

SUMMER 2021 **MEDIA** **KIT**

Strategic orientations

Digital channels

Overview – Summer 2020

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!

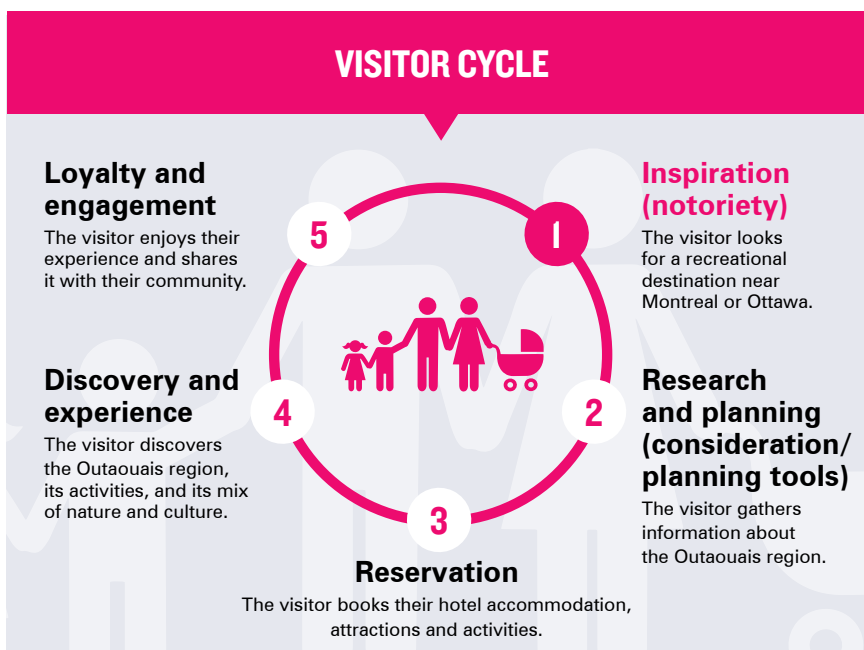
STRATEGIC ORIENTATIONS

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



In these uncertain times, Outaouais Tourism will focus its efforts on local and regional markets (Montréal, Ottawa, Outaouais, Ontario). International market initiatives will resume when circumstances allow.

PRINCIPAL MARKETS

Priority markets:

MONTREAL **OTTAWA** **OUTAOUAIS**

Secondary markets:

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

DIGITAL CHANNELS

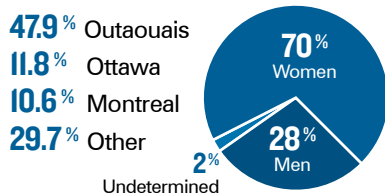
Powerful tools and platforms that will help you reach your clients more effectively.

The statistics represent the period from January 1 to December 31, 2020 (Exception: number of followers as of February 1st, 2021).

FACEBOOK

f 36 969

Followers



4.9M

Total impressions

1.9M

Organic reach

729K

Interactions

3M

Total reach

159K

Engagement

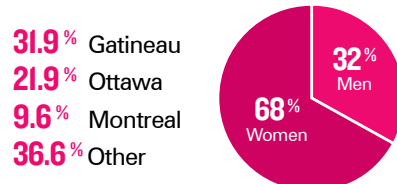
5.2%

Engagement rate

INSTAGRAM

14 465

Followers



1.2M

Impressions

1.1M

Total Reach

254K

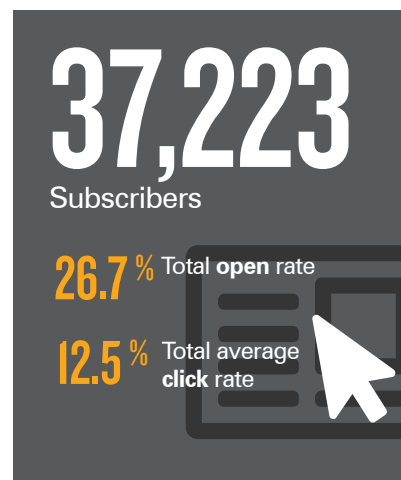
Interactions

OTHER CHANNELS

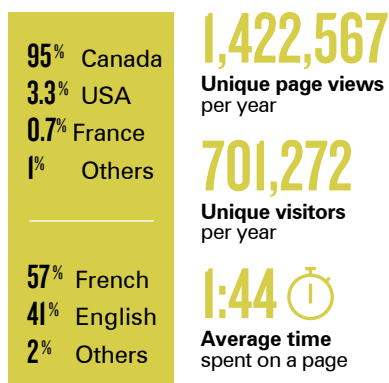


#OUTAOUAISFUN

NEWSLETTER



WEBSITE

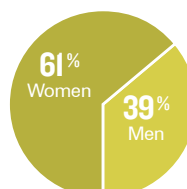
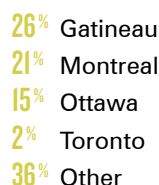


1,723,047

Page views per year

939,368

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

JULY 1ST TO SEPTEMBER 30, 2020*

NEARLY
\$210,000
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 and Instagram ads	26 %	10,026,381	50,687	0.51 %	\$1.58
Pinterest ads	7 %	903,782	959	0.11 %	\$12.51
Web banners	10 %	4,438,790	6,083	0.14 %	\$2.87
Pre-roll	8 %	583,818	2,593	0.44 %	\$5.50
SEM	32 %	432,836	32,143	7.4 %	\$1.75
Other media: TV, print, EAQ, partnerships, etc.	17 %	—	—	—	—

*Shorter campaign period for summer 2020 because of the current health situation.

