

WINTER 2019-2020 **MEDIA KIT**

Strategic orientations

Digital platforms

Overview – Winter 2018-2019

Advertising investment options

OUTAOUAIS

outaouaistourism.com

WHAT CAN OUTAOUAIS TOURISM DO FOR YOU?

Rely on Outaouais Tourism's expertise to reach potential clients effectively. What's a typical Outaouais tourist? What are tourists interested in when they visit the region? What do they dream about at night? What do they like for dinner? We can tell you all that and more!

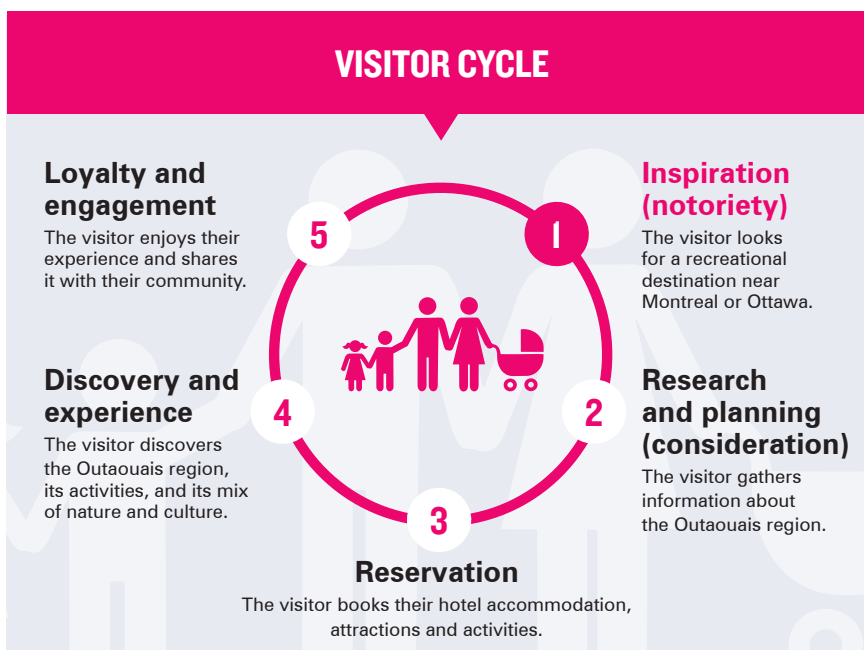
STRATEGIC ORIENTATIONS

MARKETING OBJECTIVES

- ✓ Increase the **visibility** of the Outaouais
- ✓ Increase **consideration** of the Outaouais as a destination
- ✓ Improve the visitor **experience**
- ✓ Increase brand **loyalty**

MARKETING STRATEGIES

- ✓ Promote the region's **key experiences**
- ✓ Use powerful **digital advertising strategies**
- ✓ Create **quality content** aligned with the visitor cycle
- ✓ Solicit creation of **original content** by third parties
- ✓ Build on the **pride of the people of the Outaouais**



OUTAOUAIS TOURISM PRIORITY EXPERIENCES



PRINCIPAL MARKETS

Priority markets:

MONTREAL | OTTAWA

Secondary markets:

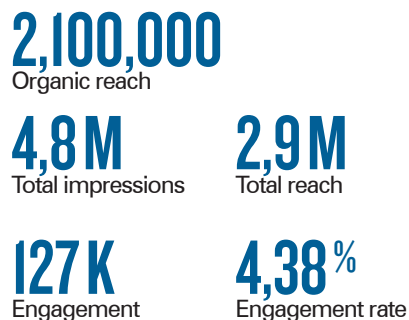
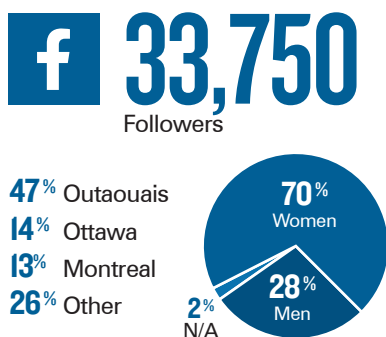
TORONTO | FRANCE
UNITED STATES (NORTHWEST)
UNITED KINGDOM | CHINA
MEXICO

