



OVERVIEW

PRODUCT DEVELOPMENT

- FedNor CCRF Phase 2 application submitted for the Wishart Bridge/ Hiawatha Highlands connection non-motorize trail.
- Sault Trailblazers are working on the snowmobile wayfinding project identifying sign locations and signage requirements. Goal is to have signs installed before trails open for the season.
- City wayfinding has been installed across the community providing branded directional signage to attractions and key community areas.
- Algoma Trail Network construction is nearing completion for the season. Anticipate crews will be complete by end of October and the trail connection to Farmer Lake complete.
- The SPARK Mentorship grant program is underway. Applications close October 19th
- The kayak docks will be removed from the water from Pine Street marina for the winter season and re-installed in spring 2022.

MARKETING & PROMOTION

- Completed two new itinerary blogs for the Travel Inspiration page on the TSSM website:
 - What to see and do in the Bushplane Museum
 - Experience the Group of Seven in Sault Ste. Marie

<https://saulttourism.com/travelogues/what-to-see-and-do-in-the-bushplane-museum/>

<https://saulttourism.com/travelogues/experience-the-group-of-seven-in-sault-ste-marie/>

- Initial work on the meeting/convention and sports tourism section of the saulttourism.com website has begun. The site map has been developed based on research of similar municipalities and best practices.
- A Northern Ontario road trip itinerary (Tobermory to Sault Ste. Marie) has been developed by TSSM staff in collaboration with Algoma Country and added to the Attractions Ontario's road trips website. <https://ontarioroadtrips.ca/>
- Staff have created a self-guided walking tour map to showcase the downtown murals. The map will be added to the Sault Tourism website with supporting content to market the murals.
- Staff have connected with Destination Ontario to assess partnership opportunities for media influencer programs and paid product tours for the winter season.

PAID MEDIA

Coming Up

- Narcity winter content piece.

Website (Sept Statistics)

- 25,365 users (down slightly from August)
- 55,370 (down slightly from August)
- By City: (GTA around 39%) Toronto 24%, SSM 10%, Brampton 5%, Mississauga 4%, Montreal 3%
- Canada 60%, US 16% (Virginia 58%, Michigan 10%)
- Within Canada: Ontario 92%, Quebec 4%,



Primary drivers:

- **Paid Search** drove 8,668 users to the website
- **Social media** drove 2,138 users to the website, mostly via Facebook.
- **Organic Search** drove 3,983 to the website
- **Referrals:** 1,392 click-throughs from other websites.

Some of main referrals websites were:

- NorthernOntario.Travel (392)
- Agawatrain (322 users)
- Narcity (236 users)
- WelcometoSSM.com (39 users)
- SAH.on.ca (28)

Instagram (Sept 2021)

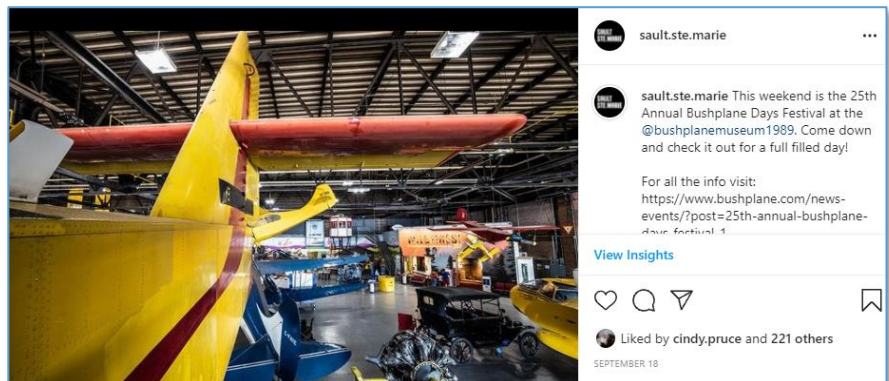
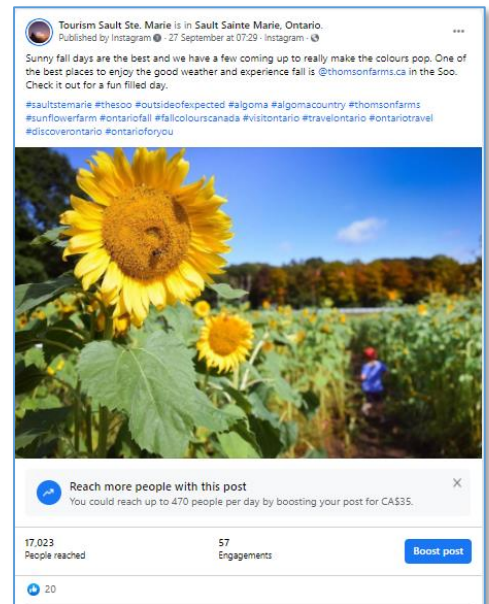
- 12,370 page follows (284 new followers in August)
- 64.7k accounts reached

