Breathtaking. And that’s just the beginning.

Tourism Sault Ste. Marie – Partnerships and Packages
From the “Ancient” past - 2000

Almost 70 percent of the visitors to Sault Ste. Marie and Algoma came from the U.S. (MI. OH. IL, IN, WI.)

However between Mackinaw City and Ontario we were not capturing almost 2 million travellers

Lack of cohesive partnership, direction and funding to mount a dedicated campaign to address this issue.
Developing the First Package

• 2001 – “packaging” concept explored

• Focus on our “champion” – Agawa Canyon Tour Train
  • Developed two night packages (train and accommodations)

• Agawa Canyon  $50,000
• Full Service Hotels (10)  $50 per room
• Small Motels (11)  $25 per room

• Developed $150,000 marketing program around this

• First year sold 1,600 packages direct through accommodations
Developing the Next Package

• 2001

• Replicated the summer package with our winter anchor – Searchmont Resort
• Developed 2 night packages (ski and accommodations)

• Searchmont Resort $50,000
• Full Service Hotels $50 per room
• Smaller Motels $25 per room

• Developed $150,000 marketing program around this

• First year sold 1,450 packages direct through accommodations
Developing TSSM

• 2002

• Formalized the organization
• Hired Executive Director
• Created Management Committee
• Hosted 2-day industry workshop (5 year Strategic Plan)
  • Developed 3 key pillars
    • Attractions Packaging
    • Meetings/Conventions/Sports Tourism
    • Linkages to the Algoma Region (outdoors)

• Budget Discussion followed (how to make it all work)……
• 2002

TSSM ORIGINALLY HAD PRIVATE SECTOR PARTNERS PAYING THE FOLLOWING ON AN ANNUAL BASIS:

- Full service hotels (10) $100 per room
- Smaller Motels (11) $50 per room
- Large Attractions (3) $50,000 each
- Smaller Attractions (7) $2,000 - $7,000 each
- Major Shopping Mall (1) $10,000

Total from Private Sector $300,000
From City of SSM $300,000

Total Budget $600,000
Introducing the DMF

- 2005
  On January 1, 2005 Sault Ste. Marie Accommodation Partners introduced a 3% Destination Marketing Fee

Participants included:

  Full Service hotels (10)  100 per cent compliance
  Smaller Motels       (11)  90 percent compliance

New Funds - Generated Annually:  $600,000

Total TSSM Budget - $1.4 million
MARKETING STRATEGY

- The Agawa Canyon Tour Train experience is still our “hero”
Increasing Package Content

- All marketing activities drove consumers to Web Portal
  - Additional packages were featured
    - **Agawa Canyon – 2 and 3* day packages**
    - Golf and Gaming Package
    - Heritage/Culture Package
    - War of 1812 Package
    - Spa/Dining Package
    - Celebrate 100 Anniversary Package

- * 3 day package had Attraction Pass Book and other “value added components"
TARGET MARKETS

Since 2001 we had to adjust our market priorities (U.S. travellers were NOT coming to Canada)

Southern Ontario
- Hamilton
- London
- Kitchener/Waterloo
- Guelph
- Barrie
- GTA

US – Primary
Wisconsin:
Michigan:

US - Secondary
- Indiana
- Ohio
- Illinois

• Since 2012 we have seen a gradual increase in travel from the U.S.
Train as “hero

But include other attractions to show consumers that there were other things to see and do.
Thrilling.
And that's just the beginning.

> Casino
Agawa Canyon Tour Train
Bushplane Museum
Festivals & Events
Spas & Dining
Outdoor Adventures

There are so many ways to Go Explore Sault Ste. Marie.
All you have to do is choose.

Two and three night Adventure Packages
start at just $152. Train runs daily
from June 28-October 14, 2012.

Book yours today at www.agawatrain.com
or call 1-800-242-9287
Historical.  
And that's just the beginning.

- Casino  
- Agawa Canyon Tour Train  
- Shipwreck Museum  
- Festivals & Events  
- Spas & Dining  
- Outdoor Adventures

Go Explore  
Sault Ste. Marie, Ontario

There are so many ways to Go Explore Sault Ste. Marie.  
All you have to do is choose.

Two and three night Adventure Packages start at just $152.  Train runs daily from June 26 - October 14, 2012.

Book yours today at www.agawatrain.com or call 1-800-242-9287
CREATIVE

Newspaper

Dazzling. And that’s just the beginning.

Casino
Agawa Canyon Tour Train
Bushplane Museum
Festivals & Events
Spas & Dining
Outdoor Adventures

There are so many ways to Go Explore Sault Ste. Marie. All you have to do is choose.

Two and three night Adventure Packages start at just $152. Train runs daily from June 26-October 14, 2012.

Book yours today at www.agawatrain.com or call 1-800-242-9287
Delightful.
And that's just the beginning.

Casino
Agawa Canyon Tour Train
Bushplane Museum
Festivals & Events
Spa & Dine
Outdoor Adventures

There are so many ways to Go Explore Sault Ste. Marie.
All you have to do is choose.

Two and three night Adventure Packages
start at just $152. Train runs daily
from June 26-October 14, 2012.

Book yours today at www.agawatrain.com
or call 1-800-242-9287
Inspiring.
And that’s just the beginning.

Casino
Agawa Canyon Tour Train
Bushplane Museum
Festivals & Events
Spas & Dining
GoldMine Adventures

There are so many ways to Go Explore Sault Ste. Marie. All you have to do is choose.

Two and three night Adventure Packages start at just $152. Train runs daily from June 26 – October 14, 2012.

Book yours today at www.agawatrain.com or call 1-800-242-9287
CREATIVE

Online – Google Adwords

728 x 90 Static ad
CREATIVE

Online – Google Adwords

Inspiring. And that’s just the beginning.