DIGITAL PLATFORMS

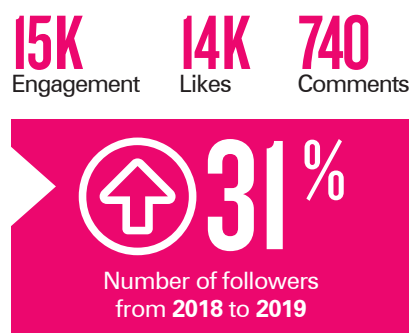
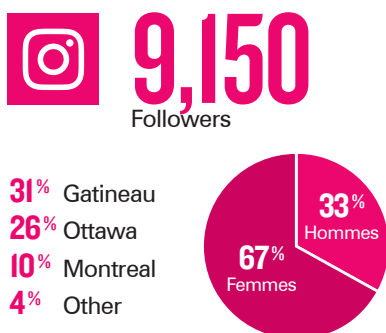
Powerful tools and platforms that will help you reach your clients more effectively.

The statistics represent the period from August 1st, 2018 to July 31st, 2019.

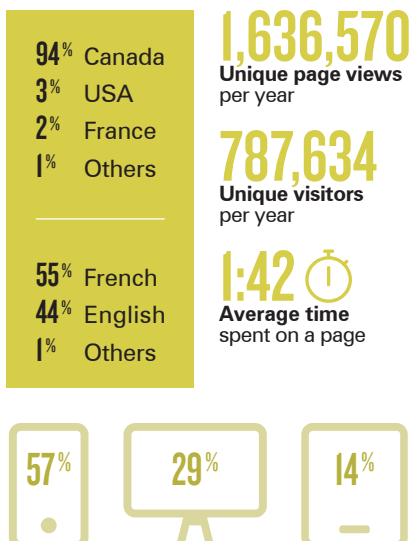
FACEBOOK



INSTAGRAM



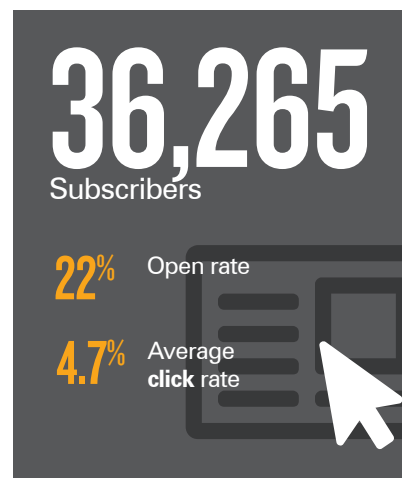
SITE WEB



OTHER PLATFORMS



NEWSLETTER



DEFINITIONS:

Organic reach: The number of people (single users) who have seen your post through unpaid distribution

Total reach: The number of people (single users) who have seen your post through unpaid or paid distribution

Engagement: The number of people who have responded to a post (liked, shared, commented, etc.)

Engagement rate:
Total number of interactions / Total reach X 100

ADVERTISING CAMPAIGN: OVERVIEW

OCTOBER 1ST 2018 TO MARCH 31ST 2019





The promotion of the destination to the target markets of Montreal and Ottawa is in effect all year round, with the objective of reminding residents of those markets that the Outaouais is the ideal region for their getaways.

The marketing campaign is 80% digital. Outaouais Tourism is relying heavily on Web content optimization, as well as the distribution of targeted promotional offers and complementary experiences based on the consumer profile.

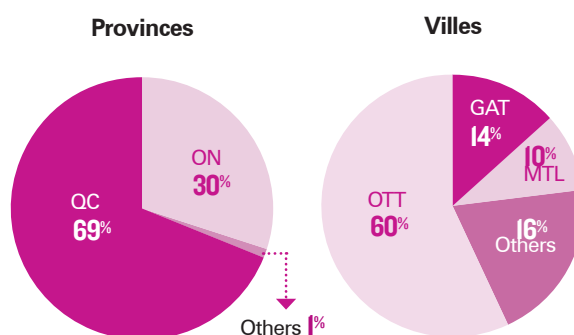
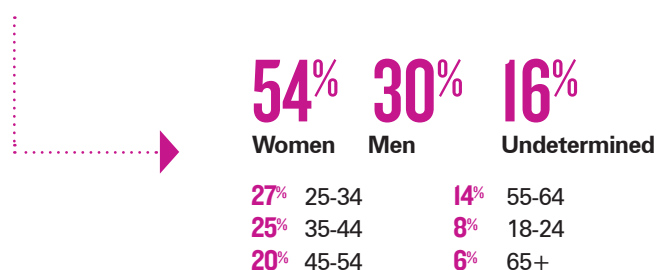
\$300,000

