



**OVERVIEW**

**Product Development:**

Kayak Launch: The fully accessible kayak dock/ launch was installed and is operational. The launch is located on the east side of the Bellevue Marina. The installation of the new dock system was announced via the Tourism Facebook site, as well as the City of Sault Ste. Marie and picked up by Sootoday & CTV.

Algoma Trail Network: construction is currently underway with anticipated completion of the first phase of trails in September 2021.

**Marketing & Promotion:**

- On May 31<sup>st</sup> 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; [https://ultimateontario.com/things-to-do-in-sault-ste-marie-ontario/?fbclid=IwAR1fZj\\_R2UwqULcXnduraBp2EBEmESNclbepd5dpcBIJdhjLkAqeb3s6xk](https://ultimateontario.com/things-to-do-in-sault-ste-marie-ontario/?fbclid=IwAR1fZj_R2UwqULcXnduraBp2EBEmESNclbepd5dpcBIJdhjLkAqeb3s6xk)
- On May 14<sup>th</sup> Josephine Matyas, a freelance writer that staff connected with published an article on explorerrvclub.com with a feature piece on SSM; <https://explorerrvclub.com/blog/exploring-ontarios-iconic-north-of-superior-region/>

**Paid Media:**

**Narcity**

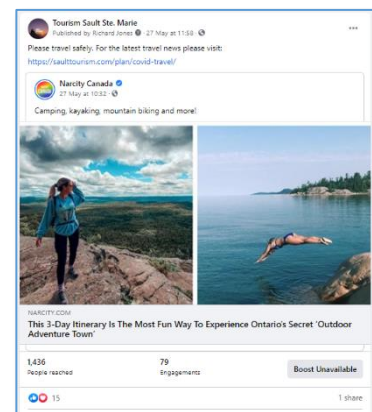
On May 27<sup>th</sup> we launched a Narcity piece called ‘This 3-Day Itinerary Is The Most Fun Way To Experience Ontario’s Secret ‘Outdoor Adventure Town’

<https://www.narcity.com/what-to-do-in-sault-ste-marie-for-a-3-day-action-packed-adventure>

Metrics to date:

- 16,029 reads on the Narcity site
- 76 click-through to the Tourism website
- 164 ‘likes’ and 33 ‘shares’ of the article on Narcity’s page
- 15 likes and 1 share on the Tourism FB page
- The December 2020 piece by Narcity received 1k likes and 267 shares on Narcity and 25 likes and 15 shares on the Tourism site.

In conclusion, while there is still time to go, and we will boost our social post, it was soft. This is likely due to the impact of Covid dampening enthusiasm for tourism.



**Media FAM**

Ontario Out of Doors Media FAM was hosted June 21-23. The focus of the FAM is fishing in the St. Marys rapids. Fishing guide John Giuliani supported the Fam. The content from this FAM will produce a 2 page spread in the Annual Issue of ODD in 2022. Destination Ontario and Algoma Country contributed financially to the cost of the FAM.



### **Website**

The website had 2,732 users in May and 9,438 page views. Up 57% overall and 44% from April respectively, with an upward trend of users.

There were 571 click-throughs from other websites (referrals), up from 269 in April. Some of main referrals websites were:

- Northern Ontario Travel (154 users, up from 64 in April)
- Agawatrain (78 users up from 32 in April)
- Narcity (76 users)
- WelcometoSSM.com (76 users up from 27 in April)

Social media drove 319 users to the website, mostly via Facebook. This was down from 503 click-through in April.

### **Instagram (May 2021)**

- 11,000 page follows
- 25.2K accounts reached (down 11%)

### **Facebook (May 2021)**

- 25.9k followers (no change)
- 71K accounts reached

### **Group Tours & Sales:**

#### **Travel Trade**

- Rendezvous took place May 18-20, 2021. Ending with 41 appointments
  - 25 Sellers visited our virtual booth
  - 16 Buyers visited our virtual booth
  - Staff is following up with those that we did not have appointments.
- General feel from buyers is they are ready to travel as soon as borders/restrictions lift; travelers are looking for destinations where they can experience city life, but also immerse with nature and not worry about congestion; also the travel trend is showing that international travelers will take more time when they travel to give them more time to explore.

