

2019 Year-End Advertising & Marketing Report



Haldimand

Economic Development
and Tourism

February 2020 vs.3

Consumer Shows

North American International Motorcycle Supershow (Saturday, January 5)

In partnership with SWOTC's Cruise The Coast. 60,000+ attendees.



Toronto International Bicycle Show (March 1-3)

In partnership with SWOTC and Dunnvillle Grand Tour. Over 900 Haldimand Cycling and Hiking maps handed out. Approximately. 17,000 attendees



Hosted Bloggers and Travel Writers

Travelling Foodie (Feb 23-24, 2019)

Social Media:

 **Travelling Foodie** @TravellinFoodie · 4h
Sweet Retro-spect in @HaldimandCounty at @OntSouthwest is a candy store that offers all your favourite childhood candy as well as their own specialty popcorn line. (AD) #OntSouthwest #VisitHaldimand #foodie



 **Travelling Foodie** @TravellinFoodie · 4h
A gathering place where people meet, The Minga is a great spot to grab fair trade coffee, teas and they also offer vegan food. They have a display of local artwork for sale. (AD) #OntSouthwest #VisitHaldimand #travel @OntSouthwest @HaldimandCounty



 **Travelling Foodie** @TravellinFoodie · 4h
At @haven_purple, you can enjoy High Tea lunch, create your own tea blend to take home and create a soy candle in a teacup. (AD) #OntSouthwest #VisitHaldimand #foodie @OntSouthwest @HaldimandCounty



 **Travelling Foodie** @TravellinFoodie · 4h
Lake Erie is beautiful on ice! 🌨️ Located in Port Maitland at @HaldimandCounty, in @OntSouthwest. My Lighthouse Cottages are across from the Port Maitland Pier, famous for its fishing and the pier is next to a public beach. (AD) #OntSouthwest #VisitHaldimand #travel





Travelling Foodie @TravellinFoodie · 17h
 It's winter wonderland in Ontario! ❄️ This time of the year marks Maple Season! And a trip to @RichardsonsFarmAndMarket will let you experience the Sweetest Smell on Earth. 🍁

Located in @HaldimandCounty in @OntSouthwest, Rchardson's Farm and Market... bit.ly/2U7iNdx



Travelling Foodie is at Richardson's Farm and Market. 4 hrs · Dunnville · 🌐

It's winter wonderland in Ontario! ❄️ This time of the year marks Maple Season! And a trip to Richardson's Farm and Market will let you experience the Sweetest Smell on Earth. 🍁

Located in Haldimand County in Ontario's Southwest, Richardson's Farm and Market let's you journey to their corner of the diverse Carolinian forest for an exclusive, hands on, interactive event on the Richardson's 6th generation farm. 🌲

Engage all your senses as you collect and boil sap in a hollowed ...
 See More



Travelling Foodie's Statistic Roll-up for Haldimand Blog/Posts

Platform	Total Posts	Total Engagement	Total Reach	Total Impressions	Avg. Reach	Avg. Impressions
Blog	1		2278	2468	2278	2468
Instagram	3	1141	10352	12912	3451	4304
Facebook	2	772	5168		2584	
Twitter	10	104		8701		870

Platform	Total Posts	Min Views	Max Views
Instagram Stories	10	661	858

See You Soon – Small Town Video Series

Through a partnership with Ontario Southwest, Arienne Parzei from “See You Soon” visited in August for her **Small Town Getaways** Video Series (featuring Caledonia) – our video was launched on YouTube in September. <https://youtu.be/PRyhtVJ8xqA>



See You Soon YouTube Performance

- 2,127 views since Oct 3, 2019
- 83 likes
- 1 dislike

Ontario's Southwest Promotion of See You Soon video.

Social Media Posts (Oct. 2019)

- Facebook Reach - 4,724

Planning a social media campaign in 2020 to further support the video and will be hosting on their website.

Haldimand Tourism Promotion of See You Soon video.

Social Media Post (Oct. 2019)

- Facebook Reach – 340 with 55 Engagement

The video is featured on the Tourism Haldimand website and will be reposted on social media in spring.