Facebook (Sept 2021)

- 28,334 244 followers (90 new followers)
- 349k accounts reached

Paid Social (Facebook)

- 1 paid promotion
 - Instagram post boost
 - To date we have spent \$25k of Cavera's 27k paid media campaign.



GROUP TOURS & SALES

- Staff continue to connect with incoming bus tour groups as the Tour Train schedule was confirmed. Staff have reached out to all hotel partners and from their responses confirmed a total of 39 bus groups coming in for the Agawa Canyon Tour Train for this season. Approximately 12 busses canceled due to the shortened season/capacity restrictions. A tracking sheet was created for the 2022 marketing season.
- As a direct result of connections made at Rendezvous Canada (May 2021), fives buses from the USA (Chicago) traveled to SSM for the Agawa Canyon Tour Train.
- Staff have been working to identify contacts for group travel in the winter for market/alpine ski/nodic ski/snowboarding etc. Staff will be following up with various university clubs and adult leisure ski groups to promote 2022 season.
- For the 2022 Group Tour marketing program through Destination Northern Ontario, Sault Ste. Marie will have a visible presence at marketplaces and will be included in printed marketing collateral. Emphasis will be made on group tour products including Agawa Canyon Tour Train, Indigenous Tourism, Coastal Drives and Winter products (Searchmont/ Stokely Creek).



- Staff are preparing for Ontario Motor Coach Association (OMCA) marketplace November 1st, 2022. Requests for appointments have been submitted and matches will be announced the week prior. Anticipating 15-20 scheduled appointments with bus tour operators.

SPORTS TOURISM AND SPECIAL EVENTS:

