

# **MEDIA KIT**

# **2021-2022**

**Strategic orientations**

**Digital channels**

**Overview – Winter 2020-2021**

**Advertising investment options**

## **OUTAOUAIS**

[outaouaistourism.com](http://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!

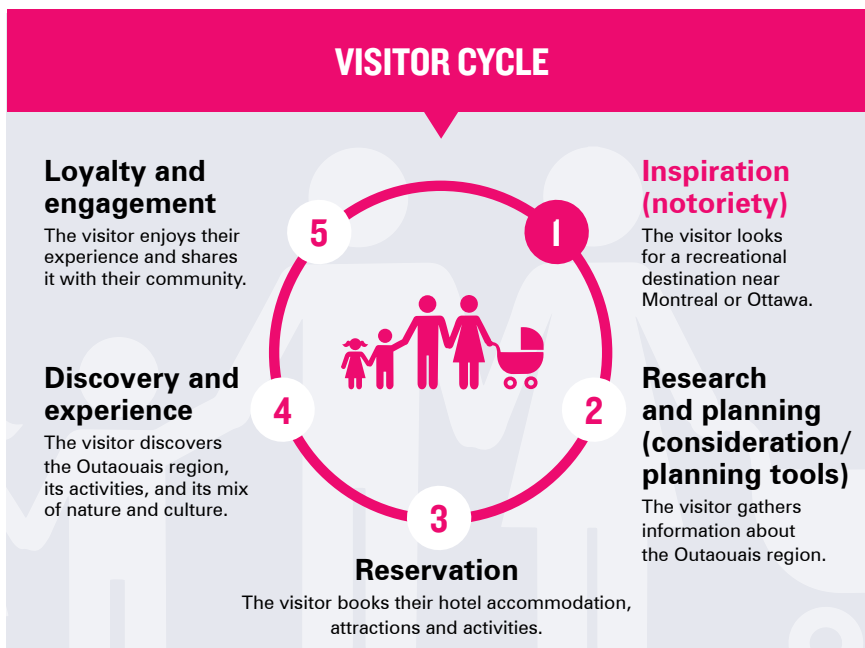
## STRATEGIC ORIENTATIONS

### 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 priority 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**

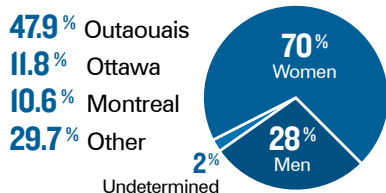
# DIGITAL CHANNELS

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 August 31<sup>st</sup>, 2021).

## FACEBOOK

**f** 41,723  
Followers



4.9M  
Total impressions

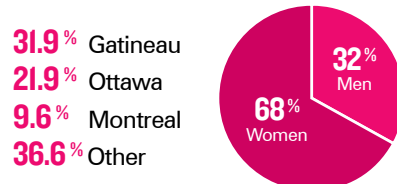
1.9M  
Organic reach

729K Interactions  
3M Total reach

159K Engagement  
5.2% Engagement rate

## INSTAGRAM

**ig** 16,857  
Followers



**51.4%**  
Number of followers from 2019 to 2021

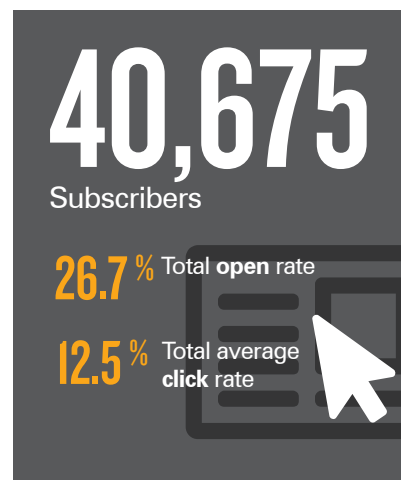
1.2M Impressions  
1.1M Total Reach  
254K Interactions

## OTHER CHANNELS

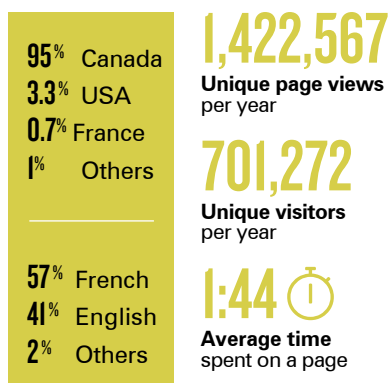


**#OUTAOUAISFUN**

## NEWSLETTER



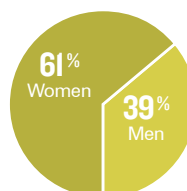
## WEBSITE



1,723,047  
Page views per year

939,368  
Visits (sessions) per year

26% Gatineau  
21% Montreal  
15% Ottawa  
2% Toronto  
36% Other



## 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

NOVEMBER 1<sup>ST</sup>, 2020 TO MARCH 31<sup>ST</sup>, 2021

NEARLY  
**\$200,000\***  
MARKETING INVESTMENT,  
WINTER 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 winter 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	34 %	6,297,084	39,831	0.63 %	\$1.72
Pinterest ads	7 %	2,324,784	14,914	0.64 %	\$0.97
Web banners	9 %	5,015,707	6,597	0.13 %	\$2.59
Pre-roll	5 %	452,831	4,045	0.89 %	\$2.60
SEM	36 %	459,303	54,045	11.8 %	\$1.33
Other media: TV, print, EAQ, partnerships, etc.	9 %	—	—	—	—

