



OVERVIEW

PRODUCT DEVELOPMENT

Algoma Trail Network- Construction continues on the trail with crews working daily. Estimated completion remains on schedule for September 2021.

Kayak Launch- The 2nd dock/launch system is scheduled to be installed in the Roberta Bondar Marina by end of July 2021. The dock install has been slightly delayed waiting for parts to arrive from the supplier.

Snowmobiling- Staff continue to be engaged with Algoma Country (who are lead contacts for the OFSC and ASPA) as well as local Sault Trailblazers to provide support for the re-opening of Halfway Haven. A letter of support was drafted and submitted to a third party that hired to create a business plan for Halfway.

MARKETING & PROMOTION

- Staff has reached out to Searchmont Resort to begin early conversation for winter marketing efforts as well as sales approaches for group tour segment.
- Staff is currently developing Ski/Snowboarding Clubs/Team contact list in Ontario and Michigan for identifying cluster areas for marketing of winter activities.
- Staff is working with Attractions Ontario to promote area attractions and events through their outlets as well as updating listings.
- Completed two new itinerary blogs for the Travel Inspiration page to be posted this summer
 - 2 Day Family Cycling in Downtown SSM
 - 2 Day/3 Day Mountain Biking Itinerary

PAID MEDIA

Narcity

On June 29th we launched a Narcity piece called *'8 Stunning Waterfalls, Hikes & Beaches You Can Explore In Sault Ste. Marie This Summer*

<https://www.narcity.com/outdoor-things-to-do-in-sault-ste-marie-this-summer>

Metrics to date:

- 8,014 reads on the Narcity site
- 208 click-throughs to the Tourism website
- 365 'likes' and 151 'shares' of the article on Narcity's page
- 24 likes and 12 share on the Tourism FB page

Expedia

Between June 3 - August 31, 2021 we have an advertising campaign with Expedia Group.

Metrics to date:

- 1.1 million impressions on the Expedia site
- 595 click-throughs to the Tourism website
- \$113K in booked revenue (8x the revenue for the investment)
- 1.5K passengers and 943 room nights booked



Media FAM/ Earned Media

- Ontario out of Doors Media FAM is complete. Staff are reviewing photo assets and will utilize accordingly for web/social. Content is to be published in 2022 Annual Issue in Q1.
- Sault Ste. Marie hosted Loren Christie, a media influencer passing through in a Destination Ontario RV tour for Lake Superior Coastal Drive. During his visit staff highlighted Indigenous Tourism opportunities, art and cultural attractions/ murals as well as the outdoor patio dining options in the downtown.
- Attractions Ontario will be hosting a media influencer visiting to Sault Ste. Marie in August. Staff assisted with arrangements for admission to Bushplane Museum/ Entomica and made connections for her hotel stay.
- Kevin Wagar from Wandering Wagars, (Toronto Blogger/writer that Tourism Sault Ste. Marie is connected with through the International Media Marketplace and the Travel Media Association Marketplace) published the following article featuring SSM Restaurants;
<https://ultimateontario.com/restaurants-in-sault-ste-marie-ontario/>

Website (June Statistics)

8250 page visits (300% increase from May)

19,070 page views (200% increase from May)

- Canada 86%, US 8.3% (Michigan 19%)
- Within Canada: Ontario 90%, Quebec 7%,
- By City: (GTA around 40%) Toronto 26%, SSM 10%, Brampton 7%, Mississauga 5%, Montreal 4%

Primary drivers: Social media drove 3,198 users to the website, mostly via Facebook. This was considerably up from 319 click-throughs in May.

Referrals: 860 click-throughs from other websites up from 571 in May. Some of main referrals websites were:

- NorthernOntario.Travel (240 users, up from 154 in May)
- Agawatrain (187 users up from 78 in May)
- Narcity (155 users)
- WelcometoSSM.com (74 users similar to 76 in May)
- Canadian Runner (30, from a piece for Community Development which also referenced the tourism site)

Instagram (June 2021)

- 11,330 page follows
- 101K accounts reached (up 305%)
-

Facebook (June 2021)

- 28.3k followers
- 1.37m accounts reached





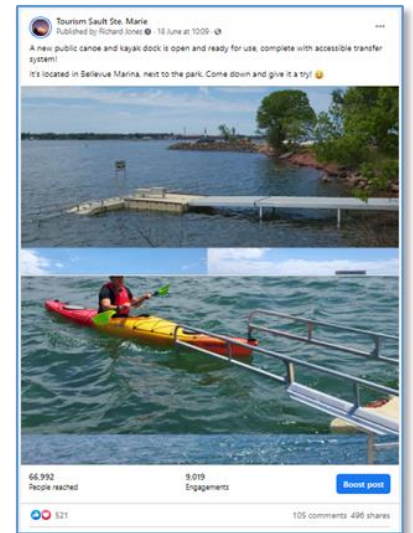
Paid Social (Facebook)

- 3 paid promotions
 - Sail Superior
 - Narcity Spring article
 - Local Beaches (website)
- Spend of \$1180 (via Cavera's account, running through July)
- June reach of ads 208k, over 4k link clicks to article.

