



OVERVIEW

PRODUCT DEVELOPMENT

Algoma Trail Network: Construction work continues on the ATN network. Crews are focusing on the Farmer Lake trail and completing the finishing work on other multiple trails.

Kayak Launches- The Pine Street launch is still open for use. The launch located in the Roberta Bondar Marina is now closed for the season.

Snowmobiling Wayfinding- The wayfinding project for the snowmobile trails in the Sault Ste. Marie area is underway. This a collaborative effort with funding from Destination Northern Ontario and Tourism SSM. The project valued at \$20,000 will provide new signage for the snowmobile trails.

MARKETING & PROMOTION

- Staff is creating site map for the Meetings/Conventions page of the Saulttourism.com website.
- Northern Ontario Travel Portal articles are being updated with new content and images.
- New itinerary blogs have been posted on the Travel Inspiration section of the website with a focus on fall.
- Staff are preparing the content for the 2022 Visitors Guide

PAID MEDIA

Narcity

- On August 19th we launched a Narcity written piece called '*This Small Ontario Town Is The Ultimate Spot To See Stunning Fall Colours*'. This was combined with a social media post <https://www.narcity.com/7-ways-to-experience-fall-colours-in-sault-ste-marie>
- On August 26th we launched Narcity video '*How to spend 48 hours in the Soo*'. This was combined with social media posts and a newsletter/. This was combined with a social media post.

<https://www.blogto.com/travel/2021/07/36-hours-sault-ste-marie-ontario/>

Metrics to date:

- Narcity (written): 353 website click-throughs to Saulttourism.com to date
- Narcity (video): Over 40k video views to date (full metrics report to come)

Coming Up:

- Narcity Winter Content

Expedia

- Campaign concluded on August 31st. A \$25,000 spend generated \$318,000 in hotel rooms booked.

Media FAM/ Earned Media

- Sootoday, 600 link clicks to the Sault Tourism website. (July)

<https://www.sootoday.com/local-news/initially-slow-local-sales-for-zodiac-boat-rides-perk-up-during-step-3-3984053>

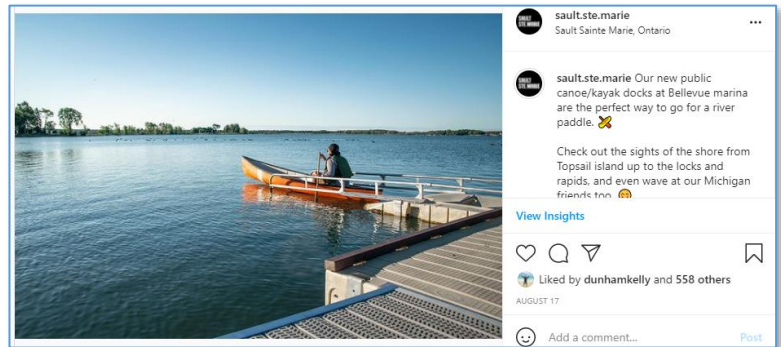


Website (August Statistics)

- 67,567 page views (22% increase from July)
- Canada 68%, US 18% (Michigan 27%)
- Within Canada: Ontario 90%, Quebec 7%,
- By City: (GTA around 37%) Toronto 23%, SSM 11%, Brampton 6%, Mississauga 4%, Montreal 5%

Primary drivers:

- **Paid Search** drove 10,991 users to the website
- **Social media** drove 3,964 users to the website, mostly via Facebook.
- **Organic Search** drove 4,859 to the website
- **Referrals:** 1,604 click-throughs from other websites. Some of main referrals websites were:
 - NorthernOntario.Travel (424)
 - Agawatrain (495 users)
 - Narcity (259 users)
 - WelcometoSSM.com (70 users)
 - SAH.on.ca (39)



Instagram (July 2021)

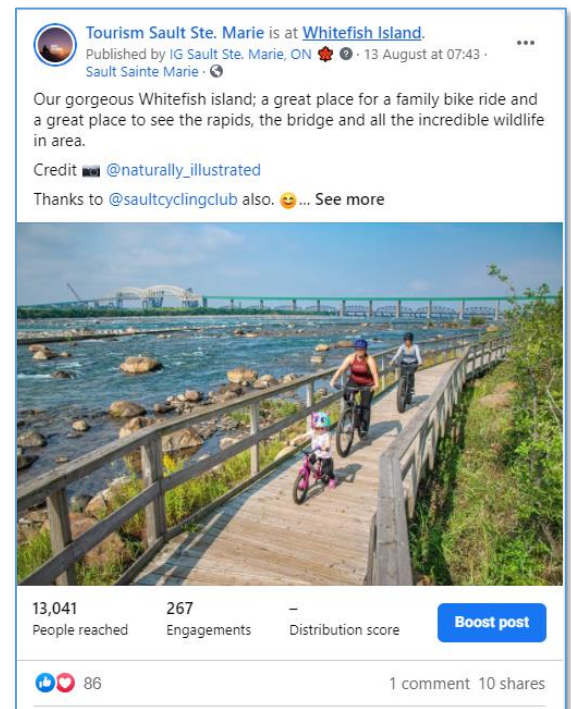
- 12k page follows (342 new followers in August)
- 102k accounts reached

Facebook (June 2021)

- 28,244 followers (215 new followers)
- 597k accounts reached

Paid Social

- 5 paid promotions
 - Sail Superior it's almost time
 - How to Experience Awesome Fall Colours
 - UT Stokely
 - Instagram post boost
 - \$17k spent to date of Cavera's 27k paid media campaign



GROUP TOURS & SALES

- **Bus Tour Groups:** Staff have continued to connect with incoming bus tour groups as the Agawa Canyon Tour Train schedule was confirmed. Assisting with alternative activity suggestions, connecting the group with outdoor outfitter partners, as well as accommodation partners.