MARKETING INVESTMENT, WINTER SEASON

RESULTS BY NUMERIC PLATFORM

		Impressions	Clics	CTR	CPM
Facebook ads		13,295,284	50,732	0.38%	9.15\$
Web banners		5,704,480	5,097	0.09%	3.73\$
Pre-roll		1,882,673	28,579	1.52%	15.78\$
SEM		678,003	41,004	6.0%	1.44\$

Targeted marketing, behavioural, contextual, similar target audiences



DEFINITIONS:

Impressions: The number of times our content was displayed on a user's screen
Click: When a user clicks on the ad
CTR: Click-through rate, the ratio of clicks per impression

CPM: Cost per thousand impressions
Pre-roll ad: Promotional video message that plays before the content the user has selected
SEM: Search Engine Marketing

YOUR ADVERTISING INVESTMENT OPTIONS

Visibility plan – Winter 2019-2020

Attractions

Accommodation

Restaurants

Events

2020-2021 Tourist Guide

VISIBILITY PLAN – WINTER 2019-2020

When you choose one of our turnkey packages, your business gets the highest possible visibility, and you get access to expert advice from our marketing team, who are there to help you meet your business objectives. You also enjoy economies of scale thanks to pre-negotiated rates for a set of powerful and productive tools and platforms.

To sign up for one of our packages, please contact one of our marketing advisors or download and complete the **commitment form** at right.



ATTRACTIONS PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Landing page Your member profile on a web page with the corresponding/appropriate theme.	✓	✓	✓	✓
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓	✓	✓	✓
Display at the Maison du tourisme (Gatineau) Digital display on reception-area TV.	✓	✓	✓	
Specific ads and/or extension of SEM ad 💰 We purchase the most relevant Google keywords to ensure that your business shows up prominently in online searches.	✓	✓	✓	
Facebook: Video ad 💰 Video montage produced by Outaouais Tourism, posted/targeted to partner's preferred clientele and market.	✓			
Blog post An article about your business, an experience, a product. Authentic, current, engaging content.	✓	✓		
Facebook: Image ad promoting blog post 💰 Complete blog shared in ad format, posted/targeted to partner's preferred clientele and market.	✓	✓		
Facebook: Regular posts promoting blog post Your blog post is shared on the Outaouais Tourism Facebook page.	✓	✓		
Dedicated newsletter A showcase just for you.	✓			
Newsletter mention Photo, link and a short description in a newsletter.	✓	✓	✓	
Facebook: Regular posts Posts shared on the Outaouais Tourism Facebook page.	✓	✓	✓	✓
Blog: mention in themed article Your business is highlighted in a themed blog article.			✓	✓
Facebook: Image ad promoting themed blog post 💰 Publication of an image ad to promote the themed blog post.			✓	✓
Facebook: Regular posts promoting themed blog post The themed blog post is shared on the Outaouais Tourism Facebook page.			✓	✓
MARKET VALUE:	\$14,400	\$7,850	\$4,750	\$2,000
DISCOUNT:	-\$5,400	-\$2,850	-\$1,750	-\$1,050
YOUR COST:	\$9,000	\$5,000	\$3,000	\$950

Dedicated channels except: 💰 Paid channels

NB: Prices subject to change

ACCOMMODATION PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓	✓	✓	✓
Display at the Maison du tourisme (Gatineau) Digital display on reception-area TV.	✓	✓	✓	
Specific ads and/or extension of SEM ad 💰 We purchase the most relevant Google keywords to ensure that your business shows up prominently in online searches.	✓	✓	✓	✓
Facebook: Ad for accommodation package 💰 Do you have a special rate or deal to promote? We'll share it on Facebook.	✓	✓	✓	✓
Web banner 💰 Production and publication of online ads.	✓	✓		
Newsletter mention Photo, link and a short description in a newsletter.	✓	✓	✓	
MARKET VALUE:	\$11,950	\$7,200	\$3,650	\$1,500
DISCOUNT:	-\$2,950	-\$2,200	-\$650	-\$550
YOUR COST:	\$9,000	\$5,000	\$3,000	\$950

