



United Counties of Leeds Grenville

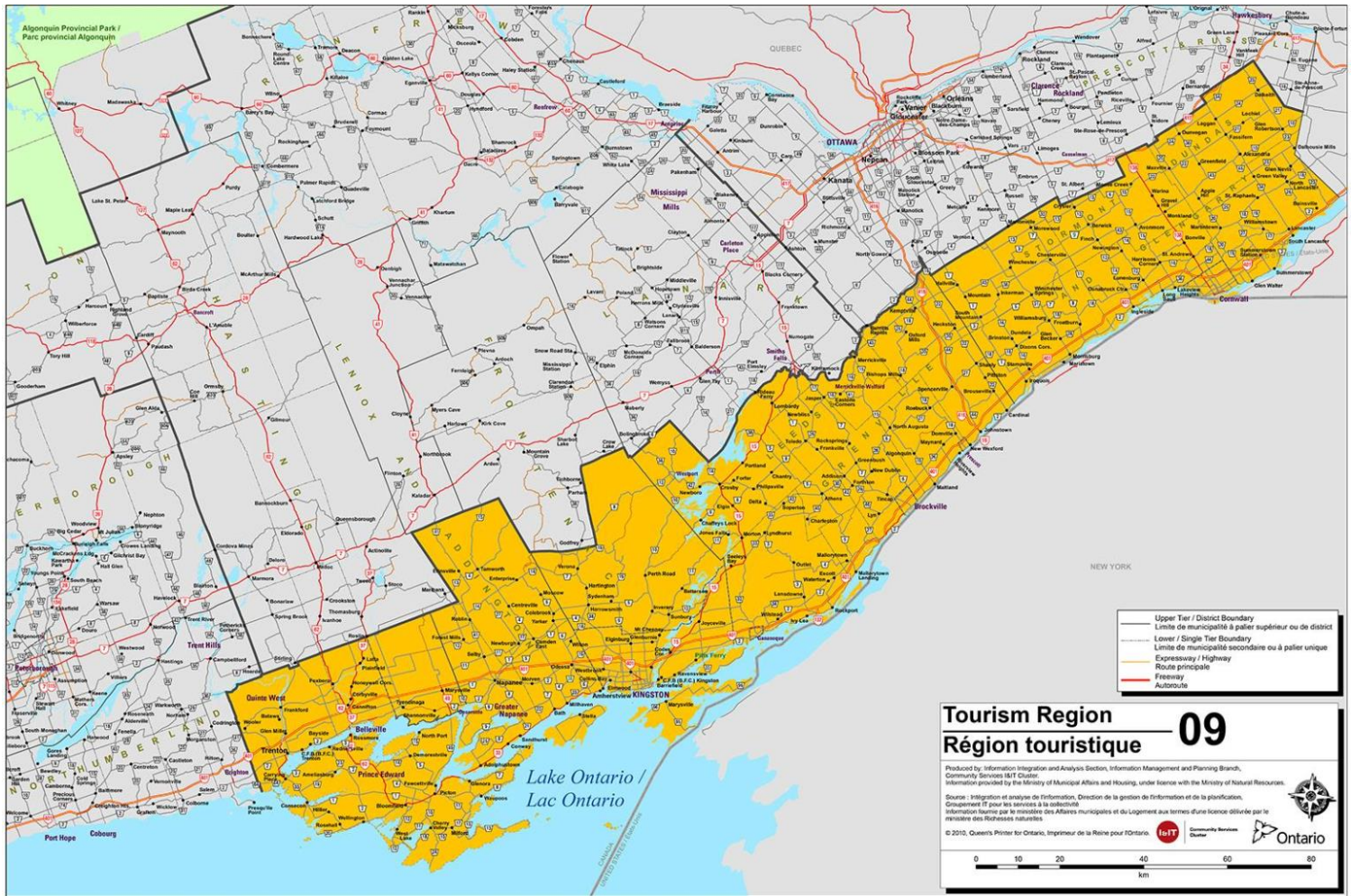
November 18, 2022



Regional Tourism Organization 9

- Funded by the Ministry of Tourism, Culture and Sport
- Governed by a 13 member Board of Directors
- Actively promotes tourism for South Eastern Ontario
- Works in collaboration with 10 destinations