- Three bus tours were rescheduled (that we know of) within the shortened train season for a total 31 busses (as reported as of Sept 13th by local hotels) coming for the ACTT. Unfortunately, 12 busses were cancelled due to limited availability of train tickets.

SPORTS TOURISM AND SPECIAL EVENTS:

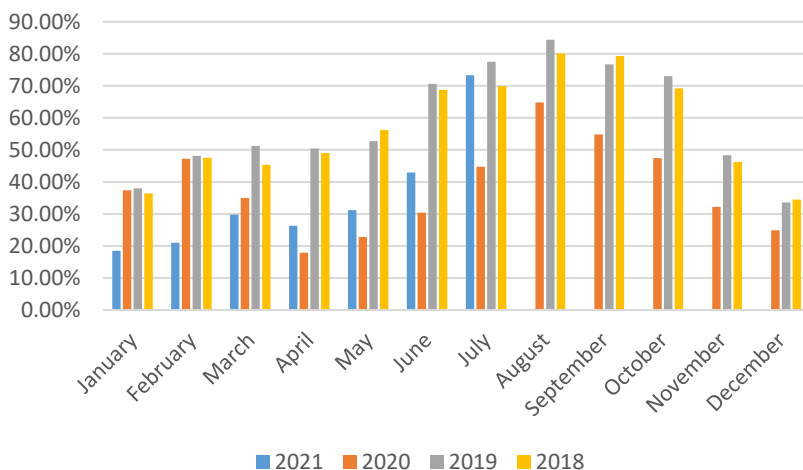
- A bid has been submitted by a community host organization to host a Provincial level championship event in Sault Ste. Marie in spring of 2022. Anticipated announcement for successful host communities to come October 2021
- Staff is focusing on forecasting the sports and special events plan through 2023. A list of potential events has been generated and categorized. We will continue to monitor University sports, OFSA, NOSA and other event opportunities as announcements are made.

OTHER TOURISM INITIATIVES

- The Algoma Country “Spark” Mentorship and Grant Program that is geared to encourage individuals, small businesses and non-profits to apply with their new tourism ideas for the region will launch in Mid-September with a Pitch session scheduled for November.
- The 4 Culture Attraction Pass is now available for download on the Attraction Ontario website as well as the Sault Ste. Marie Tourism Website. Customers will receive 10% off admission to the Canadian Bushplane Heritage Centre, Ermatinger Clergue, Art Gallery of Algoma and the SSM Museum.
- Sault Ste. Marie’s Downtown core is now a “Bicycle Friendly Business Area”; an Ontario by Bike Certification. Staff worked with the Downtown Association and the Chamber of Commerce to collaborate on making this possible.

Occupancy Report

Occupancy Report Percentage
2021/2020/2019/2018

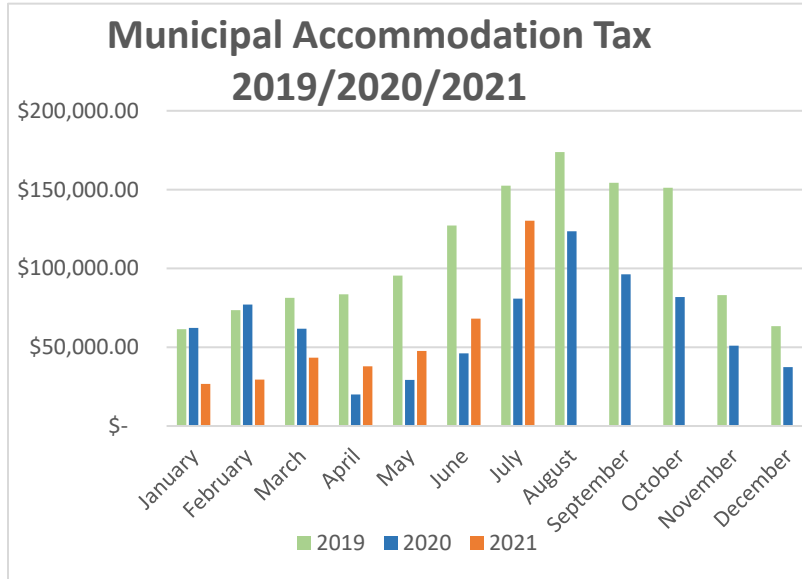


Report of Rooms Operations for Sault Ste. Marie

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		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	\$ 62,208.56	\$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	\$130,220.02
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	\$383,466.91