RESTAURANTS PACKAGES

	PLATINUM	GOLD
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓	✓
Specific ads and/or extension of SEM ad 💰 We purchase the most relevant Google keywords to ensure that your business shows up prominently in online searches.	✓	✓
Blog: mention in themed article Your business is highlighted in a themed blog article.	✓	✓
Facebook: Regular posts promoting blog post The themed blog post is shared on the Outaouais Tourism Facebook page.	✓	✓
Photoshoot organized by Outaouais Tourism Professional photoshoot at the partner's location.	✓	
Newsletter mention Photo, link and a short description in a newsletter.	✓	
MARKET VALUE:	\$2,150	\$1,440
DISCOUNT:	-\$1,200	-\$990
YOUR COST:	\$950	\$450

EVENTS PACKAGE

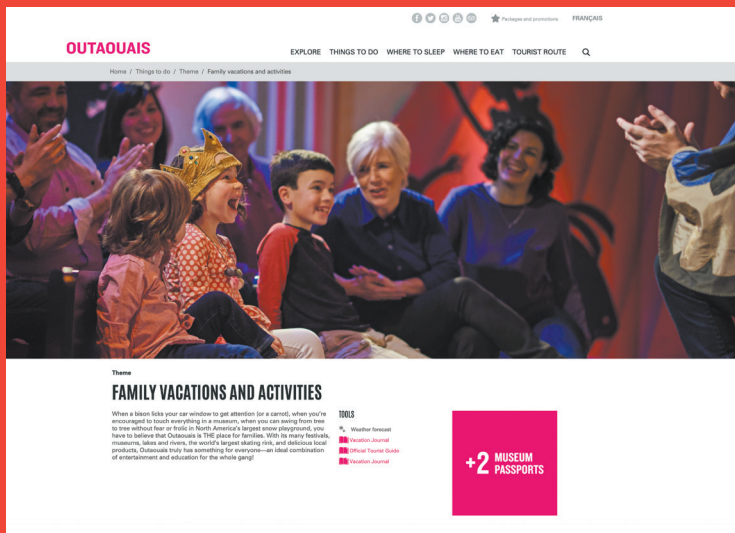
	PLATINUM
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓
Specific ads and/or extension of SEM ad 💰 We purchase the most relevant Google keywords to ensure that your business shows up prominently in online searches.	✓
Blog: Mention in <i>What's On</i> weekly feature THE weekly reference for what's on in the Outaouais. Guaranteed mention during the campaign.	✓
Facebook: Sponsored publication of your event on the Tourism Outaouais page 💰 Sponsored publication on social media.	✓
MARKET VALUE:	\$1,600
DISCOUNT:	-\$1,100
YOUR COST:	\$500