Delightful. And that’s just the beginning.

Dazzling. And that’s just the beginning.

Thrilling. And that’s just the beginning.

Breathtaking. And that’s just the beginning.

Historical. And that’s just the beginning.

Book your 2 or 3 night Adventure Package now! Starting at $152

Book your 2 or 3 night Adventure Package now! Starting at $152

Book your 2 or 3 night Adventure Package now! Starting at $152

Book your 2 or 3 night Adventure Package now! Starting at $152

Book your 2 or 3 night Adventure Package now! Starting at $152

Book your 2 or 3 night Adventure Package now! Starting at $152
Breathtaking.
And that’s just the beginning.

www.AgawaTrain.com
Out of Home – Canadian Market

Billboard
10 x 20 ft.

**Breathtaking. And that’s just the beginning.**

[Link to website: www.AgawaTrain.com]
NEWLY UPGRADED

The one-day Canadian wilderness rail excursion is better than ever with bigger windows, all new tinted glass, flat screen monitors, locomotive mounted digital cameras, new carpeting and a GPS triggered tour narration in 5 languages. “All aboard” to re-experience the world famous Agawa Canyon Tour Train.

Sault Ste. Marie, Ontario

Learn more about
The Agawa Canyon Tour Train
Learn more about Sault Ste. Marie
and Tour Train Accommodation Packages

Share the experience of the state-of-the-art Agawa Canyon Tour Train

Call for more information
1-800-242-9287

Copyright © 2012 The Agawa Canyon Tour Train. All Right Reserved.
Unique Visits To Web Portals (June 1 – September 30)

<table>
<thead>
<tr>
<th>Site</th>
<th>2012 Visits</th>
<th>2011 Visits</th>
<th>% Change</th>
<th>2012 Pages/Visit</th>
<th>2012 Avg. Time (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SaultTourism.com</td>
<td>113,065</td>
<td>83,052</td>
<td>+ 36%</td>
<td>6.58</td>
<td>5.16</td>
</tr>
<tr>
<td>AgawaCanyonTourTrain.com</td>
<td>94,526</td>
<td>79,410</td>
<td>+ 19%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>2012</td>
<td>Change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
<td>---------------</td>
<td>--------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>June 7-25</td>
<td>1,173</td>
<td>Did Not Run*</td>
<td>- 1173</td>
<td></td>
</tr>
<tr>
<td></td>
<td>June 26-30</td>
<td>436</td>
<td>617</td>
<td>+ 181</td>
<td></td>
</tr>
<tr>
<td>Did Not Run*</td>
<td>617</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Full Month</td>
<td>3,928</td>
<td>4,331</td>
<td>+ 403</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Full Month</td>
<td>4,252</td>
<td>5,119</td>
<td>+ 867</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Full Month</td>
<td>9,350</td>
<td>11,452</td>
<td>+ 2,102</td>
<td></td>
</tr>
</tbody>
</table>

*ran 11 fewer trains in June 2012
## Comparison 2011 - 2012

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookings</td>
<td>23</td>
<td>43</td>
<td>+ 20</td>
</tr>
<tr>
<td>Revenue</td>
<td>$9,327</td>
<td>$18,210</td>
<td>+ $8,892</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookings</td>
<td>81</td>
<td>120</td>
<td>+ 41</td>
</tr>
<tr>
<td>Revenue</td>
<td>$30,738</td>
<td>$50,791</td>
<td>+ $20,053</td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookings</td>
<td>166</td>
<td>316</td>
<td>+ 150</td>
</tr>
<tr>
<td>Revenue</td>
<td>$65,641</td>
<td>$135,943</td>
<td>+ $70,302</td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookings</td>
<td>190</td>
<td>286</td>
<td>+ 96</td>
</tr>
<tr>
<td>Revenue</td>
<td>$79,863</td>
<td>$123,055</td>
<td>+ $43,192</td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bookings</td>
<td>144</td>
<td>211</td>
<td>+ 67</td>
</tr>
<tr>
<td>Revenue</td>
<td>$62,044</td>
<td>$92,063</td>
<td>+ $30,019</td>
</tr>
<tr>
<td>Total To Date</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>604</td>
<td>976</td>
<td>+ 372</td>
</tr>
<tr>
<td></td>
<td>$247,613</td>
<td>$420,062</td>
<td>+ $172,449</td>
</tr>
</tbody>
</table>
## Overall Package Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Packages Sold</th>
<th>Room Nights</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4,384</td>
<td>8,682</td>
<td>$1.08 mil</td>
</tr>
<tr>
<td>2012</td>
<td>5,355</td>
<td>10,680</td>
<td>$1.32 mil</td>
</tr>
</tbody>
</table>
Collaboration - theme of the conference – let’s revisit:

- Used to get majority of our visitors from the U.S.
- Changed in 2001
- However U.S. market showing signs of returning

- Same challenge that our friends in SSM, Michigan have
  - how do we generate increased traffic north over the Mackinaw Bridge

- How can we work in collaboration?
Past Initiatives/Partnerships

- 1998 – Opened CANADA STORE – Mackinaw Crossings
Past Initiatives/Partnerships

- Ongoing:
  - Joint Promotion in Visitor Guides
Past Initiatives/Partnerships

- Ongoing:
  - International Festival and Events Guide
Past Initiatives/Partnerships

• Ongoing:

  • **Motor coach/Group Tour Itineraries:**
    - Always include Mackinaw and Sault Ste. Marie, Michigan when suggesting itineraries for coach companies
Collaboration

Who says we can’t be partners ?......Two Cities – One Name
GO EXPLORE
SAULT
STE. MARIE, ONTARIO
naturally
gifted