The Haldimand Press (March 14) – 9,000 readers

PAGE 12B • THE HALDIMAND PRESS • MARCH 14, 2019

Dunnville area featured in blog

Note: The following photos and text are excerpts from the *Traveling Foodie* blog. It featured *The Minga*, *Sweet Retro-Spect*, *Purple Haven Afternoon Tea at Towne Cafe*, *Richardson's Farm*, *Lighthouse Cottages*, and *Flyer's Bakery and Cafe*. Find the full post at travellingfoodie.net/2019/03/04/haldimand-county-ontario-winter-day-trip.

On an annual basis, I make about four to six trips crossing over the Burlington Skyway from Toronto to Fort Erie on the QEW, usually to visit the city of Hamilton or Niagara region on a quick day trip. When you look at the map, just south of Hamilton and Niagara lies Haldimand County ... This was where we went for an overnight trip just before spring starts to enjoy some experiences offered by the friendly locals ... We stayed close to the Grand River area of Dunnville and Port Maitland.

Upon deviating off the QEW and heading southbound, we were greeted by the lovely county welcome sign. Haldimand County currently has a population of about 45,000.

The county is known mainly for fishing (since it is along the Grand River/Lake Erie), and camping and hiking. Dunnville's mascot is a mudcat named "Muddy" due to the abundance of mudcats (catfish) in the Grand River. Sports teams are named after it, and there is also "Mudcat Festival" that happens annually in the second weekend of June.

Haldimand offers a variety of hiking trails, camping areas and fishing in the summer. Although the wintertime makes it hard for us to meet Muddy's friends underneath the frozen river, we were able to meet Muddy's human local friends via various places and experiences we did.



Port Maitland Pier



After our walk out at the pier at Port Maitland, we drove back into Dunnville to grab a hearty breakfast. We went to the Flyer's Bakery and Café ... an aviation themed café.



The day's itinerary included a hearty High Tea, making our own soy candle in a vintage tea cup, and mixing our own lavender chamomile tea blends to bring home.



Pour some boiling syrup on fresh snow and use a popsicle stick and roll up the syrup at Richardson's.



We stayed at one of the four cottage units in Port Maitland.

Publications

Ontario South Coast Wineries & Growers Association's Toast the Coast Publication



New publication featuring stories about wineries, breweries and restaurants of Ontario's South Coast, Norfolk, Haldimand and Elgin. Printed 2 X's a year.

Distribution:

100,000 printed per edition including map of the region.

Distribution was 78,000 in the Globe and Mail per edition (2X's annually).

2,000 distributed to 10 tourism information centres.

15,000 distributed through Post Media to Brant & Dundas area.

5,000 distributed to local businesses and advertisers in Elgin, Norfolk and Haldimand.

Ads in Live Small Town Magazine

Circulation - 15,000 copies per edition distributed throughout Southern Ontario via various tourist associations, related services, retail locations and home distribution.

Spring full page

Visit the countryside to explore our museums and unique heritage sites.
 Hike the trails, try your hand at fly fishing or just enjoy the incredible views.
 Stay in a cozy B & B and meet friends over dinner with local entertainment.

Discover Your Haldimand
TourismHaldimand.ca

Summer 1/3rd page

Real. Experiences.

Discover our natural beauty and small town charm.

Where the waters of the Grand River meet Lake Erie.
TourismHaldimand.ca

Fall 1/3rd Page

Real. Adventure.

Experience our natural beauty and small town charm.

Get your spin on!
TourismHaldimand.ca

Winter full page

Real. Experiences.

Meet the locals, explore our rural landscape and cultural experiences.

Where the waters of the Grand River meet Lake Erie.
TourismHaldimand.ca

Ad in Haldimand Press – Readership of approximately 9,000

Quarter Page Ad – November 28, 2019



Haldimand County Farmers Markets

Buy fresh local produce for your holiday celebrations.
Shop for handmade and unique gifts.
Eat healthy and flavourful food while supporting your neighbourhood farmers.

Caledonia

Thursdays
3pm-7pm

Dunnville

Tuesdays & Saturdays
7am-12pm

Hagersville

Wednesdays
7am-12pm

Shop Local

HarvestsOfHaldimand.ca



Ads in Haldimand County Community Guides – Mailed to 22,204 households in Haldimand.

Spring / Summer Edition - Quarter page Ads

FARMERS' MARKETS

CALEDONIA
Open every Thursday
3:00 pm – 7:00 pm (May until Christmas)
Located in the Canadian Tire Parking Lot,
365 Argyle Street South

DUNNVILLE
Open every Tuesday and Saturday
7:00 am – 12:00 pm
(May until Christmas)
Entrance off Main Street East, just east of the Bridge.