Dedicated channels except: 💰 Paid channels

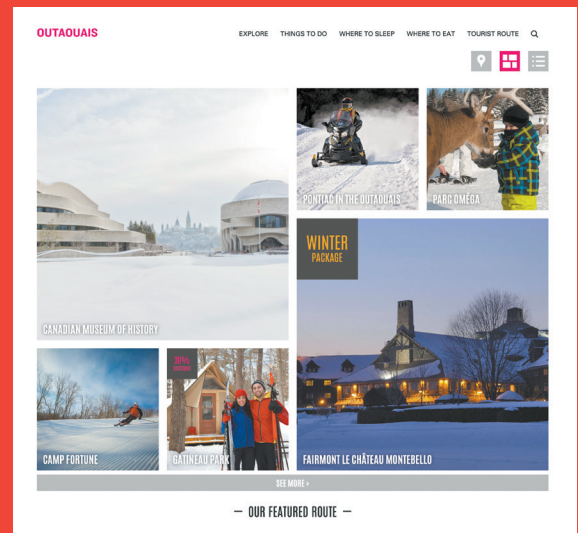
NB: Prices subject to change

VISIBILITY EXAMPLES: DEDICATED

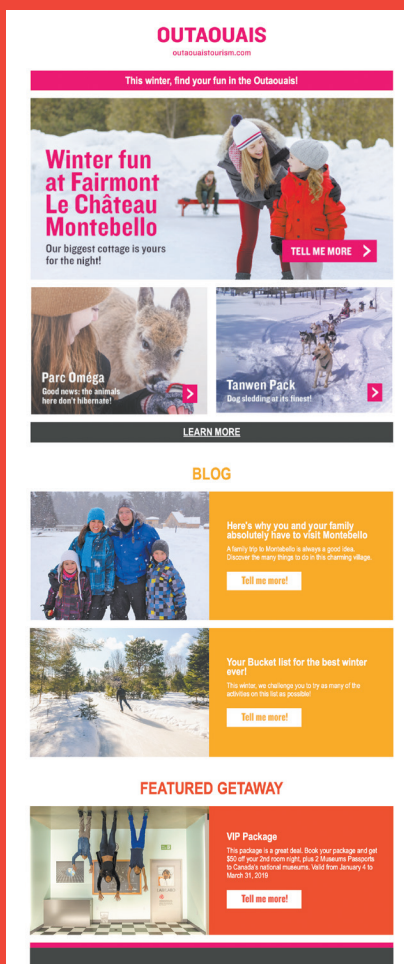
Landing page



Priority positioning on web pages



Newsletter mention



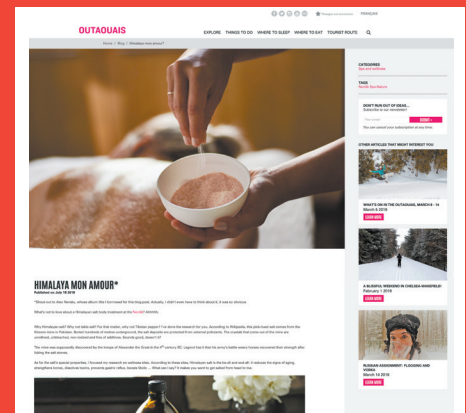
Dedicated newsletter



Facebook: Regular posts



Blog post



Blog: Mention in post



VISIBILITY EXAMPLES: PAID

Search Engine Marketing (SEM)

Outaouais Tourism | Discover the Restaurants | Certified Outaouais Fun
Ad www.tourismeoutaouais.com/Restaurants ▼


Explore our list of restaurants for every taste and every budget. Visit us! Enjoy a hearty meal with family and friends in the Outaouais region. Gourmets weekends · Gastronomy · The best tables are here

Le Rustiek Discover a Wide Selection of Quebec Craft Beers, & Private Import Wines	L'Huile d'Olive Discover the L'Huile d'Olive restaurant in the Village Majopial.
Square Old Chelsea The Gourmet, Sports and Wellness Destination in the Heart of Nature	L'Orée du Bois Come and discover flavorful French & local cuisine in a rustic decor.

Facebook: Image ad

Outaouais Tourism— Discover the Outaouais Region! Sponsored · 🌐

Be an underground explorer and an aerial acrobat in a single day: it's possible at Arbraska Lafleche!



WWW.TOURISMEOUTAOUAIS...
Just 30 minutes from Gatineau! [LEARN MORE](#)

👍❤️😄 67 13 Comments 17 Shares

👍 Like 💬 Comment ➦ Share

Facebook: Video ad

L'Association touristique de l'Outaouais Sponsored · 🌐

Cet été, venez vibrer au rythme de la vie bouillonnante du Vieux-Hull! Restos, bars, arts et spectacles... vous serez comblés!
[See Translation](#)





www.tourismeoutaouais.com
(Re)découvrez le Vieux-Hull
La destination foodie! [LEARN MORE](#)

👍❤️😄 140 12 Comments 27 Shares

👍 Like 💬 Comment ➦ Share

Web banner

	<p>— CASINO PACKAGE —</p> <p>I NIGHT STAY + BREAKFAST AT L'ARÔME + \$40 IN CHIPS</p>
	<p>— MUSEUM PACKAGE —</p> <p>I NIGHT STAY + FAMILY PASS TO THE CANADIAN MUSEUM OF HISTORY</p>

TOURIST GUIDE 2020-2021

A TOOL THAT'S MORE RELEVANT THAN EVER



2
OUT OF
3

Nearly 2/3 of respondents report that an ad in a tourist guide **influenced their choice** of activities, attractions, restaurants or accommodation.

Number of copies:

200,000



75% of users of the Accommodation section **book their accommodation** based on the information they find there.

85%

More than 85% of users of the **Restaurants section** choose a restaurant based on the information they find there.

70%

70% of respondents report that the guide **made them want** to visit the region.

8

tourist information offices within the region

4

offices outside the region

DISTRIBUTION

Quebec network of **visitor centres** and tourist information offices;

Outaouais–Ottawa tourism industry **partners** (restaurants, accommodation establishments, attractions);

Ottawa **train station, central bus station** and **international airport**;

Network of chain restaurants and businesses in **Montreal** and **Laval**.