	Upper Tier / District Boundary
	Limite de municipalité à palier supérieur ou de district
	Lower / Single Tier Boundary
	Limite de municipalité secondaire ou à palier unique
	Expressway / Highway
	Route principale
	Autoboute

Tourism Region 09

Région touristique 09

Produced by: Information Integration and Analysis Section, Information Management and Planning Branch, Community Services IMT Cluster.
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Source: Integration et analyse de l'information, Direction de la gestion de l'information et de la planification, Groupement IT pour les services à la collectivité.
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Pillars

- Product Development
- Marketing
- Workforce Development
- Investment Attraction
- Partnerships

www.southeasternontario.ca

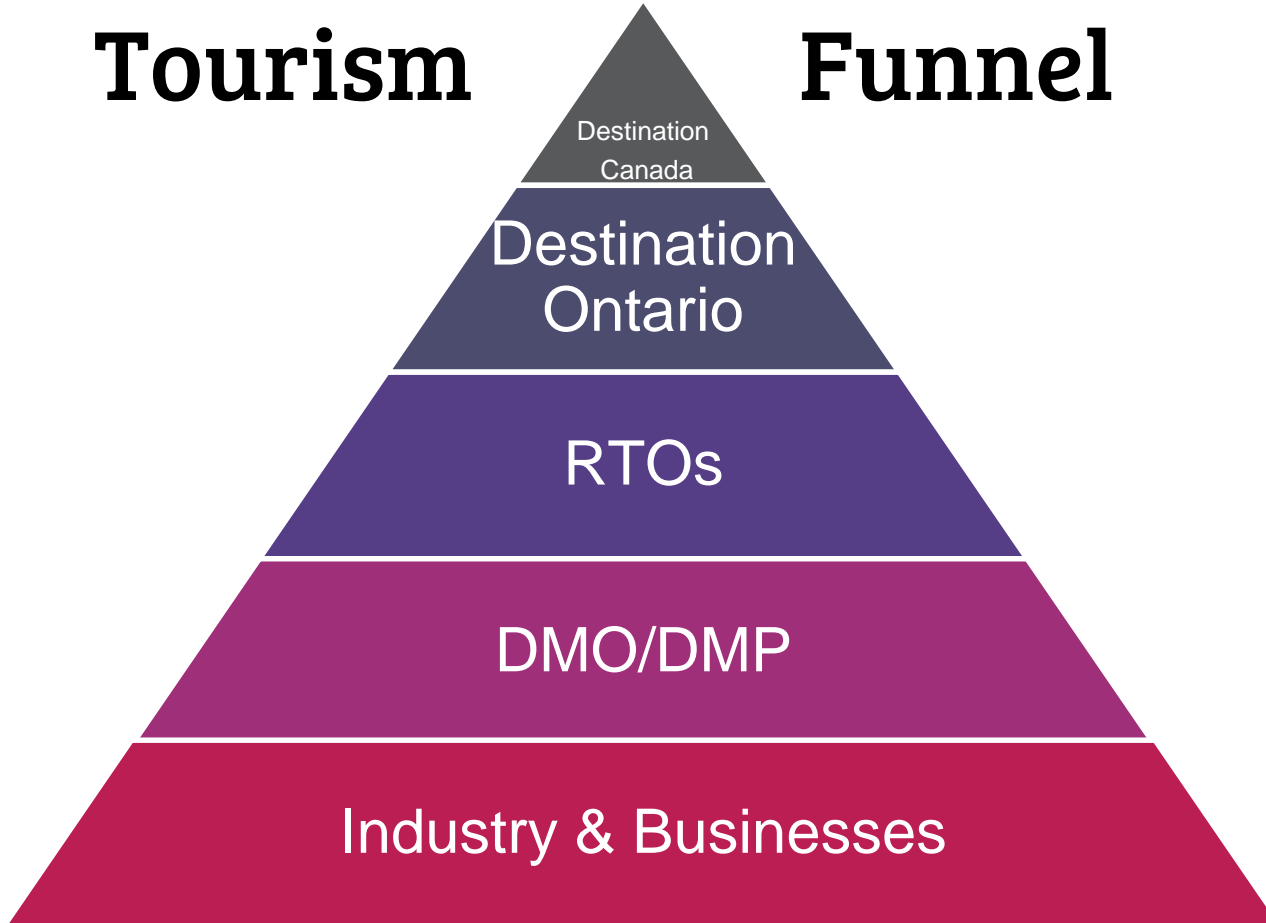
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Tourism

