



OVERVIEW

Product Development

Winter Sport Product Development

- Halfway Haven, a key destination in the snowmobile product segment has announced their intent to close. Tourism staff have reached out to assess ways to assist, as this is a key piece of our snowmobile trail product. Updates to follow.

Nature and Outdoor Product Development

- Kayak launches are scheduled to be installed in Roberta Bondar Marina and Bellevue Park Marina in the month of May.
- Construction of the Algoma Trail Network will recommence in May.
- Sail Superior: as of May 10, 2021, there have been 70 tickets sold. This includes 3 half day tours, private bookings and individual ticket sales. Staff will resume sales calls and reactivate more aggressive marketing strategies.

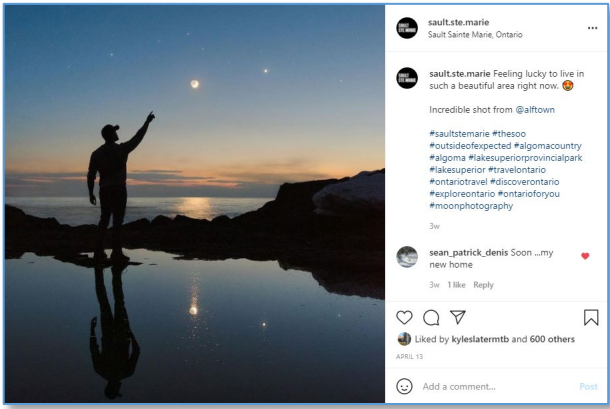
Marketing & Promotion

Website

- The new Sault Ste. Marie tourism website was launched on April 15th, 2021.
- April 15th to April 30th had 1,706 users and 6,481 page views.
- The first organic share was on May 5th by Curiosity, with an article called '13 beautiful places in Ontario we wish we could visit right now.' An image from the front page of the website was on the front page of the article.
<https://curiosity.com/13-beautiful-places-in-ontario-we-wish-we-could-visit-right-now/>
- This piece led to 9 direct click-throughs and likely many more indirect. The traffic to our website on May 5th was double that of the previous day.
- Staff continues to develop additional pages for the website including the Events page.
- Additional functions have been added to the website including filters and search tools.

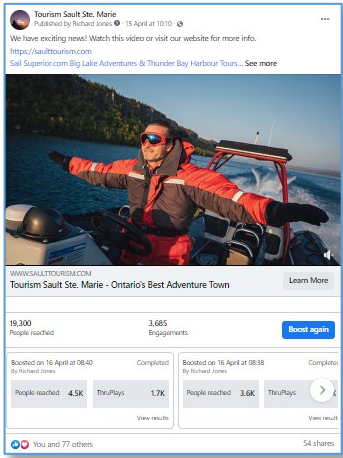
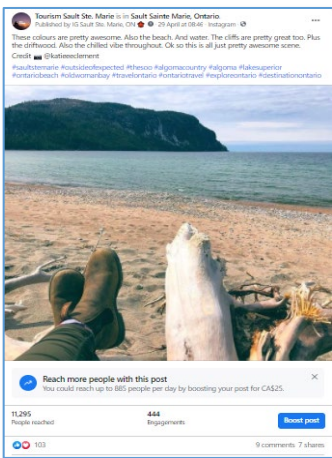
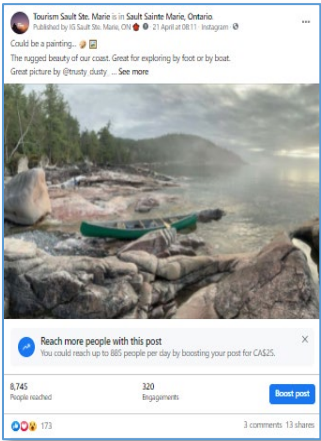
Instagram (April 2021)

- 10,731 page follows (+200)
- 179 new followers (increase of 1.7%)
- 28.6K accounts reached (up 3.9%)
- 16.5K content interactions
- 29 new posts
- 16,587 combined likes
- 172,941 combined reach



Facebook (April 2021)

- 71K accounts reached (up 1.3%)
- 25.9k followers (up 100)
- 27 new posts
- 165,918 Combined reach
- 2958 Combined likes



Publications

No paid content published this month.

