

Information Byway



NORTH WESTERN ONTARIO
TOURISM ASSOCIATION
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Presidents Message

Tom Pearson

Happy New Year Everyone! I hope this newsletter finds everyone relaxing and enjoying themselves a bit before the 2012 summer season is upon us. I know a lot of operators are in the midst of their sport show circuits so are not able to relax too much yet.

Over the last year NWOTA has continued to work on the border issues, deer committee reviews, the need for tourism licences (with a value to operators). Much of this work is being done by the KDCA/NWOTA Working Committee.

I am taking part on the new Regional Tourist Organization (RTO) and have worked with Gerry Cariou to represent and secure marketing dollars for Northwestern Ontario, more specifically RTO 13. Visit www.rto13.com for more information.

Don't forget to renew your 2012 NWOTA membership before March 1st to receive the reduced membership rates. NWOTA appreciates every member & membership; we need you to continue our work for Tourism in Northwestern Ontario. The bigger our membership numbers the louder our voice. So help us to help you by renewing or becoming a NWOTA member.

If you have any comment or concerns as a member please don't hesitate to contact the NWOTA office at 807.488.5514 or by email info@nwota.com.

NWOTA is always looking for new members and board members. If you are interested, let Cindy know and she will make sure you are contacted with meeting dates.

KDCA-NWOTA Working Group

The KDCA-NWOTA Working Group is currently requesting a meeting with the Minister of Natural Resources, Michael Gravelle, to discuss some of the issues, such as the lack of a tourism license and the Whitetail Deer Hunt. While there are many other issues that are affecting the industry the committee expects to only have a short time to discuss all of them. A complete list will be comprised and brought to the attention of the Minister with hopes that he will investigate them further and get back to the committee.

KDCA/NWOTA is also working to finalize a meeting date with MP Greg Rickford in the near future to discuss the border issue.

KDCA & NWOTA Annual Fall Meeting

KDCA & NWOTA, once again, held a joint Fall AGM at Evergreen Lodge in Eagle River.

Those that attended were in agreement that the issues at the border were fewer during the 2011 season.

Visit www.nwota.com for minutes to the meeting.

2012 NWOTA Meeting Dates

**Dates & locations are tentative;
Please call the NWOTA office for updates**

NEXT MEETING:

March 1, Emo Inn, Emo, Ontario

April 5, Emo Inn, Emo, Ontario

May 3, Annual Spring Meeting, Nestor Falls

July 5, location TBA

August 2, location TBA

September 6, location TBA

October 4, Annual Fall Meeting,

Date tentative & location TBA

November 1, Emo Inn, Emo, Ontario

December 6, Emo Inn, Emo, Ontario

RTO13C Releases Powerful Branding at International Show



RTO 13C hammers the competition in largest US Midwest Show in Chicago.

Campaign FASTtracking -

In the 23 days preceding the Pheasant Run All Canada Show, RTO13C created a whirlwind of activity destined to become "best practices" for RTO13 campaigns of the future. Here's a brief overview of the campaign.


NorthwestONTARIO



(Top) The new name and logo designed for RTO 13C. (Left) The in-studio creative which as prepared for the campaign and served to emphasize the quality commitment that the region will make to its clients.

MEDIA

After successfully grabbing the major sponsorship of the main sportshow away from the incumbent competing Provincial DMO, RTO13C then proceeded to blanket the US Midwest in strategic media buys - including, but not limited to:

- a) North American Hunting magazine
- b) All Canada 8 page spread
- c) Over \$100,000 in radio buys across the US Midwest
- d) Advertorials with Lindner Media
- e) Retention of Al Lindner as regional spokesperson

CREATIVE

Superior Image and Project Management was awarded the Project by tendered bid in early December. In all, more than 1,003 files were created in the span of 38 days leading up to the promotional season.

COLLATERALS

The concepts developed between Sunset Country Executive Director Gerry Cariou and CEO Kevin Palmer of Superior Image and Project Management included the main selling points of the region. This involved image creation, booth development, ad design, placement, media buying, video development (Midwest Outdoors + Lindner Media) as well as hundreds of hours of back and forth strategic planning occurred over phone and internet. This was completed over just a 24 day period - including the Christmas holidays.

METRICS | MEASURE

After initial hiccups, the booth was and remains a centerpiece of the All Canada Show circuit. Various positive comments were received from many operators at the Pheasant Run Show in Chicago - along with competing operators having good things to say about the revamped look and feel. RTO13 also developed a web presence - www.northwestontario.com - who's stats will be available very shortly. This website is intended to measure the benefits of this media deployment with respect to top of mind awareness, branding of the region and other measurement metrics.

SUMMARY

There is no doubt that this initial promotional and branding exercise was carried out in a professional manner with large appeal from all involved.

MOMENTUM

Planning is now taking place to continue the momentum by engaging market research, developing a site visit plan for the summer - and continuing to produce advertising collaterals that will aid our partners in their mission to increase sales while lowering their advertising costs through more effective branding at the RTO level.



KEVIN PALMER, CEO
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