#### **Trends:**

- RVing/Driving tours are gaining popularity from international travel, especially from Germany.
- Safe Travels Stamp was of high value to international buyers, it gives them an extra sense of security that where they travel to there is an extra level of commitment to their health and safety.
- Sault Ste. Marie as a destination is attractive to travelers because we have the capabilities to immerse them with nature, outdoor activities but also keep them close to the city experience.
- Agawa Canyon Tour Train is still a highlight attraction, making it an anchor attraction for the Asian market as they are looking to build off of it with more immersive experiences.
- Indigenous Tourism is of high interest for many of the international markets, Whitefish Island, Canoes for Conservation and Shingwauk Residential School Centre were well received
- Follow-up with appointments took place following Rendezvous Canada, staff sent buyers additional itinerary ideas, pictures and contact information for area attraction partners.



**Events:**

Summer Moon Festival (modified to meet Covid restrictions) will run June 18-26 and will feature art installations in 8 locations in the downtown core. Musical components of Summer Moon were deferred to 2022.

**Other Tourism Initiatives**

- A virtual session to learn about the development of cycle tourism in our region and how the City of Sault Ste. Marie is working towards a Safe Cycle Community designation; **Destination Bike - Welcoming Cyclists in Sault Ste. Marie** was hosted on June 17 at 2pm.
- Working with attractions, accommodations and other tourism partners to devise a visitor tracking policy to capture better metrics.

**Film:**

Feature Film: The Protector

Status: Filmed

Total Hotel Nights: 1,200

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Feature Film: A Christmas Letter (formerly Dear Santa)

Status: Filmed

Total Hotel Nights: 420

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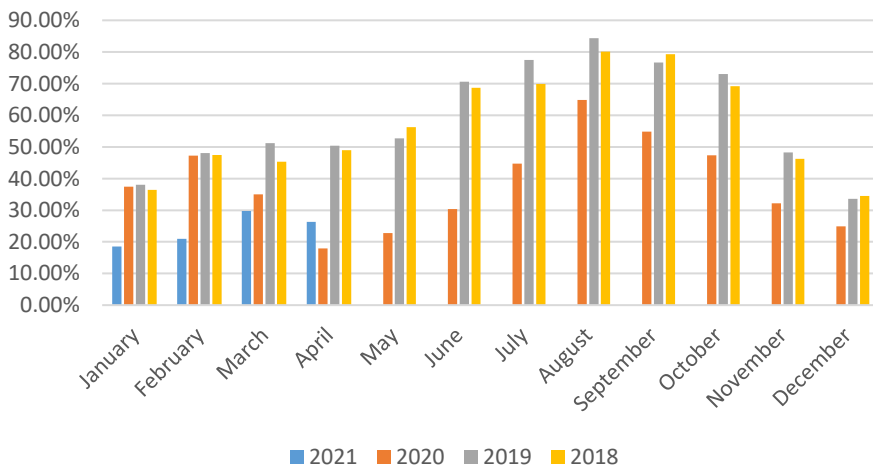
Feature Film: Cascade