Group Tours & Sales

- Reached out to approx. 20+ Corporate clients re: Sails Superior .
- One bus group confirmed for fall 2021 as a result of direct sales calls. A custom itinerary was created for this group.
- Student travel bus group; created three different itineraries for the group to present to various schools boards for May/June 2022 (Indigenous Culture focus).



- Connected with an educational tour group from the GTA that was interested in visiting Algoma University/ Shingwauk Kinooamaage Gamig as a component of their Social Justice Program; due to COVID restrictions will be looking to do this trip in Summer 2022.

Travel Trade

- Appointment selection for Rendezvous Canada (RVC) is now finalized with 43 appointments confirmed for May 18, 19 & 20.
- Appointments are scheduled for 15 minutes to allow staff time to meet with clientele from all over the world; including Japan, Italy, China, Germany, Netherlands, USA and Canada.
- Destination Ontario has provided staff with a training webinar to share current market insights to help prepare for upcoming RVC meetings with international trade partners. The webinar focused on the UK, Germany, China and Japan.
- TSSM staff have created a virtual booth complete with video and picture content, as well as sample itineraries. This will accompany the virtual presentation appointments.

Events

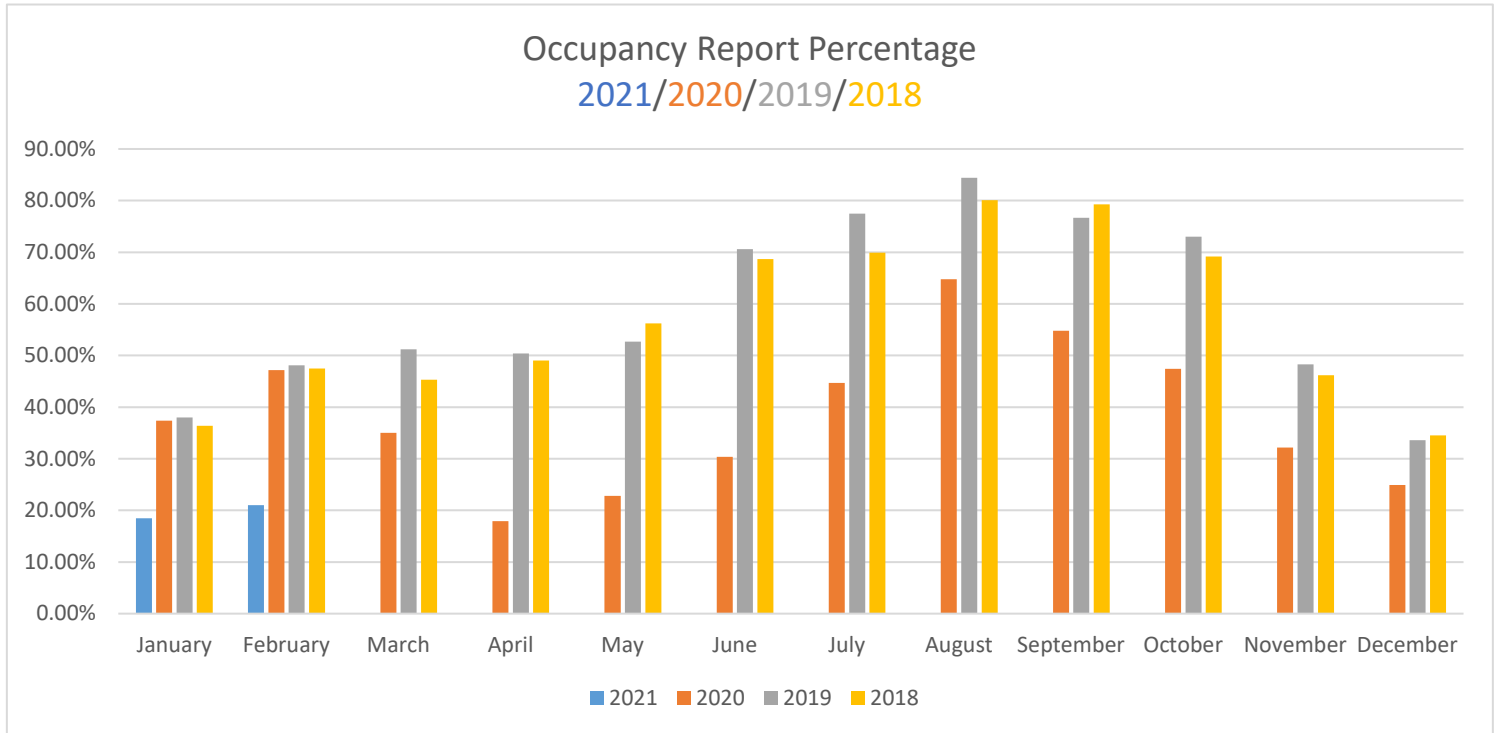
- Staff continues to maintain contact with events for 2021 and will update as events continue to reschedule.

