

SUMMER 2020 **MEDIA** **KIT**

Strategic orientations

Digital channels

Overview – Summer 2019

Advertising investment options

Tourist Guide

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!

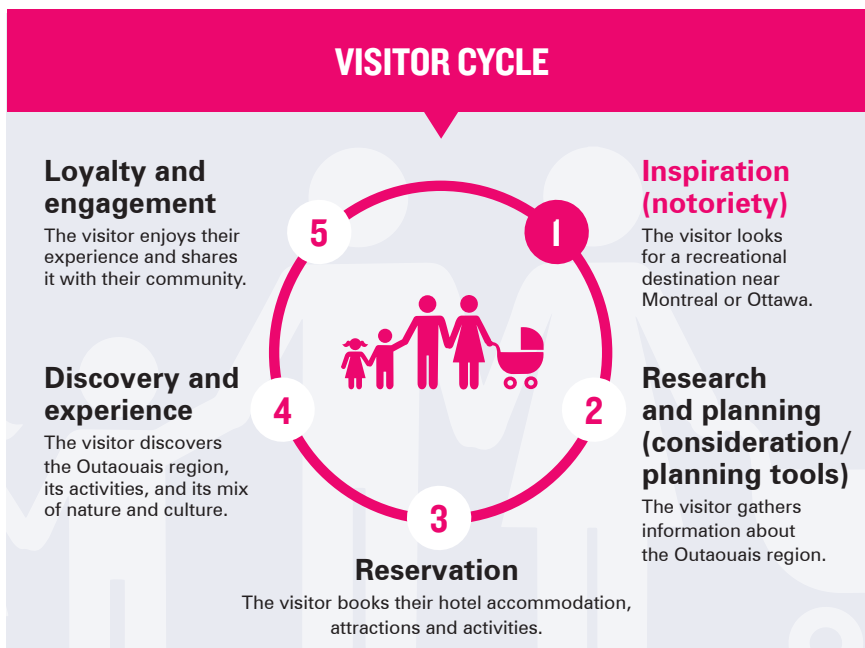
STRATEGIC ORIENTATIONS

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:

ONTARIO **FRANCE**
UNITED STATES (NORTHEAST)
UNITED KINGDOM **CHINA**
MEXICO

DIGITAL CHANNELS

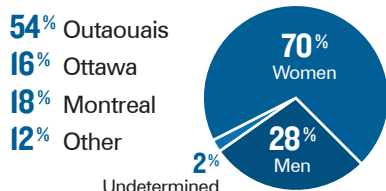
Powerful tools and platforms that will help you reach your clients more effectively.

The statistics represent the period from January 1, 2019 to December 31, 2019 (Exception: number of followers as of January 31, 2020).

FACEBOOK

f 34,434

Followers



5.3M

Total impressions

2.2M

Organic reach

3.2M

Total reach

148K

Engagement

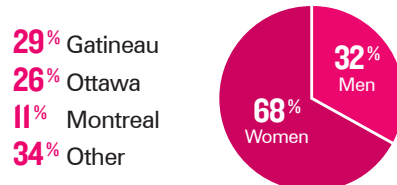
4.62%

Engagement rate

INSTAGRAM

ig 11,100

Followers



27K

Engagement

26K

Likes

930

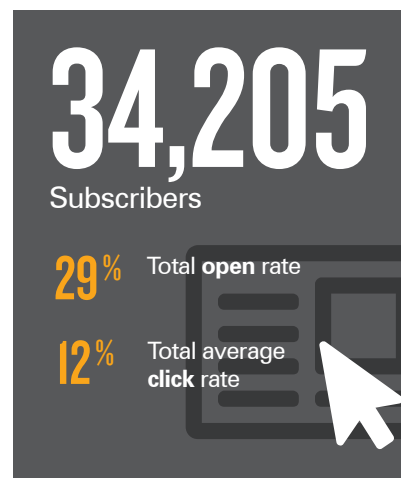
Comments

OTHER CHANNELS

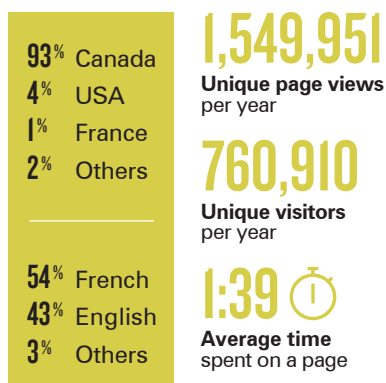


#OUTAOUAISFUN

NEWSLETTER



WEBSITE

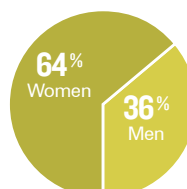
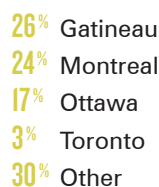


