

OUTAOUAIS

outaouaistourism.com

PARTNERSHIP PROPOSITION

September 11, 2018

PLATEFORMS*

Outaouais Tourism

WEBSITE	152 000 PAGES VIEWS / MONTH
WEBSITE (Home page)	92 718 PAGES VIEWS PER YEAR 72 365 UNIQUES VIEWS
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%

*As of August 31, 2018

**From May 1 to August 31, 2018

MARKETS AND TARGET

Experiences

	CULTURE	GOURMAND	FESTIF	OUTDOORS	CROSS-COUNTRY SKIING	SNOWMOBILE
MARKETS	MONTRÉAL	MONTRÉAL OTTAWA GATINEAU	OTTAWA	MONTRÉAL OTTAWA GATINEAU TORONTO	MONTRÉAL OTTAWA GATINEAU	OTTAWA GATINEAU
	AITQ			AITQ	AITQ	AITQ
TARGET	CULTURAL FAMILY A35 +	TENDY FOODIES A35 – 64	URBAN ADULTES A25 - 49	OUTDOOR ENTHUSIASTS A25 – 64	DELUXE OUTDOORS FAMILIES A25 – 64	SNOWMOBILE A35 – 64
MARKET SIZE*	631 000	380 000	202 000	1 990 000	946 000	87 000

PARTNER PACKAGE

Attractions

	Platinum	Gold	Silver	Bronze
1 unique video advertising on Facebook	X			
1 complete newsletter	X			
1 complete article + Advertising on Social Media	X	X		
Specific advertising and/or SEM ad extension	X	X	X	
1 mention in Outaouais Tourism's newsletter		X	X	
1 mention in a route + Advertising on FB (carousel)	X	X	X	X
1 mention in Outaouais Tourism's blog What's On	X	X	X	X
1 publication on Outaouais Tourism social media	X	X	X	X
Priority posting on Outaouais Tourism's website	X	X	X	X
Value	\$ 9 680	\$ 4 780	\$ 3 230	\$ 1 580
Package cost	\$ 8 000	\$ 4 000	\$ 2 500	\$ 750

INVESTMENT CALCULATION

MONTANT DE BASE		COST	INVESTMENT
PACKAGES		<input type="checkbox"/> PLATINUM = \$ 8,000 <input type="checkbox"/> GOLD = \$ 4,000 <input type="checkbox"/> SILVER = \$ 2,500 <input type="checkbox"/> BRONZE = \$ 750	
À LA CARTE		COST	INVESTMENT
NEWSLETTER – ADDING A MENTION		\$ 400	
BROCHURE DISTRIBUTION		<input type="checkbox"/> ____ DISTRIBUTION IN A SHOW (BIKING, SNOWMOBILE, OUTDOORS) = \$ 150	
PUBLICATION ON OUR SOCIAL MEDIA		\$ 250	
OTHER VISIBILITY À LA CARTE : PLEASE CONTACT ONE OF OUR CONSULTANT			
		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

WINTER 2018 ENGAGEMENT

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.

WINTER 2018 ENGAGEMENT

THANKS for returning the contract BEFORE OCTOBER 10, 2018 by fax 819 778-7758 or by email to your marketing consultant :

Culture

Marilyn Savoie

msavoie@tourisme-outaouais.ca

Phone: 819 778-2530 (ext. 249)

Foodie and festivals

Stéphanie Potvin

spotvin@tourisme-outaouais.ca

Phone: 819 778-2530 (poste 208)

Outdoors & Accommodation

Geneviève Bélisle

gbelisle@tourisme-outaouais.ca

Phone: 819 778-2530 (ext. 246)



-CERTIFIED-
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FUN

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