Status: In Preparation

Total Hotel Nights: Anticipated 1,304

**Occupancy Report:**

Occupancy Report Percentage  
2021/2020/2019/2018

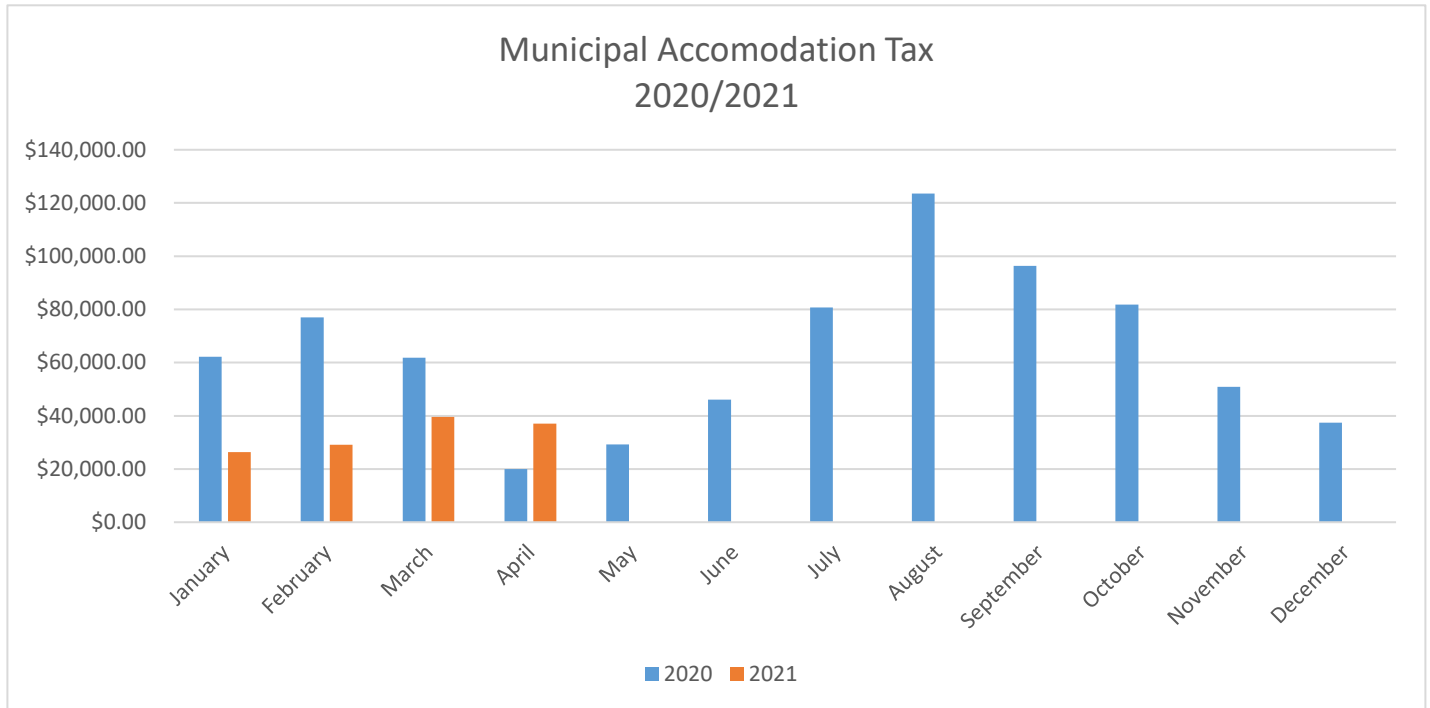


Report of Rooms Operations for Sault Ste. Marie

Month	Occupancy Percentage			
	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		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**



2020	
Month	MAT Collected
January	\$ 62,208.56
February	\$ 77,030.47
March	\$ 61,777.73
April	\$ 19,975.27
May	\$ 29,273.55
June	\$ 46,100.00
July	\$ 80,779.28
August	\$123,601.95
September	\$ 96,304.68
October	\$ 81,808.25
November	\$ 50,936.13
December	\$ 37,395.67
<b>Total</b>	<b>\$ 767,191.54</b>

2021	
Month	MAT Collected
January	\$26,308.63
February	\$29,161.20
March	\$39,562.96
April	\$37,064.14
May	
June	
July	
August	
September	
October	
November	
December	
<b>Total</b>	<b>\$132,096.93</b>