1,888,966

Page views per year

1,033,562

Visits (sessions) per year



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

MAY 1 TO SEPTEMBER 30, 2019

NEARLY

\$600K

MARKETING INVESTMENT,
SUMMER SEASON

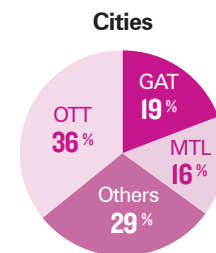
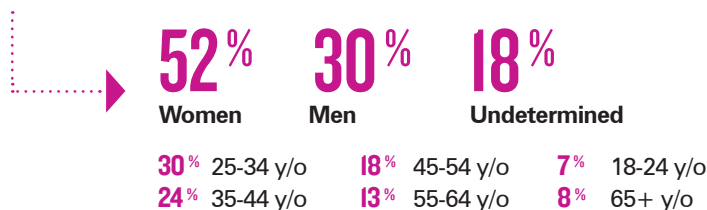
The promotion of the destination to the target markets of Montreal and Ottawa is in effect all year round, with the objective of reminding residents of those markets that the Outaouais is the ideal region for their getaways.

The marketing campaign is mostly 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.

RESULTS BY DIGITAL CHANNEL

	% media investment per platform	Impressions	Clicks	CTR	CPC
Facebook ads videos, Facebook images and carousel ads	26 %	8,948,254	37,619	0.42 %	\$2.45
Web banners	9 %	3,111,875	9,818	0.42 %	\$3.14
Pre-roll	15 %	6,000,053	11,241	0.19 %	\$4.80
SEM	34 %	718,252	66,259	9.2 %	\$1.86
Other media: TV, print, SATQ, partnerships, etc.	16 %	—	—	—	—

Targeted marketing, behavioural, contextual, similar target audiences



AN ADDITIONAL \$80,000 WAS INVESTED IN THE CHEMINS D'EAU CAMPAIGN. HERE ARE THE RESULTS:

	% media investment per platform	Impressions	Clicks	CTR	CPC
Facebook ads Facebook images and carousel ads	13 %	930,302	10,985	1.18 %	\$0.97
Pre-roll	50 %	2,195,090	12,339	0.56 %	\$3.19
SEM	6 %	24,761	903	3.6 %	\$5.54
Radio	31 %	—	—	—	—

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

CPC: Cost per click

Pre-roll ad: Promotional video message that plays before the content the user has selected

SEM: Search Engine Marketing

YOUR ADVERTISING INVESTMENT OPTIONS

Visibility Plans – Summer 2020

Attractions

Accommodation

Restaurants

Events

Les Chemins d'eau

Visibility Plans – Infotourist Centres and Mailouts

VISIBILITY PLANS – SUMMER 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 purchase one of our packages, please contact one of our marketing advisors and complete the **commitment form**.



ATTRACTIONS PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Landing page Your member profile on a web page with the corresponding/appropriate theme.	✓	✓	✓	✓
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 💰 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.	✓	✓		
Instagram: Story promotion blog post Blog shared via story on Outaouais Tourism's Instagram account.	✓	✓		
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.			✓	✓
Instagram: Story promotion blog post Blog shared via story on Outaouais Tourism's Instagram account.			✓	✓
MARKET VALUE:	\$14,600	\$7,200	\$4,150	\$2,500
DISCOUNT:	-\$2,600	-\$1,200	-\$650	-\$1,500
YOUR COST:	\$12,000	\$6,000	\$3,500	\$1,000

Dedicated channels except: 💰 Paid channels

NB: Prices subject to change

ACCOMMODATION PACKAGES

	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:	\$8,300	\$3,900	\$1,500
DISCOUNT:	-\$1,800	-\$400	-\$500
YOUR COST:	\$6,500	\$3,500	\$1,000

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 (meals & atmosphere).	✓	
Newsletter mention Photo, link and a short description in a newsletter.	✓	
MARKET VALUE:	\$2,150	\$1,390
DISCOUNT:	-\$1,200	-\$940
YOUR COST:	\$950	\$450