HAGERSVILLE
Open every Wednesday
7:00 am – 12:00 pm (May until Christmas)
Located in the Market Square, behind the Post Office

HarvestsOfHaldimand.ca


Your Outdoor Playground

HALDIMAND COUNTY Fishing Spots FOR 10



Experience the beautiful Grand River by kayak or canoe, or try your luck at catching 'The Big One' with a fishing charter on Lake Erie. Enjoy waterside camping and explore the shoreline for fossils. Dine on local fare and visit small towns and villages for a one-of-a-kind find.

For more information visit
TourismHaldimand.ca
or call 1-800-863-9607

Full Page Back Cover



Discover Your Haldimand



TourismHaldimand.ca

Fall / Winter Full Page



Real. Local.

Haldimand County Farmers Markets

Buy fresh local produce for healthy meals.
Shop for personal handmade and unique gifts.
Support your neighbourhood farmers.

CALEDONIA Thursdays 3 pm – 7 pm <small>Last market before Christmas is December 19th</small>	DUNNVILLE Tuesdays & Saturdays 7 am – 12 pm <small>Last market before Christmas is December 21st</small>	HAGERSVILLE Wednesdays 7 am – 12 pm <small>Last market before Christmas is December 18th</small>
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HarvestOfHaldimand.ca

Haldimand
County

New Brand & Website

2019 marked the year for the launch of a new brand including logo and tag line, as well as content creation of a new stand-alone website.

With the launch of the brand happening mid-year and the website not yet launched, no paid social media campaigns were initiated in 2019.

The website is scheduled to be launched in Q1 2020.

Logo and Tagline used to promote Tourism to visitors



Logo used to communicate with Businesses in Haldimand



Event, Show and Marketing Displays

The updating of displays was held off in the past few years, in anticipation of a new brand. Once the brand was approved by Council, a number of new products were purchased for use in marketing Haldimand as a tourist destination.