Other Tourism Initiatives

- A successful interactive online workshop was hosted in collaboration Destination Northern Ontario Tourism Excellence North and STEM. 'Experiential Travel Training for Operators-Sault Ste. Marie & Region' provided tools and insight needed to design and deliver a high-yield tourism experience. Collaborations were made during the workshop that will develop new experiences.
- Staff is working with Ontario by Bike to make the downtown area a Bicycle-Friendly Business Area (BFBA) and additionally is looking to host a future webinar for tourism operators to educate them in obtaining this certification for their business.
- Information was sent to tourism operators, accommodations and restaurants, encouraging them to obtain the "Safe Travel Stamp". Travelers can find a list of businesses that have acquired the stamp on the "COVID Travels" page of the saulttourism.com website.



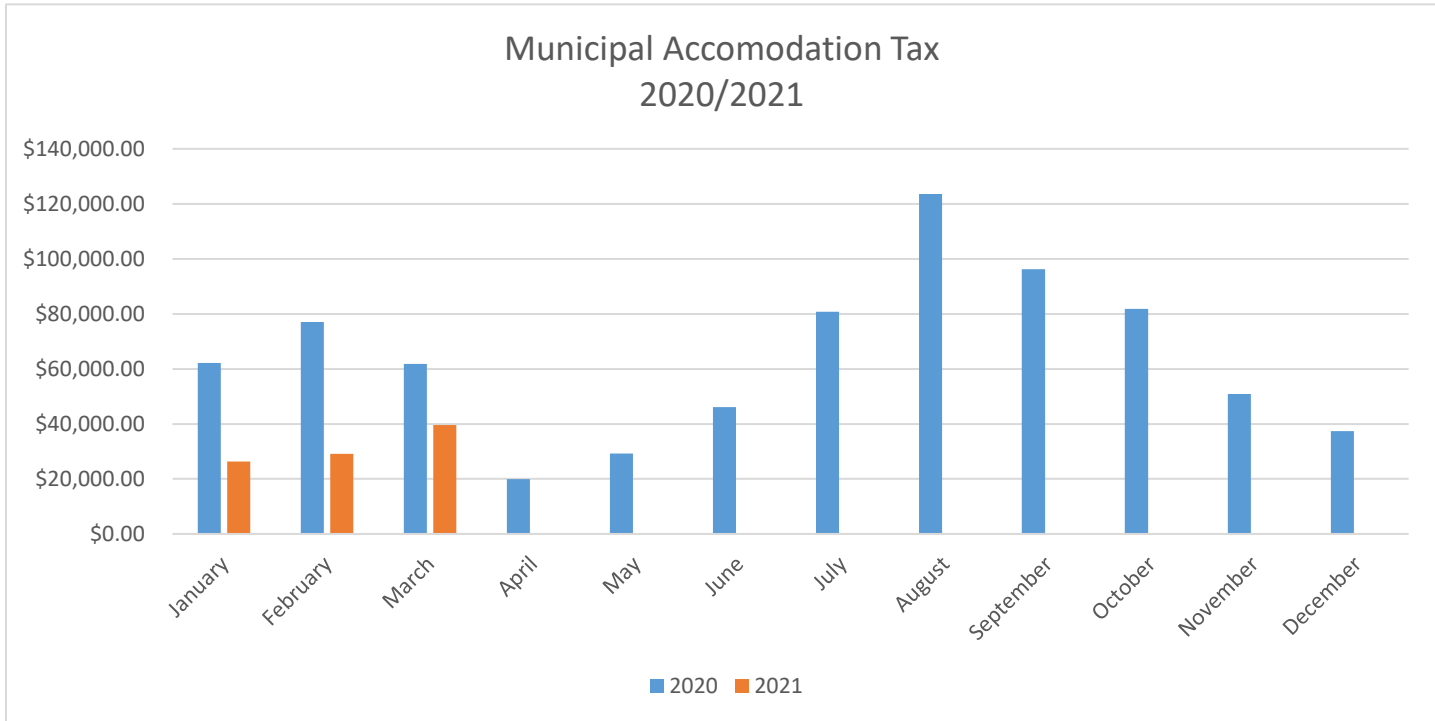
Occupancy Report



Report of Rooms Operations for Sault Ste. Marie												
Month	Occupancy Percentage				Average Daily Rate				RevenuePerAvailableRoom			
	2021	2020	2019	2018	2021	2020	2019	2018	2021	2020	2019	2018