EVENTS PACKAGE

	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 <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.	✓	✓
Newsletter mention Photo, link and a short description in a newsletter.	✓	
On-site visit from Outaouais Tourism for photoshoot purposes (event passes must be included)	✓	
MARKET VALUE:	\$2,190	\$1,480
DISCOUNT:	-\$1,240	-\$980
YOUR COST:	\$950	\$500

Dedicated channels except: 💰 Paid channels

NB: Prices subject to change

LES CHEMINS D'EAU PACKAGES

	GOLD	SILVER	BRONZE
Blog: mention in themed article	✓	✓	✓
Facebook: Image ad promoting themed blog post 	✓	✓	✓
Publication of an image ad to promote the themed blog post.			
Facebook: Sponsored publication on the Tourism Outaouais page 	✓	✓	
Newsletter mention	✓	✓	
Photo, link and a short description in a newsletter.			
Facebook : Image ad publication of an image ad promoting your business	✓		
MARKET VALUE:	\$2,120	\$1,250	\$670
DISCOUNT:	-\$620	-\$500	-\$320
YOUR COST:	\$1,500	\$750	\$350

VISIBILITY PLANS – INFOTOURIST CENTRES AND MAILOUTS

1. QUEBEC INFOTOURIST CENTRES

Visibility offered

Rent one or more display spaces throughout the network of Quebec Infotourist Centres (Montreal, Quebec City, Rivière-Beaudette, Rigaud and Dégelis) to distribute your brochures and promote your business.

Infotourist Centres are open all year:

Summer: April 1 to October 31, 2020

Winter: November 1, 2020 to March 31, 2021

Rate sheet (per member)

	SUMMER		FULL YEAR	
	Distribution:		Distribution:	
	Without	With*	Without	With*
Montreal	\$340	\$442	\$544	\$707
Quebec City	\$271	\$353	\$434	\$564
Rivière-Beaudette	\$171	\$223	\$273	\$354
Rigaud	\$124	\$161	\$199	\$258
Dégelis	\$60	\$78	—	—
The 5 Infotourist Centres	\$928	\$1,206	**\$1,446	**\$1,880
Montreal and Quebec City	\$550	\$715	\$881	\$1,146
Rivière-Beaudette and Rigaud	\$265	\$345	\$425	\$553
WEST: Montreal, Rigaud, Rivière-Beaudette	\$629	\$817	\$1,131	\$1,471
EAST: Quebec City, Dégelis	\$299	\$388	—	—

* Outaouais Tourism takes care of the distribution of the member's brochures to the Infotourist Centres.

** Price does not include distribution in Dégelis.

NOTE The maximum size of a display space is 14 cm (5.5") wide by 28 cm (11") high. If a brochure exceeds this size, the member must reserve more than one space.

2. INFORMATION KITS DISTRIBUTED BY MAIL

Visibility offered

Insertion of your material in our mailings for 3 months of your choice, or from April through October 2020 (spring/summer). We receive almost 2,000 requests for information kits every year.

Target clientele

The information kits are sent to people who are planning a vacation in the Outaouais and who have requested information.

Target markets

Quebec, the other Canadian provinces, the United States, and international destinations.

Rates

Rates for brochure insertion are set according to the weight of the material (price is based on the average cost per gram of mailing to the selected destination).

Postal zone	Average cost per gram*
Canada	\$0.04
USA	\$0.06
International	\$0.12

* Plus applicable federal and provincial sales tax and a 15% administration fee.

Example:

You will pay \$0.44 per item for insertion of an 11-gram brochure mailed to a destination in Canada.

If you sent the brochure yourself, it would cost you at least \$1.00 per item.

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 Lallèche!



www.tourismeoutaouais.com
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

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:

180,000



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

85%

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

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**.

NB: Prices subject to change

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 customer.

OUR MARKETING ADVISORS:

Marilyn Savoie

Culture, festive and restaurants

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Maxime Nickner

Accommodations

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Cell: 819-576-3154



Valérie Tétreault

Outdoors

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Tel.: 819 778-2530 (ext. 233)
Cell: 819 576-3164



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

COMMITMENT FORM



-CERTIFIED-
#OUTAOUAIS
FUN

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

OUTAOUAIS

outaouaistourism.com