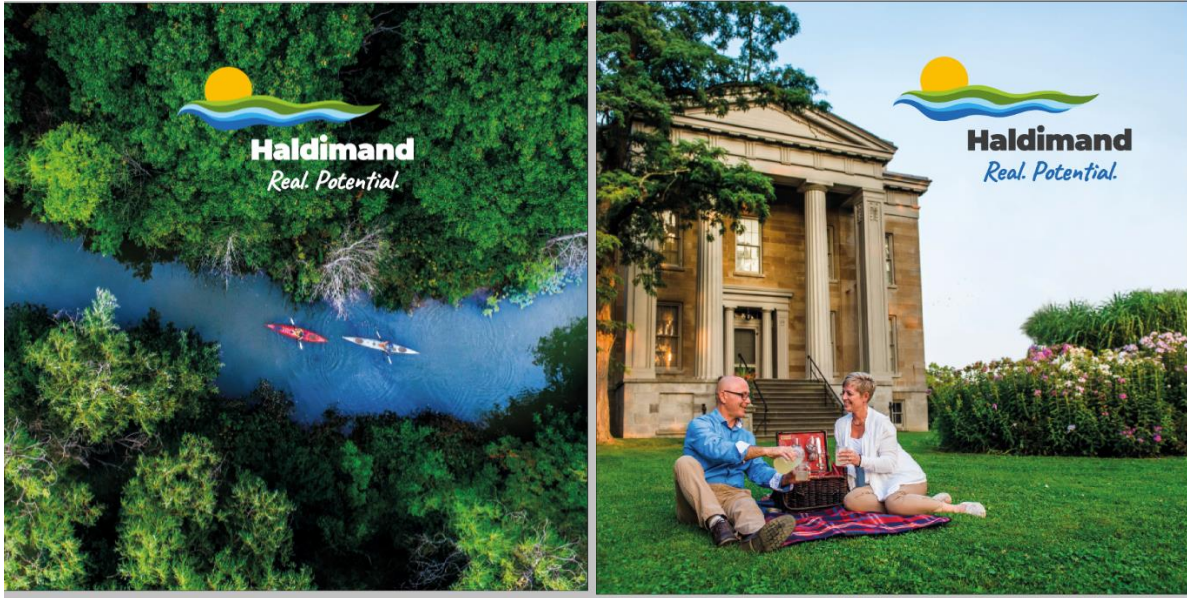
Pull-up banners



Tent Canvas



Double-sided Illuminated Backdrop



Countertop



Table Runner



2019 Facebook Posts with Reach over 3,000

Haldimand County Tourism
Published by Hootsuite [?] · January 4 ·

Nominations are now being accepted for Haldimand County's Business Excellence Awards, recognizing outstanding business achievements throughout 2018. Award categories include: Agri-Business, Business (over 10 employees and under 10 employees), Tourism, Youth Entrepreneur and Not-for-Profit

The nomination package can be accessed via <http://BusinessHaldimand.ca> or picked up at any County office or library. Completed forms may be submitted in person at any County office or e-mailed to opportunity@haldimandcounty.on.ca. The deadline to submit nominations is Friday, February 15, 2019.



HALDIMAND COUNTY'S BUSINESS EXCELLENCE AWARDS

NOMINATE A LOCAL BUSINESS TODAY

3,595
People Reached

395
Engagements

Boost Post

Haldimand County Tourism
May 3 ·

Jukasa Motor Speedway is offering an exhilarating racing experience this season. For more information visit their page below.



JUKASAMOTORSPEEDWAY.COM

Rusty Wallace Racing Experience - Jukasa Motor Speedway

Have you ever thought what it would be like to drive a Stock Car around Jukasa Motor Speedway? Well, now you can by contacting the...

3,159
People Reached

147
Engagements

Boost Post

Haldimand County Tourism
Published by Hootsuite [?] · May 27 ·

Haldimand County Farmers Markets are now open for the season!

What better way to celebrate the arrival of warm weather than by visiting a farmers market and filling up your basket with fresh local produce, meats, baked goods and preserves? Plan your visit today!

Caledonia Market: Thursdays, 3:00pm-7:00pm, Canadian Tire Parking Lot...
[See More](#)



6,222
People Reached

914
Engagements

Boost Post

22

29 Shares

Haldimand County Tourism
Published by Hootsuite [?] · July 19 ·

SPECIAL EVENT LOOKOUT: The hunt is on at Dunnville Farmers Market this Saturday, July 20th!

A Dunnville Market themed "kindness rock" has been hidden in the market area. Find the rock and present it to Kim at the Purple Haven Lavender Farm booth to receive \$25.00 towards the market!

For more information on Haldimand's local Farmers Markets visit <http://ow.ly/LnvO50v5ZJK...> See More



3,412
People Reached

192
Engagements

Boost Post

3

1 Comment 11 Shares

Haldimand County Tourism
Published by Hootsuite [?] · August 21 ·

In need of a little retail-therapy this Wednesday? Explore one of Haldimand County's many local shopping experiences. Find that something special for a loved one or splurge on a treat for yourself!

Sweet Retro-Spect, located in Dunnville, is a guaranteed (and welcomed) trip down memory lane! Offering novelty toys and memorabilia, retro candy, nostalgic ice cream flavours, over 38 kinds of gourmet popcorn and much more!

Visit Sweet Retro-Spect online at <http://ow.ly/4qR450uLJ5...> See More

3,041 People Reached 395 Engagements [Boost Post](#)

20 5 Comments 35 Shares

Haldimand County Tourism
Published by Hootsuite [?] · November 15 at 9:11 AM ·

Celebrate the Holidays in Haldimand County!

Haldimand County has so many activities going on this holiday season! Check out the event information listed below, so you don't miss out on any of the fun!

#VisitHaldimand... See More

3,211 People Reached 332 Engagements [Boost Post](#)

3 9 Shares

2019 Facebook Posts with Reach from 2,000-3,000

Haldimand County Tourism
Published by Hootsuite [?] · July 4 ·

ATTENTION: There has been a change of date to Family Fun & Movie Night in Caledonia! The event will now be taking place on July 19th, gates opening at 7:30pm.

Please see the attached poster for more information or email the Caledonia BIA at director@caledoniabi.ca. We hope to see you there!

Ps. The movie is Despicable Me 3!... See More

2,167 People Reached 144 Engagements [Boost Post](#)

Haldimand County Tourism
Published by Hootsuite [?] · July 18 ·

Looking for somewhere unique to launch your boat this weekend? With both a marina and a gem of a restaurant, Mohawk Marina & Hippo's is definitely the place!