GROUP TOURS & SALES

Travel Trade

- Continuing outreach to confirmed and potential bus groups for fall 2021.
- Liaising with confirmed bus groups to showcase potential alternative itinerary options for the fall
- Staff has connected with five different bus tour groups.
- A total of 12 busses, scheduled to arrive in the fall for the Agawa Canyon Tour train.
- Road Scholar (educational tour) has four busses (2 Sept/2 Oct), dependent on Border opening.
- Staff is corresponding with hoteliers on quarterly group list reports.



Events:

- DU 283 has confirmed the date for September 26 2021. Staff are exploring options to include a triathlon expansion for upcoming years.
- Ultra Trail Stokely Creek has confirmed the dates for September 17-18, 2021

Other Tourism Initiatives

- Staff completed training with Destination Northern Ontario along with 3 local tourism operators to explore opportunities to help develop new experiences and products.
- Staff will be connecting with local hotels and attractions to distribute the surplus of 2020 Visitor Guides for use during the remaining season.

Film:

Feature Film: Cascade

Status: In Preparation

Total Hotel Nights: Anticipated 1,304

Feature Film: Indie

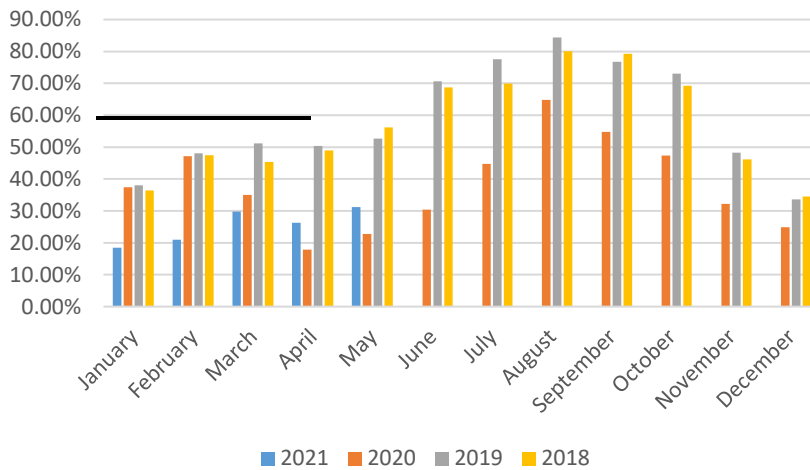
Status: In Preparation

Total Hotel Nights: Anticipated 60



Occupancy Report

Occupancy Report Percentage
2021/2020/2019/2018

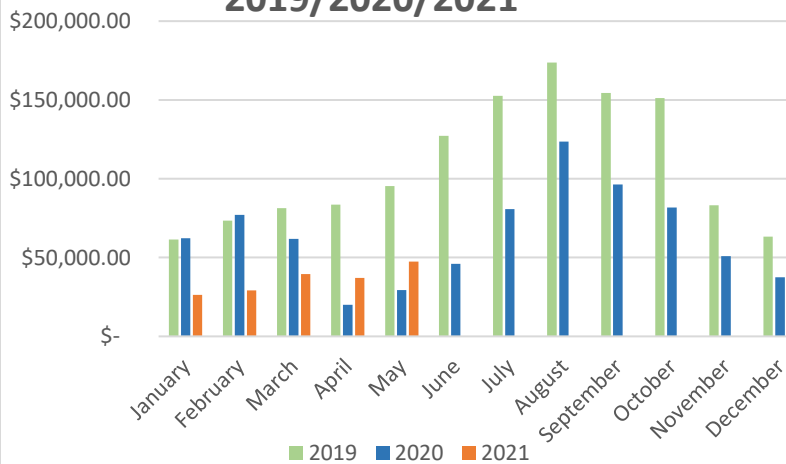


Report of Rooms Operations for Sault Ste. Marie

Occupancy Percentage				
Month	2021	2020	2019	2018
January	18.50%	37.4%	38.0%	36.4%
February	21.0%	47.2%	48.1%	47.5%
March	29.8%	35.0%	51.2%	45.3%
April	26.3%	17.9%	50.4%	49.0%
May	31.2%	22.8%	52.7%	56.2%
June		30.4%	70.6%	68.7%
July		44.7%	77.5%	69.9%
August		64.8%	84.4%	80.1%
September		54.8%	76.7%	79.3%
October		47.4%	73.0%	69.2%
November		32.2%	48.3%	46.2%
December		24.9%	33.6%	34.5%

Municipal Accommodation Tax Collection

Municipal Accommodation Tax
2019/2020/2021



Month	2019	2020	2021
January	\$ 61,402.77	\$ 62,208.56	\$26,308.63
February	\$ 73,525.06	\$ 77,030.47	\$29,161.20
March	\$ 81,314.31	\$ 61,777.73	\$39,562.96
April	\$ 83,529.32	\$ 19,975.27	\$37,064.14
May	\$ 95,421.32	\$ 29,273.55	\$47,417.99
June	\$127,202.00	\$ 46,100.00	
July	\$152,541.57	\$ 80,779.28	
August	\$173,804.29	\$123,601.95	
September	\$154,367.41	\$ 96,304.68	
October	\$151,211.55	\$ 81,808.25	
November	\$83,086.94	\$ 50,936.13	
December	\$63,379.61	\$ 37,395.67	
Total	\$1,300,786.15	\$ 767,191.54	\$179,514.92