Destination banner. Size: 60" x 28" Cost: from \$70.00 (can also be customized for additional cost)</p>	<p><b>Rideau-1000 Islands Travel Maps</b> Partners are entitled to an allotment of 250 maps each year, but more are available at cost.</p>
<p><b>RHR Regalia (logo items)</b> Special discount rates are available to partners on RHR logo items including golf-shirts, hats and vests. Cost: Hats from \$12 / Golf shirt \$38 / Vest from \$45</p>	<p><b>Website advertising</b> Advertise your business on <a href="http://www.rideauheritageroute.ca">www.rideauheritageroute.ca</a> Cost: Basic "Trailblazer" links are \$199 with other enhanced opportunities to add photos and additional links.</p>