January	18.50%	37.4%	38.0%	36.4%	\$88.98	\$106.66	\$106.66	\$103.66	\$16.48	\$39.91	\$40.34	\$37.71
February	21.0%	47.2%	48.1%	47.5%	\$93.65	\$109.70	\$108.70	\$108.51	\$19.66	\$51.80	\$52.26	\$51.57
March		35.0%	51.2%	45.3%		\$104.89	\$106.38	\$103.15		\$36.69	\$54.49	\$46.70
April		17.9%	50.4%	49.0%		\$88.31	\$109.26	\$104.46		\$15.78	\$54.09	\$51.19
May		22.8%	52.7%	56.2%		\$95.22	\$109.78	\$104.85		\$21.71	\$57.88	\$58.88
June		30.4%	70.6%	68.7%		\$99.23	\$112.13	\$110.78		\$30.21	\$79.18	\$76.11
July		44.7%	77.5%	69.9%		\$105.61	\$116.57	\$118.01		\$47.22	\$90.39	\$82.46
August		64.8%	84.4%	80.1%		\$111.11	\$121.18	\$116.85		\$72.01	\$102.32	\$93.58
September		54.8%	76.7%	79.3%		\$107.62	\$122.85	\$122.40		\$58.93	\$94.21	\$97.02
October		47.4%	73.0%	69.2%		\$104.44	\$122.25	\$119.81		\$49.48	\$89.24	\$82.92
November		32.2%	48.3%	46.2%		\$99.65	\$106.25	\$105.14		\$32.14	\$51.32	\$48.59
December		24.9%	33.6%	34.5%		\$91.30	\$104.28	\$103.53		\$22.72	\$35.07	\$35.73



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
Total	\$ 767,191.54

2021	
Month	MAT Collected
January	\$26,308.63
February	\$29,161.20
March	\$39,562.96
April	
May	
June	
July	
August	
September	
October	
November	
December	
Total	\$95,032.79