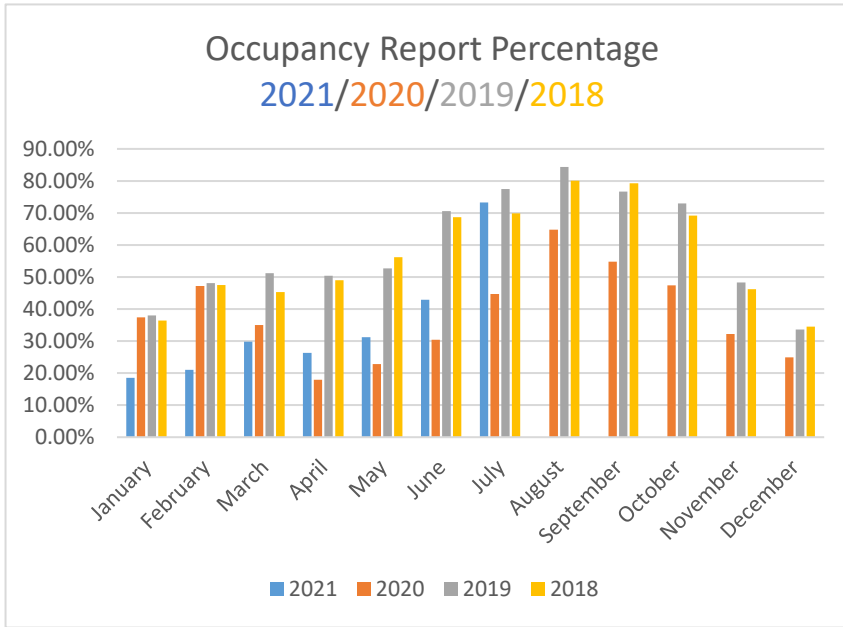
- The Ultra Trail Stokely Creek event took place September 23/24 with logistical and advertising assistance from Tourism Sault Ste. Marie. To build brand reputation a paid post was placed in Canadian Trail Running social feeds generating national exposure for the event.
- Ontario Basketball Championships- awaiting results of bid submission for 2022 events
- Shriners Convention 2022- dates confirmed for September 18-25
- Tough Mudder: Staff have reached out to Tough Mudder organizers to assess feasibility of hosting in SSM/ Algoma Region.
- NerdCon: scheduled for October 2/3. Staff are working with event organizers to confirm tracking metrics (out of town guests, overnight, and lodging).
- Bon Soo: staff have met with Bon Soo board regarding the winter festival with a goal to assess how tourism can assist with adding an out of town visitor attraction to the festival. Staff continue to assess how to assist and provide direction as needed to available supports.
- Queen Street Cruise: Staff have met with co-chair to discuss the two-day event and the viability of increase overnight stays and to see if there is connectivity to other tourism offerings held in June.
- Initial research is underway regarding the development of a Sault Ste. Marie Jeep Rally / trail ride event. Development plans include; calendar dates of similar events within 8-12 hour radius, and five-year growth strategy.
- Multiple community organizations, whom been effected by the pandemic, have reached out to staff to start a discussion on re-introducing their event to the community.
- Reminder to all event organizers that events can be submitted on the TSSM website for promotion on the events page

OTHER TOURISM INITIATIVES

- Staff have done initial research to source pricing and container options or bike storage. If hotels/motels are interested in available options for bike lockers this information is available to share.
- The 2022 Visitors Guide is underway. The RFP has been issued to source design and print services. Proposal submissions are due October 26 with a goal of print in hand January 2022. Ad sales are also underway with limited space available. Properties/ businesses interested in purchasing ads in the guide can do so before November 15th.
- The four-culture attractions voucher is only valid until October 30th. A reminder that 10% admission discount is available online and the voucher can be downloaded to be redeemed at any or all of the four culture attractions.

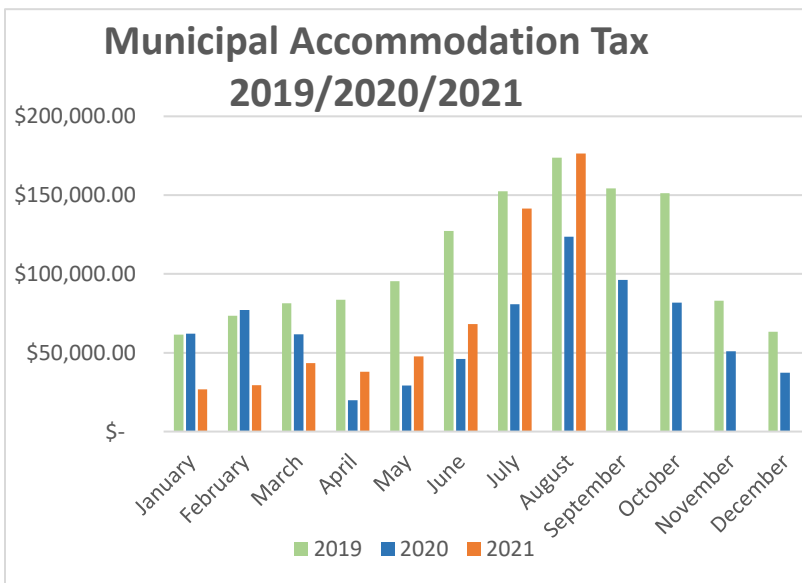


Occupancy Report



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		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



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	\$176,322.79
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	\$ 769,191.54	\$571,107.59