



# MEMBERSHIP INFORMATION KIT





## Get More **Out of Your Regional Brand**

That's who we are.

We serve the West Nipissing, Temagami, Marten River, Mattawa, North Bay, Callander/ South Shore, Loring-Restoule and Almaguin Highlands regions by operating in partnership with the Ontario Tourism Marketing Partnership (OTMPC) and other government offices to promote the local tourism industry.

As a membership based non-profit organization, Ontario's Near North works on behalf of its members to develop advertising and marketing initiatives which are aimed at increasing the amount of visitors to our region and in turn benefiting our members economically.

When we combine our efforts to market together – we can all profit from the energy of a joint venture. So what are you waiting for? Get more out of a membership with Ontario's Near North.

705.474.6634



## Get More Visitors



All members receive a complimentary business listing on the [ontariosnearnorth.on.ca](http://ontariosnearnorth.on.ca) website, which is undergoing a much anticipated re-development, set to launch September 28 2011.

- 1. Ontariosnearnorth.on.ca**  
Get a free listing under your travel category ; including a 500 character description, one free photo, contact info, hyperlink to your website and a placement on a Google map. There are also opportunities to be featured in your category.
- 2. Ontario Tourism**  
Get even more exposure with a complimentary listing on the Ontario Tourism websites.
- 3. Let Your Customers Do the Talking**  
Visitors listen to testimonials. If your current customers have submitted testimonials, as a member you can list them on [ontariosnearnorth.on.ca](http://ontariosnearnorth.on.ca) and the northern portal.

705.474.6634





## Get More Marketing Opportunities

- 1. Representation at Travel & Sport Tradeshows**  
Have your promotional pieces (brochures, rack cards, video) distributed at the select high traffic tradeshows we attend.
- 2. Distribute Your Message**  
In addition to distribution at Tradeshows, we can also distribute your promotional material to Information Centres across Ontario.
- 3. Travel & Trade Media Tours**  
Our region is host to number of travel & trade media writers/TV personalities. We act as their travel coordinators and create itineraries suited to their stories.
- 4. Promotions and Cooperative Marketing**  
We offer a variety of buy-in promotional opportunities throughout the year. Some programs included are targeted advertising, e-blasts and more.

705.474.6634



## Get More Resources



Take advantage of our services, which are here to support and assist members with their marketing activities and to reduce their overall costs, by targeting the right audience.

- 1. Members Log-in Portal**  
You'll have 24/7 access to our online resource. Upload and edit your own web listing or elect to have a member of the ONN team do it for you.
- 2. Access to Information**  
You'll have access to one of the most valuable resources in the tourism industry, insight. ONN information centre statistics and government studies are available—upon request.
- 3. Getting Connected**  
You'll have the ability to share events, news worthy announcements, photos and stories on the ontariosnear-north.on.ca website and our social media outlets.

**For more info:** call Jamie McIntyre at 705-474-6634

705.474.6634





## Get More **For Your Municipality**

1. **New This Year**  
As an incentive to our valued municipal members, we will be providing a complimentary online profile page to a local museum or cultural hub in your area, who otherwise has a low (or no) marketing budget.
2. **Reaching Out**  
Submit community events and festivals to have listed in our travel publications and website. Hoping to increase attendance this year? There are featured listings available which immediately increase your reach.
3. **Telling Your Story**  
Each region has its own story to tell and visitors are hoping to find it. Submit photography, testimonials and information to build your regions profile page and in turn, increase profit for your local tourism industry.

705.474.6634



## What's in it **For You?**

The opportunity to connect with visitors who spend upwards of 125 Million dollars a year in Ontario's Near North.

705.474.6634





1375 Seymour Street  
North Bay, ON P1B 9V6

Phone: 705-474-6634

Toll Free: 1-800-387-0516

Email: [onn@ontariosnearnorth.on.ca](mailto:onn@ontariosnearnorth.on.ca)

[www.ontariosnearnorth.on.ca](http://www.ontariosnearnorth.on.ca)