\*The total amount of marketing investments is reduced due to the pandemic, which limits our promotional efforts. Please note that our marketing placements may fluctuate depending on the sanitary measures dictated by public health.

## 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 – Winter 2021-2022

Attractions

Accommodations

Restaurants

Events

*À la carte* options

# VISIBILITY PLANS – WINTER 2021-2022

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
<b>Priority positioning on web pages</b> According to the investment amount, partners appear first in their respective section of the website.	✓	✓	✓
<b>Facebook: Image Ad</b> 💰		✓	
<b>Facebook: Boosted post</b> 💰	✓		✓
<b>Blog post</b> An article about your business, an experience, a product. Authentic, current, engaging content.	✓		
<b>Facebook: Image ad promoting blog post</b> 💰 Blog shared in ad format, posted/targeted to partner's preferred clientele and market.	✓		
<b>Facebook: Regular post promoting blog post</b> Your blog post is shared on the Outaouais Tourism's Facebook page.	✓		
<b>Dedicated newsletter</b> A showcase just for you.	✓		
<b>Newsletter mention</b> Photo, link and a short description in a newsletter.		✓	✓
<b>Instagram stories (3-4)</b>	✓		
<b>Facebook: Regular post</b> Post shared on the Outaouais Tourism's Facebook page.		✓	
<b>Blog: Mention in themed article</b> Your business is highlighted in a themed blog article.		✓	✓
<b>Facebook: Regular post promoting themed blog post</b> The themed blog post is shared on the Outaouais Tourism's Facebook page.		✓	✓
<b>MARKET VALUE:</b>	\$7,250	\$3,250	\$2,000
<b>DISCOUNT:</b>	-\$2,250	-\$1,250	-\$1,050
<b>YOUR COST:</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$950</b>

Dedicated channels except: 💰 Paid channels

NB: Prices and visibilities subject to change

## ACCOMMODATIONS PACKAGES

	GOLD	SILVER
<b>Priority positioning on web pages</b> According to the investment amount, partners appear first in their respective section of the website.	✓	✓
<b>Facebook: Ad for accommodation package</b> 💰 Do you have a special rate or deal to promote? We'll share it on Facebook.	✓	✓
<b>Web banner</b> 💰 Production and publication of online ads.	✓	
<b>Newsletter mention</b> Photo, link and a short description in a newsletter.	✓	✓
<b>MARKET VALUE:</b>	\$3,150	\$1,660
<b>DISCOUNT:</b>	-\$650	-\$660
<b>YOUR COST:</b>	<b>\$2,500</b>	<b>\$1,000</b>

## RESTAURANTS PACKAGES

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

## EVENTS PACKAGE

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

## À LA CARTE OPTIONS

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

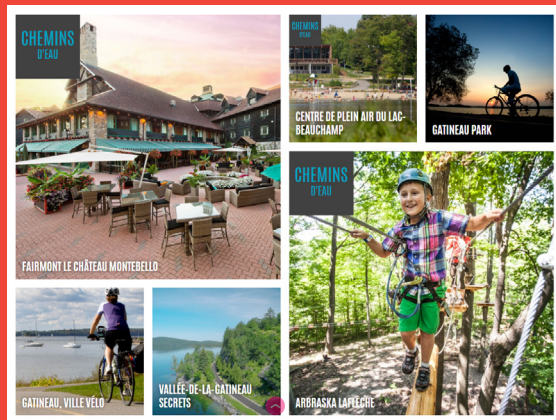
- Blog mention
- Newsletter mention
- Dedicated newsletter
- Social media post
- Instagram stories
- Facebook video ad (Montreal or Ottawa market)
- Pinterest post

