

# Exploring Tourism Opportunities

## 2015/2016 Outdoor Adventure Program



Presented to: The Municipality of Temagami  
Presented by: Steve Bruno  
Thursday, December 10, 2015

## OBJECTIVES OF THE OUTDOOR ADVENTURE PROGRAM

- Increase awareness of nature & adventure tourism
- Increase incremental visitor spending
- Increase visitation to Outdoor Adventures website
- Engage and connect adventures with Ontario's experiences and operator packages with the goal to increase yields in 2015/2016

## 2015/2016 MARKETING CAMPAIGN

- 2 key target markets – Domestic/US and UK
- Use the “Find Your Great” theme & Ray Mears with a contest centered on Temagami & the legend of Grey Owl
- Work with key partners



## WHO IS RAY MEARS?

- World's authority on bushcraft and survival
- TV – Tracks; World Of Survival, Trips Money Can't Buy, Wild Britain, How The West Was Won and more
- Woodlore - UK's premier school of Wilderness Bushcraft
- Author of 11 books

# 2016 CONTEST – WIN an EPIC Trip with Ray Mears

# UK MARKETING CAMPAIGN

- [Ontariotravel.net/ukadventure](http://Ontariotravel.net/ukadventure)
- E-newsletters (70K UK consumers)
- Social Media
- Media Partners
  - The Independent
  - Adventure Travel
  - Ramblers
  - Timeoutdoors.com
  - Holidays Active
  - Mountain Warehouse

The screenshot shows the Ontario Canada website's UK adventure campaign page. At the top, the Ontario Canada logo is on the left, and social media icons for Facebook, Twitter, Pinterest, Instagram, and YouTube are on the right. The main banner features a photo of a person in a canoe on a lake, with a white box containing the text "WIN AN EPIC ADVENTURE IN ONTARIO WITH RAY MEARS" and an "ENTER HERE" button with a right-pointing arrow.

Below the banner, the text "Choose your adventure:" is followed by four activity cards:

- CLASSIC: Hiking**  
Romantic Hiking Getaway  
2 Days - Lake Superior  
£150 per person  
Hike an infamous Sleeping Giant Provincial Park trail to see stunning views of the lake. Retreat to your secluded hand-crafted log cabin nestled along the Lake Superior shoreline. Savour local flavours. See moose, deer, eagles and more.
- CLASSIC: Whitewater Rafting**  
Thrilling Whitewater Rafting Adventures  
2 Days - Ottawa River  
£140 per person  
After 5 fun-filled hours of whitewater thrills in Class III and IV rapids in a Big Boat (13 person raft), you'll enjoy a delicious sunset BBQ dinner cruise before returning to the resort to see an après rafting video that relives the day's highlights.
- CLASSIC: Sailing**  
Thunder Bay Fly n Sail Tour  
2 hours - Lake Superior  
£85 per person  
Choose from a variety of 2 hour to half day themed sailing tours on a magnificent 40' or 32' sailboat in Thunder Bay. The Fly n Sail includes a 20 minute aerial tour over the city and harbour and a 90 minute sailing tour gets you up close to the lighthouses and lakes.
- EPIC: Canoeing**  
Train In, Paddle Out  
6 Days - Wabakimi Provincial Park  
£775 per person  
Travel by train deep into the vast forest wilderness where your paddling adventure in the Boreal Forest begins. Canoe through fish filled pristine waterways. See elusive woodland caribou, Canadian moose, beavers, otters or wolves.

On the left side, there is a navigation menu with the following items:

- Packages by Activity
- Packages by Category
- Packages by Location
- Ontario Adventures
- Signature Experiences
- WIN a trip with Ray Mears
- Ray Mears in Ontario
- The Legend of Grey Owl
- The Planet D Adventure Travel Blog on Ontario
- Tour Operator Deals
- Blogs
- Home

At the bottom right, there is a video player with a play button and the text "WIN AN EPIC ADVENTURE IN ONTARIO, CANADA WITH RAY MEARS". Below the video player, the text "WELCOME TO ONTARIO your adventure starts here..." is displayed.

# Sample of UK Campaign Promotions

**Start your Ontario Adventure**  
at [www.ontariotravel.net/ukadventure](http://www.ontariotravel.net/ukadventure)

ONTARIO CANADA

# Go North

The Canadian province of Ontario is an ideal destination for a wild yet easy to reach adventure – particularly the north. Here's why...

**T**he North is what makes Canada unique among nations. We have something here that no other country has – it offers Canadians a dual existence: to walk city streets and paddle forest rivers. The North provides the world-weary with an antidote to civilization, an antidote no longer available in much of the Western world." These words were spoken in 1936 about northern Ontario by one of Canada's most famous personalities, Grey Owl, and they ring just as true nearly 80 years later.

The province of Ontario is the size of France and Spain combined, and it's an ideal place to escape the grind and have a back-to-nature adventure. Canoeing is the obvious transport of choice – a staggering 33% of the world's fresh water is in Ontario's lakes and rivers. Paddle in the Temagami region, home to Ontario's longest network of canoe routes, on Canadian Heritage Rivers such as the French and Missinabi, or canoe in Algonquin Provincial Park, the size of Devon, with 950 miles of canoe routes. Camp under the stars after a day on the water, no people for miles.

If you prefer on-land adventures, Ontario is home to 1,800 hiking trails, like the 500-mile Bruce Trail, Canada's oldest, longest footpath. You can be in the wilderness within just a couple of hours of Toronto, Ottawa and Niagara Falls. Grey Owl is a controversial figure. Using a fabricated Native identity, he made significant contributions as a conservationist, in a time when it was presumed that Canada's wilderness was simply doomed to disappear. After his death it emerged that he wasn't Native American at all, and had been brought

up in Hastings, leaving England for Canada at the age of 17. Despite an initial outcry, it's now acknowledged that without Grey Owl's efforts and passion, Canada might have lost a better part of its natural beauty. A more recent champion of Ontario, and indeed Grey Owl, is adventurer and survival expert Ray Mears, who's drawn to the region because of the Boreal Forest landscape and the canoeing. "In short, Grey Owl was 100 years ahead of his time," says Ray. "Even today no popular naturalist has been able to enthral an audience while also explaining the

negative impact of human society on wild lands in the way that he did." Adventures in the province range from half a day out to multi-day guided and unguided trips. With over 280 national and provincial parks, there are endless opportunities. And don't just take our word for it. "Canadian canoe journeys are always special. They have a unique ability to purge the spirit of unwanted static that accumulates in our technological lives," says Ray. To find out more about Ray Mears in Ontario and the Grey Owl story, go to [www.ontariotravel.net/ukadventure](http://www.ontariotravel.net/ukadventure)

PROMOTIONAL FEATURE



**WIN!**  
an epic adventure  
in Ontario with  
**RAY MEARS**

Plus £300 of Mountain Warehouse Gear and flights with Air Canada rouge.

Fly to Toronto with Air Canada rouge from London Gatwick before embarking on the trip of a lifetime in Northern Ontario! Guided by Ray Mears, you'll journey deep into the spectacular backcountry of Northern Ontario where you'll be immersed in Canada's canoe culture and the legend of Grey Owl. Paddle, camp, fish and learn bushcraft skills from the master himself. This is an adventure like no other!

Enter at:  
[www.ontariotravel.net/ukadventure](http://www.ontariotravel.net/ukadventure)



# DOMESTIC & US MARKETING CAMPAIGN

- <https://www.ontariotravel.net/en/play/outdoor-adventures>
- E-newsletters
- Social Media
- Media Partners
  - Rapid Media
  - Paddling.net
  - Outdoor Adventure Show





# QUESTIONS