

OUTAOUAIS

outaouaistourism.com

VISIBILITY PLAN

RESTAURANTS

From December 1 to March 31

PLATEFORMS

Outaouais Tourism

WEBSITE	152 000 PAGES VIEWS / MONTH
WEBSITE (WHERE TO EAT SECTION)	23 000 PAGES VIEWS PER YEAR - 12 000 UNIQUES VIEWS (FR) 7 000 PAGES VIEWS PER YEAR - 4 500 UNIQUES VIEWS (EN)
FACEBOOK	26 000 SUBSCRIBERS (FRENCH) 5 200 SUBSCRIBERS (ENGLISH)
INSTAGRAM	6 500 SUBSCRIBERS (BILINGUAL)
NEWSLETTER	31 000 SUBSCRIBERS AVERAGE OPENING RATE : 23% AVERAGE CLICK-THROUGH : 5,6%

MARKET, TARGET, ACTIONS

	GOURMAND	ACTIONS MARKETING
MARKETS	MONTRÉAL OTTAWA GATINEAU	<ol style="list-style-type: none">1. INVITE INFLEUNCERS TO DISCOVER THE OUTAOUAIS' GASTRONOMIC OFFER.2. SEM CAMPAIGN FOR RESTAURANTS3. ADVERTISING ON SOCIAL MEDIA
TARGET	TRENDY FOODIES A35 – 64	
MARKET SIZE*	380 000	

PACKAGE FOR RESTAURANTS

MEDIA	PLATFORM	OFFERED VISIBILITY
OWNED	OUTAOUAIS TOURISM WEBSITE	1- PRIORITY POSTING ON "WHERE TO EAT" SECTION
EARNED	DIGITAL OR PRINT	2- PRIORITY OF VISIBILITY WITH JOURNALISTS, BLOGGERS, INFLUENCERS
PAID	GOOGLE	3 – ONE (1) ADWORDS AD FOR YOUR RESTAURANT
	FACEBOOK / INSTAGRAM	4- RESTAURANT WILL BE MENTIONED IN A BLOG POST SPONSORED ON SOCIAL MEDIA

INVESTMENT CALCULATION

Winter 2018-2019

BASIC AMOUNT		INVESTMENT
PACKAGE FOR RESTAURANTS		\$450
À LA CARTE		
NEWSLETTER – ADDING A MENTION (\$400)		
PUBLICATION ON OUR SOCIAL MEDIA (\$250)		
TOTAL		

PLEASE COMPLETE THE INFORMATION BELOW :

YOUR MARKETING GOALS	TARGET MARKET	TARGET CUSTOMERS
<input type="checkbox"/> GETTING KNOWN BY YOUR TARGET AUDIENCE	<input type="checkbox"/> MONTRÉAL	<input type="checkbox"/> DELUXE OUTDOORS 35-65
<input type="checkbox"/> PROMOTE OFFERS/PACKAGES	<input type="checkbox"/> OTTAWA	<input type="checkbox"/> ACTIVE PEOPLE 30-65
<input type="checkbox"/> IMPROVE THE VISITOR'S EXPERIENCE	<input type="checkbox"/> GATINEAU	<input type="checkbox"/> FAMILIES 30-49
<input type="checkbox"/> INVITE VISITORS TO YOUR BUSINESS	<input type="checkbox"/> TORONTO	<input type="checkbox"/> YOUTHS 19-30
<input type="checkbox"/> OTHER:	<input type="checkbox"/> OTHER :	<input type="checkbox"/> ADULTS (NO KIDS) 45-65

CONTRACT – WINTER 2018-2019

NAME BUSINESS	
REPRESENTATIVE NAME	
EMAIL	
PHONE NUMBER	
INVESTMENT AMOUNT	
SIGNATURE	
DATE	

Please note that Outaouais Tourism reserves the right to change campaign promotions should there be an insufficient number of participants, in which case you will be advised.

THANKS for returning the contract **BEFORE OCTOBER 10, 2018** by fax 819 778-7758 or by email :

Stéphanie Potvin : spotvin@tourisme-outaouais.ca

For information : 819 778-2530 (ext. 208)



-CERTIFIED-
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FUN

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