\$50,000 WAS INVESTED IN THE CHEMINS D'EAU CAMPAIGN. HERE ARE THE RESULTS:

	% media investment per platform	Impressions	Clicks	CTR	CPC
Facebook and Instagram ads	52 %	2,469,976	15,826	0.64 %	\$1.39
Web banners	24 %	2,303,105	3,086	0.13 %	\$3.23
SEM	24 %	76,374	4,407	5.8 %	\$2.24

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 2021

Attractions

Accommodations

Restaurants

Events

Les Chemins d'eau

À la carte elements

Visibility Plans – Mailouts

VISIBILITY PLANS – SUMMER 2021

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

	GOLD	SILVER	BRONZE
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓	✓	✓
Facebook: Image Ad 💰		✓	
Facebook: Boosted post 💰	✓		✓
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 post promoting blog post Your blog post is shared on the Outaouais Tourism's Facebook page.	✓		
Instagram: Story promoting blog post Blog shared via story on the Outaouais Tourism's Instagram account.	✓		
Dedicated newsletter A showcase just for you.	✓		
Newsletter mention Photo, link and a short description in a newsletter.		✓	✓
Instagram stories (3-4) or Pinterest post	✓		
Facebook: Regular post Post shared on the Outaouais Tourism's Facebook page.		✓	
Blog: Mention in themed article Your business is highlighted in a themed blog article.		✓	✓
Facebook: Regular post promoting themed blog post The themed blog post is shared on the Outaouais Tourism's Facebook page.		✓	✓
Instagram: Story promoting blog post Blog shared via story on the Outaouais Tourism's Instagram account.		✓	✓
MARKET VALUE:	\$7,500	\$3,400	\$2,150
DISCOUNT:	-\$2,500	-\$900	-\$1,200
YOUR COST:	\$5,000	\$2,500	\$950

Dedicated channels except: 💰 Paid channels

NB: Prices and visibilities subject to change

ACCOMMODATIONS PACKAGES

	GOLD	SILVER
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓	✓
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.	✓	✓
*NB: This visibility is subject to change.		
MARKET VALUE:	\$3,150	\$1,600
DISCOUNT:	-\$650	-\$600
YOUR COST:	\$2,500	\$1,000

RESTAURANTS PACKAGES

	GOLD
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓
Facebook: Sponsored post on the Outaouais Tourism's page 💰	✓
Newsletter mention Photo, link and a short description in a newsletter.	✓
MARKET VALUE:	\$1,130
DISCOUNT:	-\$680
YOUR COST:	\$450

EVENTS PACKAGE

	GOLD
Priority positioning on web pages According to the investment amount, partners appear first in their respective section of the website.	✓
Facebook: Sponsored post of your event on the Outaouais Tourism's page 💰	✓
Newsletter mention Photo, link and a short description in a newsletter.	✓
MARKET VALUE:	\$1,130
DISCOUNT:	-\$680
YOUR COST:	\$450

LES CHEMINS D'EAU PACKAGES

	GOLD	SILVER
Facebook: Partner's boosted post via media agency 💰	✓	
Facebook: Sponsored post on the Outaouais Tourism's page 💰		✓
Blog: Mention in themed article	✓	✓
Facebook: Regular post promoting themed blog post The blog post is shared on the Outaouais Tourism's Facebook page.	✓	✓
Instagram: Story promoting blog post Blog shared via story on the Outaouais Tourism's Instagram account.	✓	✓
Newsletter mention Photo, link and a short description in a newsletter.	✓	
MARKET VALUE:	\$1,550	\$910
DISCOUNT:	-\$800	-\$460
YOUR COST:	\$750	\$450

Dedicated channels except: 💰 Paid channels

NB: Prices and visibilities subject to change

À LA CARTE ELEMENTS

To sign up for *À la carte* options, contact one of our Marketing Advisors for details and prices. Limited quantities.

- Blog mention
- Newsletter mention
- Dedicated newsletter
- Social media post
- Instagram stories
- Facebook video ad (Montreal or Ottawa market)
- Pinterest post

VISIBILITY PLANS – MAILOUTS

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 2021 (spring/summer). We receive almost 1,000 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.