Featuring gorgeous views, the Mohawk Marina boat launch is located in Lowbanks and is open May 19 - September 10 from 7am-9pm daily.

Hippo's Fish & Chips has a delicious menu, offering lunch, dinner or cool treats, perfect for when you get off the water!... See More

2,549 People Reached 436 Engagements [Boost Post](#)

3 You and 18 others 24 Shares

Haldimand County Tourism
Published by Hootsuite [?] · August 22

Enjoy the last sweet taste of summer and stop by the The Scoop and Bean in Selkirk for some cool ice cream before they close for the season (and the warm weather melts away)! Show your love and support our local Haldimand businesses and young entrepreneurs! For other awesome local businesses, check out our Tourism Experience Guide at <https://www.haldimandcounty.ca/.../2018/07/2018ExperienceGuid>..... See More




2,908 People Reached 355 Engagements [Boost Post](#)

👍❤️👍 28 6 Shares

Haldimand County Tourism
Published by Hootsuite [?] · November 28 at 3:00 PM

Check out the Selkirk Illuminated Tractor Parade and Christmas Celebration! November 30th, 2019
Take a trip to Selkirk this weekend, and get in the holiday spirit with fun for the whole family. See More




2,234 People Reached 124 Engagements [Boost Post](#)

2019 Facebook Posts with Reach from 1,000 -2,000

Haldimand County Tourism
Published by Hootsuite [?] · January 16

Are you an avid bird watcher? Then head to Haldimand County! During the winter Haldimand is home to over-wintering and permanent resident bird species. For more information on local bird species and where to find them check out our birding guide <http://ow.ly/fVq730ngEZn>.



Try Birding In Haldimand County

1,343 People Reached 79 Engagements [Boost Post](#)

Haldimand County Tourism
Published by Hootsuite [?] · January 17

Do you know of a Haldimand County business that deserves to be recognized for their outstanding service or products? Why not nominate them for a Business Excellence Award. Nominations are now being accepted for Haldimand County's Business Excellence Awards, recognizing outstanding business achievements throughout 2018. Award categories include: Agri-Business, Business (over 10 employees and under 10 employees), Tourism, Youth Entrepreneur and Not-for-Profit. The nomination package can be accessed via BusinessHaldimand.ca or picked up at any County office or library. Completed forms may be submitted in person at any County office or e-mailed to opportunity@haldimandcounty.on.ca. The deadline to submit nominations is Friday, February 15, 2019.



HALDIMAND COUNTY'S BUSINESS EXCELLENCE AWARDS

NOMINATE A LOCAL BUSINESS TODAY

1,941 People Reached 172 Engagements [Boost Post](#)



Haldimand County Tourism

Published by Jaymie Nelson [?] · February 12 · 🌐



Looking for something exciting to do Family Day Weekend? Why not spend some time with loved ones in the great outdoors! From February 16 to 18, Canadian residents of all ages can enjoy fishing in Ontario without having to purchase a licence. For more information check out the article below. As a reminder always be safe and aware near waterways.



NEWS.ONTARIO.CA

Free Fishing on Family Day Weekend

TORONTO — Ontario's Government for the People invites families to...



1,368

People Reached

25

Engagements

Boost Post



Haldimand County Tourism updated their cover photo.

May 9 · 🌐



1,599

People Reached

395

Engagements

Boost Unavailable



Haldimand County Tourism

May 10 · 🌐



Haldimand County welcomes Hauser's Whole Health Mudcat Marathon Weekend runners! We are so excited for you to experience the gorgeous river views and our small town charm while visiting.

While on route if you take any great photos be sure to tag them at #MudcatMarathon, #Fishy5K, #RaceTheGrand.

If you are looking for activities to do after the race be sure to check out our Experience Guide for ideas: <http://ow.ly/Fmvs30oHf9b>.



1,501

People Reached

175

Engagements

Boost Post



10

5 Shares



Haldimand County Tourism

Published by Hootsuite [?] · June 18, 2019 · 🌐



Ever wanted to give Graffiti Art a try? Want to share your stories and love of Lake Erie?

