



## Benefits of Membership September 1, 2010 - August 31, 2011

### **24/7 Access to Enquiries**

When potential visitors to our region complete the "Contact Us for Information" form on our website, they can choose to post details about their planned trip: from the number of people in their party to the activities of interest and type of accommodations that they are seeking. They can also choose to give our members access to this information, for further reply. Additionally, each person who requests information by using our toll free line is asked if he/she wishes to be placed on the list for members' responses. **Our members have 24/7 access to our online inquiries.**

In addition, as a member, you have the opportunity to **include your brochure in our inquiry response packages** which are mailed to those requesting information about the region. Currently, 60% of our inquiries choose not to have their personal contact information forwarded on to partners. For a nominal fee, you can have your brochure / flyer / rate card included in the packages for the entire summer and/or winter seasons.

### **Business Listing on High Traffic, User Friendly Website**

[www.ontariosnearnorth.on.ca](http://www.ontariosnearnorth.on.ca) is prominently displayed on all marketing materials produced by the association and is promoted in all marketing campaigns conducted by the association. [www.ontariosnearnorth.on.ca](http://www.ontariosnearnorth.on.ca) is linked to some of the highest-traffic websites including the new, highly successful Northern Ontario Portal, [www.northernontario.travel](http://www.northernontario.travel). As a partner of Ontario's Near North, **you will receive a free listing with an active link from our website to your own.** This is an easy, hassle free way to guarantee a working web link that will direct tourists directly to your website.

### **Your Customers' Testimonials**

**Testimonials work.** They are one of the simplest and most effective ways to **generate leads and add punch to your marketing plan.** Members of Ontario's Near North are encouraged to submit their customer testimonials for posting to the Near North sub-portal of the Northern Ontario Portal [www.northernontario.travel/ontariosnearnorth](http://www.northernontario.travel/ontariosnearnorth). By using this **free member service,** you create a credible, unbiased sales pitch that comes directly from the people who have already experienced your product. **This is a truly powerful tool!**

### **Last Minute Bookings**

List your last minute vacancies on [www.ontariosnearnorth.on.ca](http://www.ontariosnearnorth.on.ca) at no cost to you. This will provide a direct link between the target client and your business! Organizations that disseminate tourist information use this service on our website as **a resource for providing the public with information about the availability of accommodations in our region.**

### **Right to Use "Ontario's Near North" in Your Own Marketing**

The name Ontario's Near North is a recognized brand name for our area and is proudly featured on all promotional literature and media advertisements produced by this association. It is used in government publications and on government websites, by other principle players and tourism offices when they refer to this part of the province. Potential visitors from all over the world are using "Ontario's Near North" and "Near North" as the key words in their internet searches. By using Ontario's Near North in your own marketing material and by being linked to [www.ontariosnearnorth.on.ca](http://www.ontariosnearnorth.on.ca) you will be found by those making travel plans and seeking a vacation within this region.

### **More Benefits...**

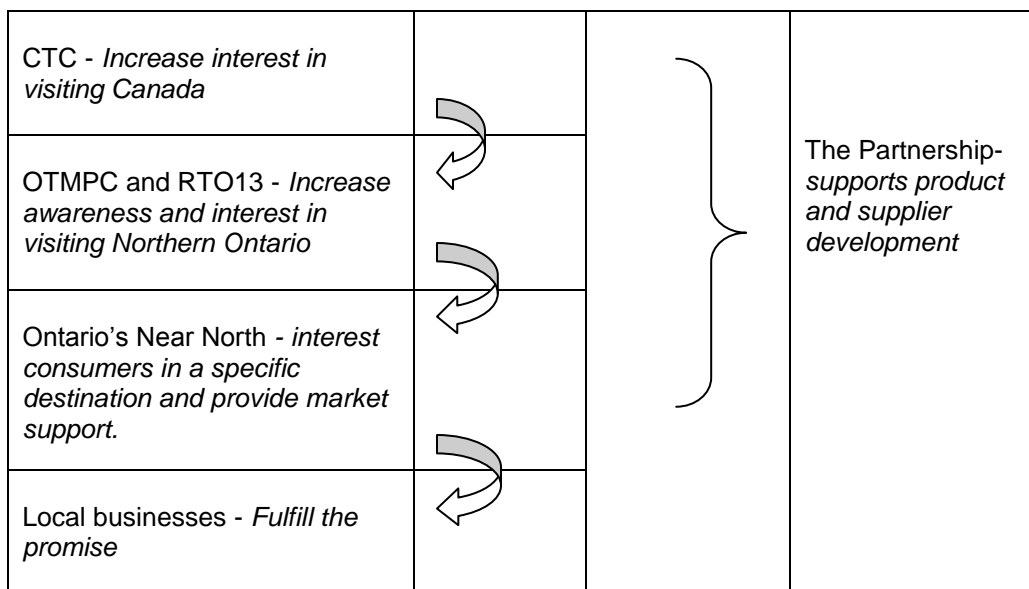
- ◆ Participation in Ontario's Near North's cooperative marketing initiatives in print, radio and TV advertising at a discounted member's rate
- ◆ Representation of region at tourism trade shows
- ◆ Opportunity to participate in our Winter and Spring Brochure Distribution Programs:
  1. Consumer shows on a fee for service basis, at special members' pricing
  2. MEMBERS ONLY Brochure Distribution program to reach our inquirers
  3. Shipping of your brochure to Ontario Travel Information Centres at a significant savings of cost and time to you
- ◆ Use of Ontario's Near North logo on printed materials and website
- ◆ Receipt of timely information about local, provincial and national industry news, events, marketing opportunities and other important and urgent industry related communiqués
- ◆ Access to Ontario's Near North statistics - by request
- ◆ Right to attend and vote at Ontario's Near North Annual General Meeting
- ◆ Partner identification (Ontario's Near North window decal)

### The Cascading Approach to Tourism Marketing

In a simple way, the essence of the *cascading approach* to tourism marketing is to position the destination/region and its product offering within the brand/marketing strategies of the next higher tier. The Northern Strategy calls for a cascading approach that supports and clarifies the consumer process and defines who does what to avoid duplication and working at cross purposes.

**Your travel association, aligns with the cascading approach in order to ensure that the brand marketing efforts of the OTMPC Northern Office and the new Regional Tourism Organization for Northern Ontario (RTO13) drives consumers to consider Ontario's Near North's experiences which will generate qualified leads and innovative marketing programs for members.**

### The Cascading Approach to Tourism Promotion



Although it is beginning to recover, tourism, both in and out of our region, has been hit hard by the economic downturn of the past 2 years. Now, more than ever, it is important for local stakeholders to recognize the importance of regional tourism promotion and support the marketing programs initiated by the Almaguin-Nipissing Travel Association (Ontario's Near North). **Without these programs, there would be no marketing of our communities at the regional level, breaking a vital link in the overall cascading approach to tourism marketing on the national and provincial levels.**

**You've heard it before: "To delay is to forget." Please send your cheque today, and that's one less thing to remember! *Right now* would be a great time to do it!**