Dedicated channels except: 💰 Paid channels

NB: Prices and visibilities subject to change

# VISIBILITY EXAMPLES: DEDICATED

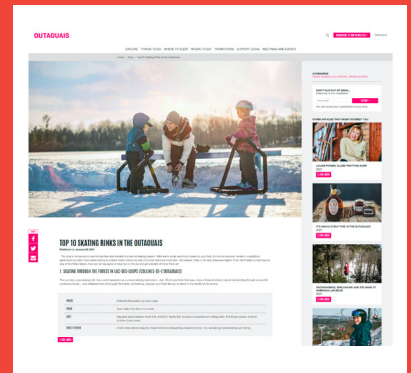
## Priority positioning on web pages



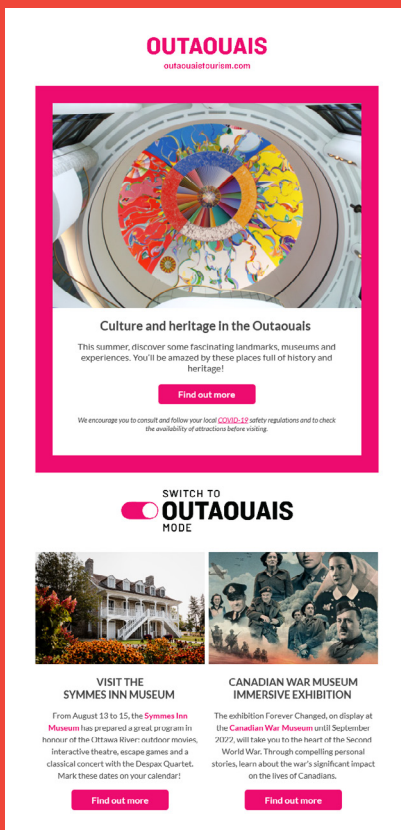
## Blog: Mention in article



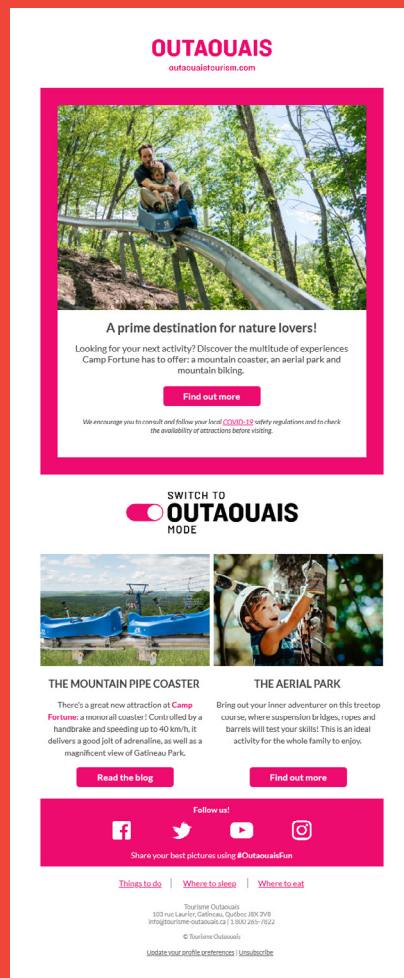
## Blog post



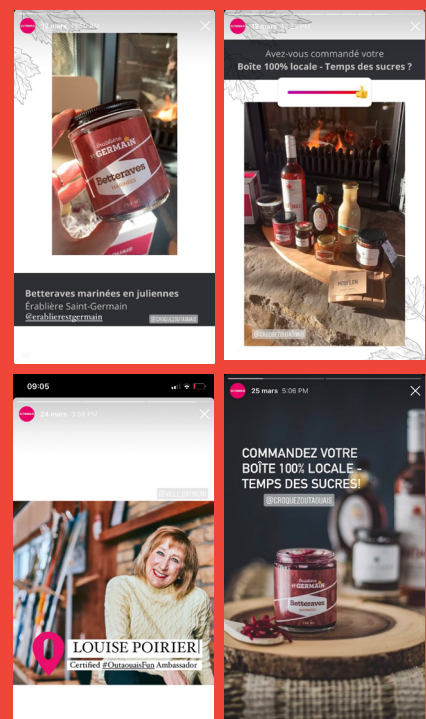
## Newletter mention



## Dedicated newsletter



## Instagram Stories





# VISIBILITY EXAMPLES: PAID

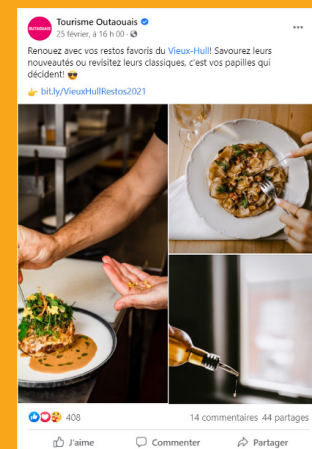
Facebook: Image ad



Facebook: Video ad



Facebook: Partner's boosted post



Facebook: Regular 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.

## **Marilyn Savoie**

Culture, festive, restaurants  
and les Chemins d'eau

msavoie@tourisme-outaouais.ca  
Cell: 819 576-3172



## **Christine Mailhot**

Accommodations and Outfitters

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Cell: 819 576-3154



## **Émilie Vallée**

Outdoors, bicycling and skiing

evallee@tourisme-outaouais.ca  
Cell : 819 576-6330



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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outaouaistourism.com