Funnel

RTO9





RTO9
Regional Tourism
ORGANIZATION

Drive for Excellence
Destination Marketing Support Program



LANDSBY



RTO9

Rail & Roam



- 1.2M impressions
- 24,875 clicks at a CTR of 2.03%, which is well above the industry benchmark of 0.9%.





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Fly & Dine Escape in Gananoque

Enjoy fine dining and stunning views in beautiful Gananoque, the gateway to the 1000 Islands!

On this 2-night getaway, you'll be pampered at the beautifully restored Pangea House, a heritage inn located on the banks of the meandering Gananoque River. Sleep in luxurious comfort and enjoy a freshly cooked gourmet breakfast each morning before heading out to explore Gananoque's attractions right outside your front door. Enjoy views of the beautiful St. Lawrence River as you stroll the waterfront with a warm beverage in hand – or better yet, opt to spend the afternoon on a scenic cruise of the Thousand Islands (extra fees apply).

End your day with a delicious 5-course fine-dining meal prepared and served by your host and chef, Geoff Dennis. This special experience is sure to be a highlight of your stay. The next day, take your experience to new heights as you soar over the St. Lawrence in a helicopter flight (included). See the Ivy Lea Bridge from the air and enjoy stunning views over Gananoque and the surrounding picturesque islands.

Take advantage of Ontario's 2022 Staycation Tax Rebate, up to 20%

[BOOK ONLINE](#)

3 Days, 2 Nights from \$895/person CAD

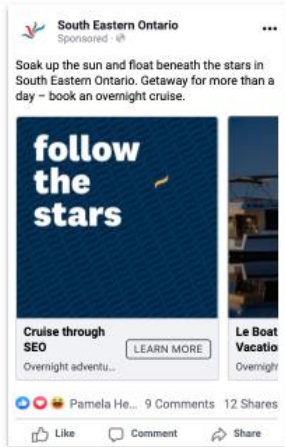
Great Taste of Ontario



Summary Passport Downloads for RTO 9

- Bay of Quinte 131
- Cornwall & SDG Counties Adventure Pass 41
- Cornwall & SDG Counties Foodie Pass 37
- Eastern Ontario Brewery Tour 41
- Frontenac County 27
- Lennox & Addington County 24
- Prince Edward County 395
- South Eastern Ontario 79
- Visit Kingston 85

Cruise Campaign



- 6M impressions during the campaign period
- 41,652 clicks at a CTR of 0.66%.



Partnership Funds

- Winter and Spring intakes
- 50/50 funding partnership
- Funding flows to a third party
- Value of partnerships



SPRINGFIELD FARM

[SPRINGFIELD FARM](#)[ABOUT US](#)[VISIT US](#)[STAY, SEE, SHOP ENVIRONMENTAL FARM OASIS!](#)[NEWS AND MEDIA](#)[GUNPOWDER G&CC](#)[CONTACT US](#)

STAY, SEE, SHOP ENVIRONMENTAL FARM OASIS!

Springfield Farm offers an unique AgriTourist destination in the South Glengarry/SDG Region. By showcasing its century old barn buildings, picturesque family farm, Heritage Organic Market Garden produce, maple syrup, honey, visitors will come to anticipate and return to Springfield Farm knowing they are welcome and part of a community.

**Thank you!
Miigwetch!
Merci!**



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LinkedIn @RTO 9**

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Instagram @southeast.ontario
Twitter @southeast_ontario**