Great Art for Great Lakes in partnership with Haldimand County invite Graffiti and public art enthusiasts of all abilities to learn more about can control and techniques to contribute to INHERITANCE - a Great Art for Great Lakes 2019 community art project.

Sign up for these FREE workshops at the Dunnville Farmers Market. Participants can attend all or just one! ... [See More](#)



1,159

People Reached

34

Engagements

Boost Post

Haldimand County Tourism
 Published by Hootsuite [?] · June 24 ·

In the mood for some delicious seasonal produce and goods? Plan your visit to the Haldimand County Farmers Markets today!
 Caledonia Market: Thursdays, 3:00pm-7:00pm, Canadian Tire Parking Lot
 Hagersville Market: Wednesdays, 7:00am-12:00pm, Market Square (Behind Post Office)... See More



1,247 People Reached 70 Engagements [Boost Post](#)

4 4 Shares

Haldimand County Tourism
 Published by Hootsuite [?] · June 28 ·

Did you know? Tomorrow marks the first day of Free Fishing Week in Ontario!
 The Ontario Ministry of Natural Resources and Forestry is encouraging families to enjoy free fishing during Canada Day week. Taking place from June 29 to July 7, Ontarians of all ages can enjoy fishing without requiring a licence.
 This event is part of an effort to promote family bonding experiences and to celebrate Ontario's summer fishing opportunities... See More



1,382 People Reached 139 Engagements [Boost Post](#)

11 2 Comments 19 Shares

Haldimand County Tourism
 Published by Hootsuite [?] · July 15 ·

Did you know that July 15th is National I Love Horses Day? We didn't either, but we're pretty excited this day exists!
 Looking for a way to get out on the farm and celebrate our horse friends? Check out our Tourism Experience Guide for a listing of Haldimand's equestrian offerings: <http://ow.ly/3fBk50v0Rpq>
 A special shout-out goes to Iron Spirit Services (who are not yet featured in our experience guide) for their work in building healing partnerships between horses and human... See More



1,061 People Reached 166 Engagements [Boost Post](#)

Haldimand County Tourism
 Published by Hootsuite [?] · August 22 ·

SPECIAL EVENT LOOKOUT: Get ready to celebrate the end of August with a bang because this weekend is the Summer's End Street Party in Cayuga!
 Taking place August 24th and 25th on Cayuga St, the event will feature live music, a kids zone, beer tents and a deluxe BBQ (with a pig roast!) A special thanks to The BACK 40 - Family Restaurant & Sports Bar for hosting this event!
 Stay safe and have fun!... See More



1,297 People Reached 377 Engagements [Boost Post](#)

23 2 Comments 7 Shares



Haldimand County Tourism

Published by Hootsuite [?] · August 31 · 🌐

Fun Fact: August 31st is National Trail Mix Day! There is definitely no better way to celebrate Trail Mix Day (and the long weekend) than by getting outdoors to explore some of Haldimand's many hiking and cycling trails!

Looking for advice on where to go? Check out our Hiking and Cycling Guide at <http://ow.ly/gYcL50v1h5z>

Want to make some yummy trail mix at home before heading outside? Check this out for inspiration: <https://greatist.com/health/21-healthier-trail-mix-ideas#1...> See More



1,867

People Reached

53

Engagements

Boost Post



4

3 Shares



Haldimand County Tourism

Published by Hootsuite [?] · September 16 · 🌐

Have you been to check out the new Cayuga Library and Heritage Centre? Plan your visit today to explore the new facility, learn something about Haldimand's heritage and discover your joy for reading! We can't think of a more perfect back-to-school activity!

For more information and hours of operation, visit <http://ow.ly/ucAn50vH48M>

Do you know of other great places in Haldimand to share your love for learning? Let us know!... See More



1,003

People Reached

133

Engagements

Boost Post



9

8 Shares



Haldimand County Tourism

Published by Hootsuite [?] · September 1 · 🌐

Bird banding at Ruthven Park National Historic Site has now begun for the Fall season! The Fall migration will continue until Fri, Nov 7th.

For more information on how you can get involved, visit Ruthven online at <http://ow.ly/fidD50vgEBC>

What to know more about birding in Haldimand County? Check out our Birding Guide at <http://ow.ly/LzJe50vgEBE...> See More



1,207

People Reached

161

Engagements

Boost Post



12

1 Comment 9 Shares



Haldimand County Tourism

Published by Hootsuite [?] · December 20, 2019 at 2:04 PM · 🌐

Looking to stay active over the holidays?