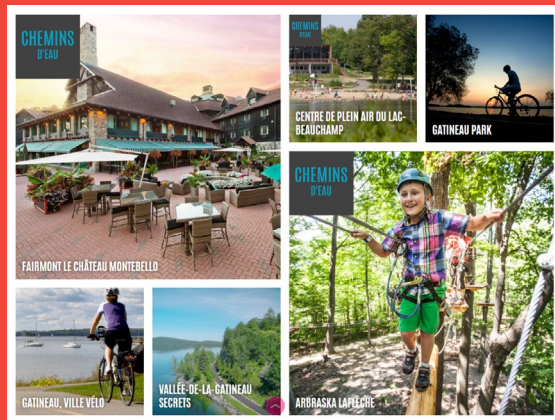
Example:

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

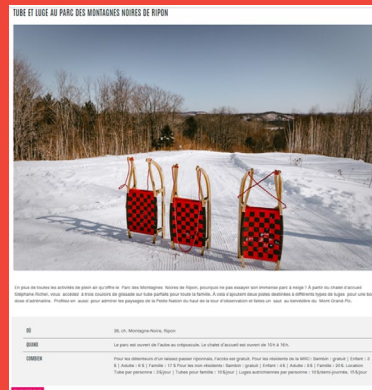
If you sent the brochure yourself, it would cost you at least \$1.00 per item.

VISIBILITY EXAMPLES: DEDICATED

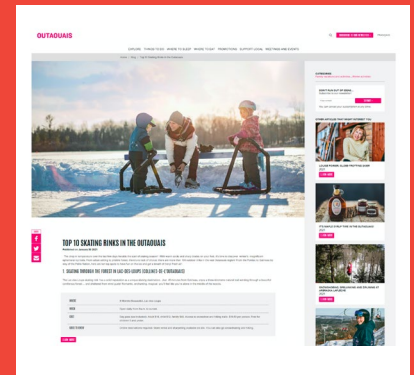
Priority positioning on



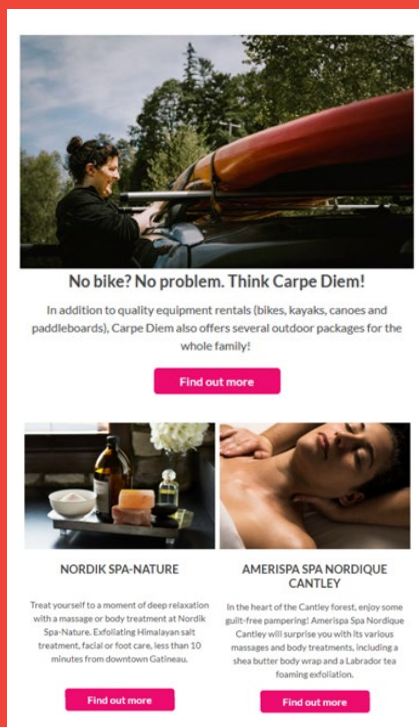
Blog: Mention in article



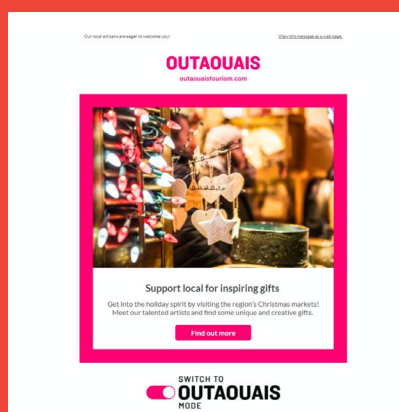
Blog post



Newsletter mention



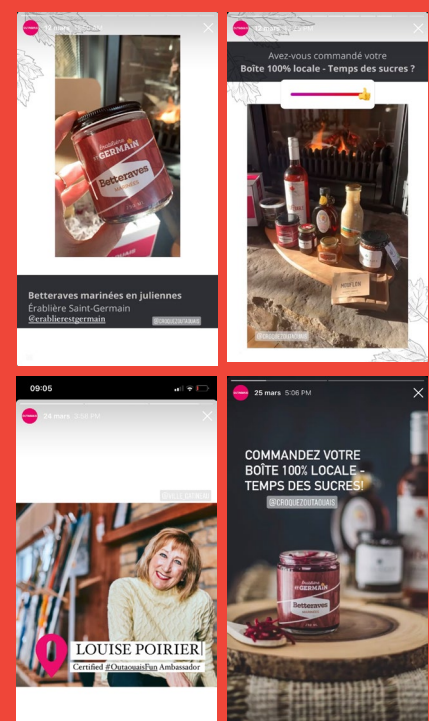
Dedicated newsletter



Facebook: Regular post



Instagram Stories



VISIBILITY EXAMPLES: PAID

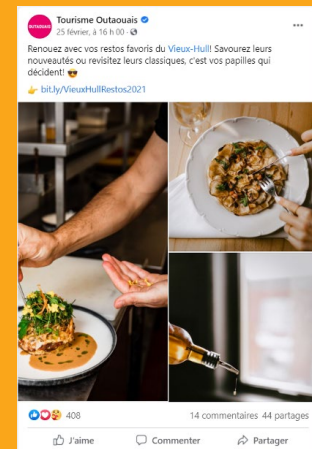
Facebook: Image ad



Facebook: Video ad



Facebook: Partner's boosted post



Web banner



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.

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Culture, festive, restaurants
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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

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