

OVERVIEW

PRODUCT DEVELOPMENT

- Snowmobile wayfinding for Sault Highlands loop will be complete for the upcoming season
- Algoma Trail Network- crews are complete for the season. Preparations are underway for the winter fat bike season.

MARKETING & PROMOTION

- Completed a new itinerary blog for the Travel Inspiration page:
 - Stokely Creek Lodge

<https://saulttourism.com/travelogues/stokely-creek-lodge-a-true-winter-experience/>

PAID MEDIA

Mountain Life: Blue Magazine

https://issuu.com/mountainlifemedia/docs/mlbm_fall_magzter/80

This issue also contained the below earned media piece:

https://issuu.com/mountainlifemedia/docs/mlbm_fall_magzter/s/13561316?fbclid=IwAR0rQalh_kJBkTKN9DHpgFTdMJ1ZUimUKs-xkJ-JVcNz4y8VZYmhwixTi9U

Coming Up

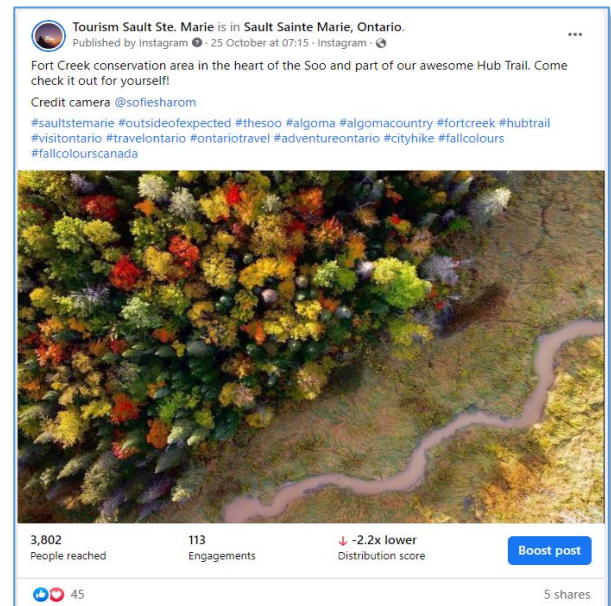
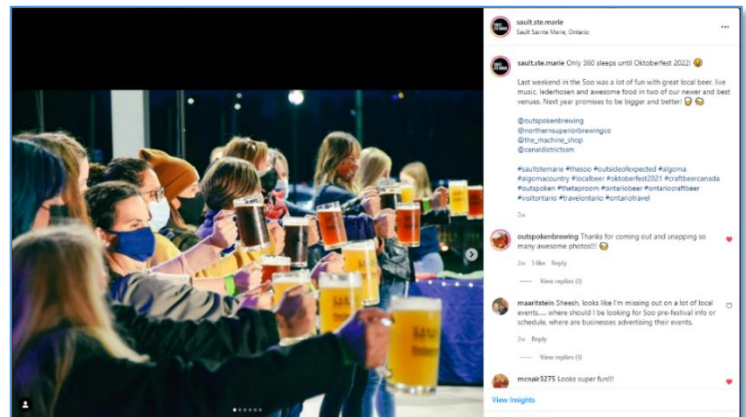
- Narcity winter content
- Toronto Life digital campaign

Website (October Statistics)

- 9,185 users (down from September as no paid search was conducted)
- 23,680 page views (down from September as no paid search was conducted)
- Canada 58%, US 36% (Virginia 60%, Michigan 9%)
- Within Canada: Ontario 89%, Quebec 6%
- By City: (GTA around 33%) Toronto 22%, SSM 21%, Brampton 4%, Montreal 4%, Mississauga 3%

Primary drivers:

- **Organic Search** drove 3,867 to the website (comparable to September)
- **Social media** drove 273 users to the website, mostly via Facebook.
- **Referrals:** 1,084 click-throughs from other websites. Some of main referrals websites were:
 - Destination Ontario (200)
 - Searchmont (171)
 - NorthernOntario.Travel (165)
 - Agawatrain (161)
 - Narcity (134)
 - WelcometoSSM.com (43)
 - SAH.on.ca (28)





Instagram (October 2021)

- 12,800 page follows (445 new followers in October)
- 119k accounts reached (up 85%)

Facebook (October 2021)

- 28,596 new followers (262 new followers)
- 349k accounts reached

Paid Social (Facebook)

- 2 paid promotions on two Instagram post boost

GROUP TOURS & SALES

- Staff attended the 2021 virtual Ontario Motor Coach Association Marketplace and is currently following up with 28 different group tour providers. Five companies have confirmed tours for Sault Ste. Marie in 2022.

SPORTS TOURISM AND SPECIAL EVENTS

- Staff are developing a 'Sports' tab on for the saulttourism.ca website. This section will be available in the new year and will provide information relative to sport/event hosting
- Staff are developing a new digital 'Sports Tourism and facilities guide' to be available to visitors as a downloadable PDF. A limited number of these guides will be printed for use at the 2022 Canada Sports Congress conference.
- Staff conducted a review of sports clubs and organizations in Sault Ste. Marie. Outreach has been conducted to update their contact information, make them aware of two streams of the Tourism Development Fund and to introduce them to the events calendar on the saulttourism.ca website.
- Staff are working to identify homegrown event opportunities. At the same time, a list of current events with growth potential has been identified and staff will be working to assist where possible to help these events attract more visitors.
- The Everest Canadian Senior's Championships are moving forward for Dec 6-11, 2021. The organizing committee is working closely with APH for health guidance.
- Staff are working with hotels to secure adequate amounts of accommodations for Ontario Basketball Championships.