PRICE LIST

Inside pages:

	FORMAT	SPECIFICATIONS	AD ONLY	* DESIGN OPTION
A	Double page	10.5" x 7.875" + bleed	\$8,548	\$500
B	Full page	5.25" x 7.875" + bleed	\$4,915	\$300
C	1/2 page	4.375" x 3.3" (Horizontal)	\$2,899	\$250
D	1/4 page	4.375" x 1.53" (Horizontal)	\$1,513	\$150

Special pages:

Double page before summary	10.5" x 7.875" + bleed	\$14,756
First inside pages (2 & 3)	5.25" x 7.875" + bleed	\$8,116
Outside back cover	5.0625" x 7.875" + bleed	\$11,981
Outer flap back cover	5.0625" x 7.875" + bleed	\$10,402
Last inside page	5.25" x 7.875" + bleed	\$10,402

* Outaouais Tourism handles the design and production of your ad. The price includes one proposed design and a maximum of two revisions. You will be invoiced for any subsequent change requests.

NB: Prices subject to change

AD EXAMPLES:

A

CASINO
LAC-LEAMY

CASINO

du divertissement
comme nulle part ailleurs

À quelques minutes d'Ottawa, le Casino du Lac-Leamy vous convie à une grande expérience. Jeux et spectacles variés, offres exclusives pour les groupes en autocar, centre de conférences, restaurants réputés, bars conviviaux, boîte de nuit, tout y est. À la fois chic, dynamique et décontracté, le Casino du Lac-Leamy vous propose une escapade au-delà de tout ce que vous pouvez imaginer. Ouvert 24/7. Stationnement extérieur gratuit.

casinodulacleamy.ca 1 800 665-2274 18+

par pur plaisir

Specifications:

Bleed: 0,125"
on all sides

Security margin: 0,5"
inside of trim

Deadline to reserve ad space:

October 31, 2019

Contact one of our
marketing advisors.

Submission deadline:

December 31, 2019

Ad material should be
submitted via the free
WeTransfer.com online
file transfer service using
your marketing advisor's
email address.

B

LA VALLÉE-DE-LA-GATINEAU
Un courant de fraîcheur

ÉTÉ COMME HIVER

RETROUVEZ LE CONFORT ET LE PLEIN AIR,
AU COEUR DE LA VILLE OU EN PLEINE FORÊT!

MAJOPAL • Village de la Vallée-de-la-Gatineau

Le Village d'Olive

AUBERGE
du DRAGON

MRC
VALLÉE-DE-LA-GATINEAU
développement durable, tourisme

villagemajopal.ca • 819 465-3625 | aubergedragonqc.ca • 877-449-7022 | tourismevalleedelagatineau.com • 1 877 465 3241

C

EXPÉRIENCE
NATURELLE

DÉCOUVREZ LA DIVERSITÉ ET
LA BEAUTÉ DU MONDE NATUREL

nature.ca

Canada
musée canadien de la nature
nature
canadian museum of nature

D

NATURE
DANCE

Camping | Prix à camper | Séances de randonnée
Location d'équipement | Activités de découverte

sepaq.com/plaisance | 1 800 855-6527

Sépaq

POUR UNE ESCAPADE À MOTO MÉMORABLE AU QUÉBEC

quebecamoto.com

14 RÉGIONS TOURISTIQUES
45 CIRCUITS À MOTO

TÉLÉCHARGEZ OU COMMANDEZ GRATUITEMENT NOS OUTILS DE MOTOTOURISME

quebecoriginal

BUILD YOUR OWN PACKAGE!

To sign up for **à la carte options** or for more information, please contact one of our marketing advisors.

The Outaouais Tourism team is on top of all the latest marketing and advertising trends, and can advise you on the best platforms to use to ensure that your messages reach your target clientele.

OUR MARKETING ADVISORS:

Marilyn Savoie

Culture, festive and gourmet

msavoie@tourisme-outaouais.ca
Tel.: 819 778-2530 (ext. 249)



Maxime Nickner

Accommodations

mnickner@tourisme-outaouais.ca
Tel.: 819 778-2530 (ext. 246)



Valérie Tétreault

Outdoors

vtetreault@tourisme-outaouais.ca
Tel.: 819 778-2530 (ext. 233)



To sign up for one of our packages, please contact one of our marketing advisors or download and complete the commitment form below.

COMMITMENT FORM



-CERTIFIED-
#OUTAOUAIS
FUN

103 Laurier Street, Gatineau (Quebec) J8X 3V8
819 778-2222 | 1 800 265-7822

OUTAOUAIS

outaouaistourism.com