Tim Horton's is offering FREE skating across Haldimand County this holiday season. Be sure to check the events calendar below for the most up to date programs information (cancellations etc.):

<http://ow.ly/kIQI50xFuCT>

Tim Horton's Free Skate Schedule

<p>December 23</p> <p>Cayuga Memorial Arena: 1 to 2 pm Dunnville Memorial Arena: 2 to 3 pm Hagersville Arena: 10 to 11 am</p>	<p>December 30</p> <p>Cayuga Memorial Arena: 1:30 to 2:30 pm</p>
<p>December 24</p> <p>HCCC (Alma Rink): 11am to 12:30 pm Dunnville Memorial Arena: 10:30 am to 12 pm Hagersville Arena: 1 to 2 pm</p>	<p>December 31</p> <p>HCCC (Clark Rink): 12 pm to 1 pm Dunnville Memorial Arena: 10:30 to 11:30 am Hagersville Arena: 1 to 2 pm</p>
<p>December 27</p> <p>HCCC (Alma Rink): 1:30 to 2:30 pm Cayuga Memorial Arena: 1 to 2:30 pm Dunnville Memorial Arena: 11 to 12 pm</p>	<p>January 2</p> <p>HCCC (Clark Rink): 10 to 11 am Hagersville Arena: 10- 11:30 am</p>
<p>January 3</p> <p>Cayuga Memorial Arena: 11 am to 12 pm</p>	

*Time/date are subject to change

2,401

People Reached

260

Engagements

Boost Post



9

4 Comments 25 Shares

Nominations are now being accepted for Haldimand County's Business Excellence Awards, recognizing outstanding business achievements throughout 2019.

Award categories include: Agri-Business, Business (over 10 employees and under 10 employees), Tourism, Real Potential: New Business Award and Not-for-Profit.

The nomination package can be accessed via <http://BusinessHaldimand.ca> or picked up at any County office.... See More



HALDIMAND COUNTY'S BUSINESS EXCELLENCE AWARDS

NOMINATE A BUSINESS TODAY !