OTHER TOURISM INITIATIVES

- CityStudio Sault Ste. Marie is a collaborative project with the City of Sault Ste. Marie and Algoma University to bring together students, staff and faculty to co-create solutions to community challenges. Staff plan to engage CityStudio undergraduate students to assist in developing key deliverable(s) in regards to an internally developed event or events with strong growth potential based on project scope.
- The Algoma Spark Program, hosted through the Tourism Innovation Lab had 8 applicants apply for the funding/ mentorship program. A selection jury will recommend 5 applicants to make a pitch where 3 winners will be awarded \$3000 seed funds.
- Tourism staff have enrolled in a variety of training opportunities through Destination Northern Ontario's training week to be held November 15-19, 2021.

FILM

January 2021 – Present

Productions: 4 Feature Films, 1 Webisode, 2 Commercials

Direct Spend: ~ \$2,474,144

Indirect Spend: ~ \$1,354,179

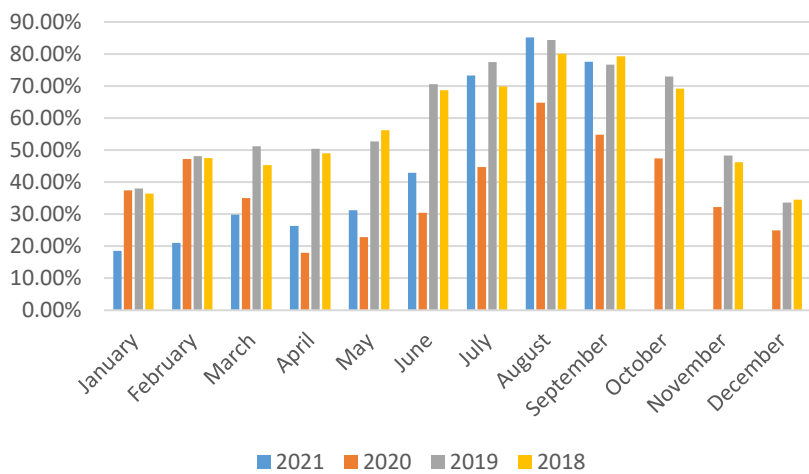
Hotel Nights: Approx. 4,000



We have 8 projects tentatively lined up for 2022. Three additional productions that are looking at Sault Ste. Marie and another three projects with approved Northern Ontario Heritage Fund Corporation funding that do not have a confirmed timeline, but we are hoping to see them film in 2022-2023.

Occupancy Report

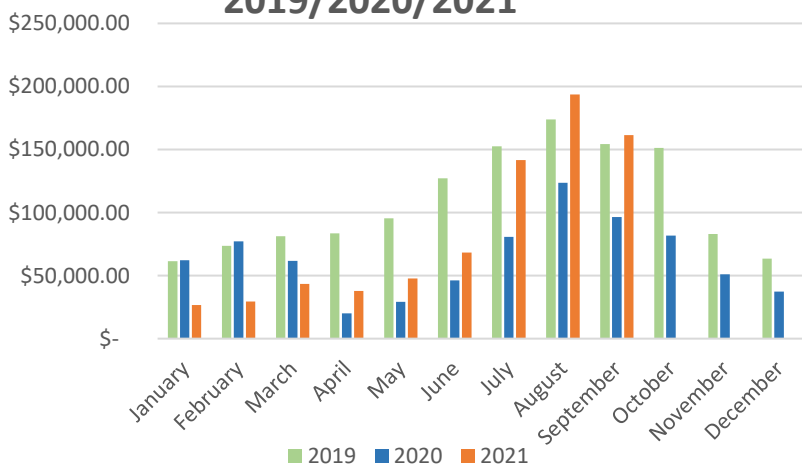
Occupancy Report Percentage
2021/2020/2019/2018



Report of Rooms Operations for Sault Ste. Marie				
Occupancy Percentage				
Month	2021	2020	2019	2018
January	18.5%	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	42.9%	30.4%	70.6%	68.7%
July	73.3%	44.7%	77.5%	69.9%
August	85.2%	64.8%	84.4%	80.1%
September	77.6%	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	\$ 64,208.56	\$26,757.76
February	\$ 73,525.06	\$ 77,030.47	\$29,442.41
March	\$ 81,314.31	\$ 61,777.73	\$43,389.09
April	\$ 83,529.32	\$ 19,975.27	\$37,908.14
May	\$ 95,421.32	\$ 29,273.55	\$47,613.27
June	\$127,202.00	\$ 46,100.00	\$68,136.22
July	\$152,541.57	\$ 80,779.28	\$141,537.91
August	\$173,804.29	\$123,601.95	\$193,506.09
September	\$154,367.41	\$ 96,304.68	\$161,441.52
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	\$769,191.54	\$749,732.41