1,552
People Reached

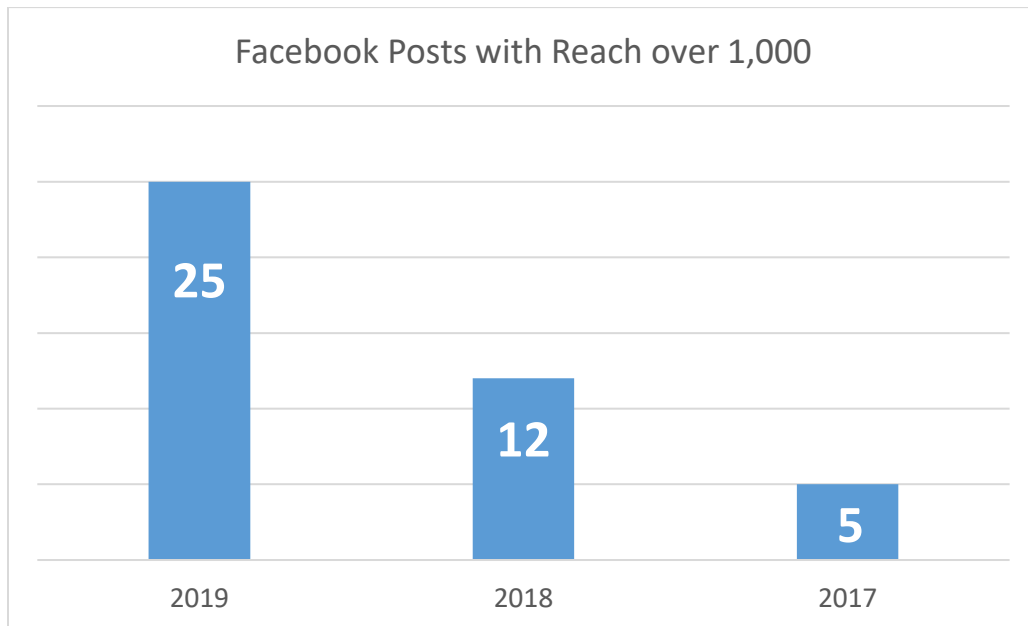
80
Engagements

Boost Post

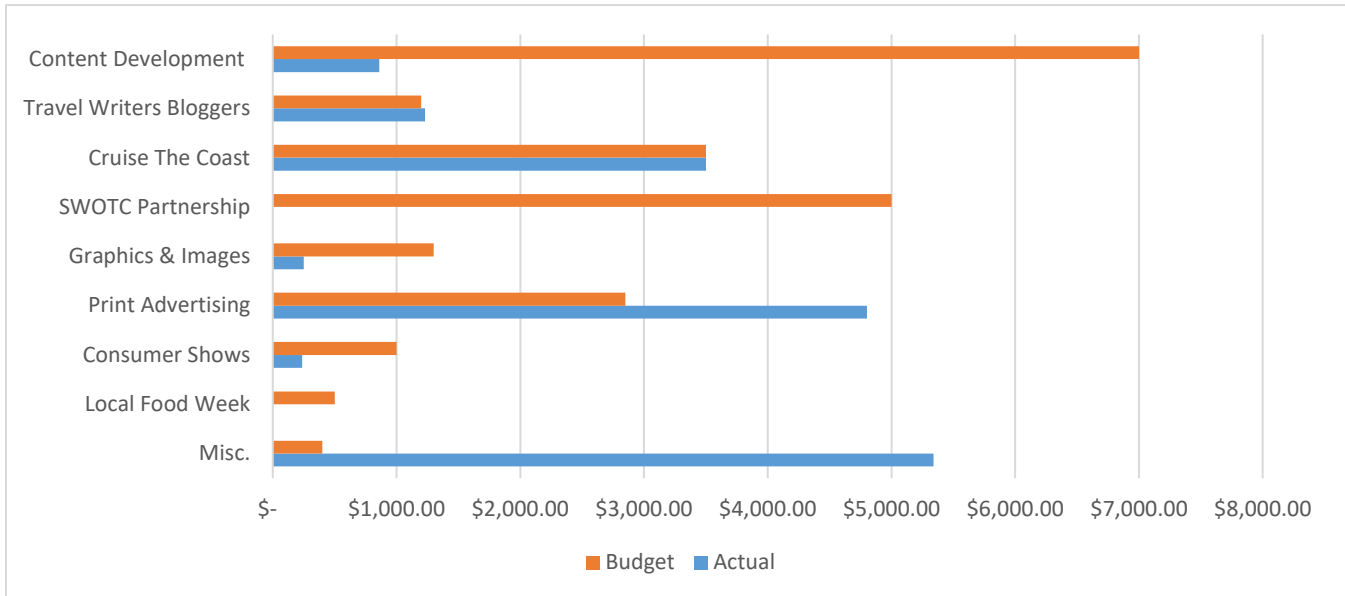
2

6 Shares

Facebook Posts with Reach over 1,000



2019 Tourism Marketing Budget vs. Actual



Content Development – With the launch of the brand mid-year and the website not yet launched, no paid social media campaigns were initiated in 2019. We did continue doing the paid cycling blog on Ontario By Bike’s website.

Travel Writers / Bloggers – Slightly over budget, with a travel writer from Travelling Foodie and a Videographer from Small Town Getaways.

Cruise The Coast Partnership – On budget, received maps and participated in the Toronto International Motorcycle Super Show.

SWOTC Partnership –As budgets were tightened at the RTO, no additional funding was allotted to partnership over and above the partnerships for writers/bloggers and consumer shows.

Graphics & Images – No photoshoots were held during the year for Tourism, but we did purchase still photos from the videographer who visited.

Print Advertising – Additional spend for Live Small Town Magazine ensured that Haldimand content was featured in the publication, and as part of this partnership Haldimand County received content back to use on the website. Also includes print ads for Farmers Markets.

Consumer Shows – SWOTC covered half of our booth cost at the International Cycling Show. In addition with the Dunnville Grand Tour contributed a small portion of the costs, keeping Tourism Haldimand’s costs lower than anticipated.

Local Food Week – This event was not held in 2019.

Misc. – With the launch of the new brand, we replaced a number of old trade show displays including backdrops, pull-up banners, display counter, branded table cloth and new tent canvas.

Total Tourism Marketing Spend 2019 - \$16,223