

Tourism 101



Shorthand

→ DMO

A **Destination Marketing Organization** undertakes marketing and promotional activities on behalf of a destination.
Northumberland Tourism = County DMO.

[Visitor Website](#)
[Industry Website](#)

→ DO

Destination Ontario markets the province of Ontario both domestically and internationally as a tourism destination to bring visitors to Ontario.

[Visitor Website](#)
[Industry Website](#)

→ RT08

Regional Tourism Organization 8 markets the Kawarthas Northumberland region as a tourism destination to bring visitors to Kawartha Lakes, Peterborough City/County and Northumberland.

[Visitor Website](#)
[Industry Website](#)

→ DC

Destination Canada markets Canada as a tourism destination to the world to bring visitors to Canada.

[Visitor Website](#)
[Industry Website](#)

→ MTCG

The **Ontario Ministry of Tourism, Culture and Gaming** supports and delivers tourism and cultural experiences across Ontario.

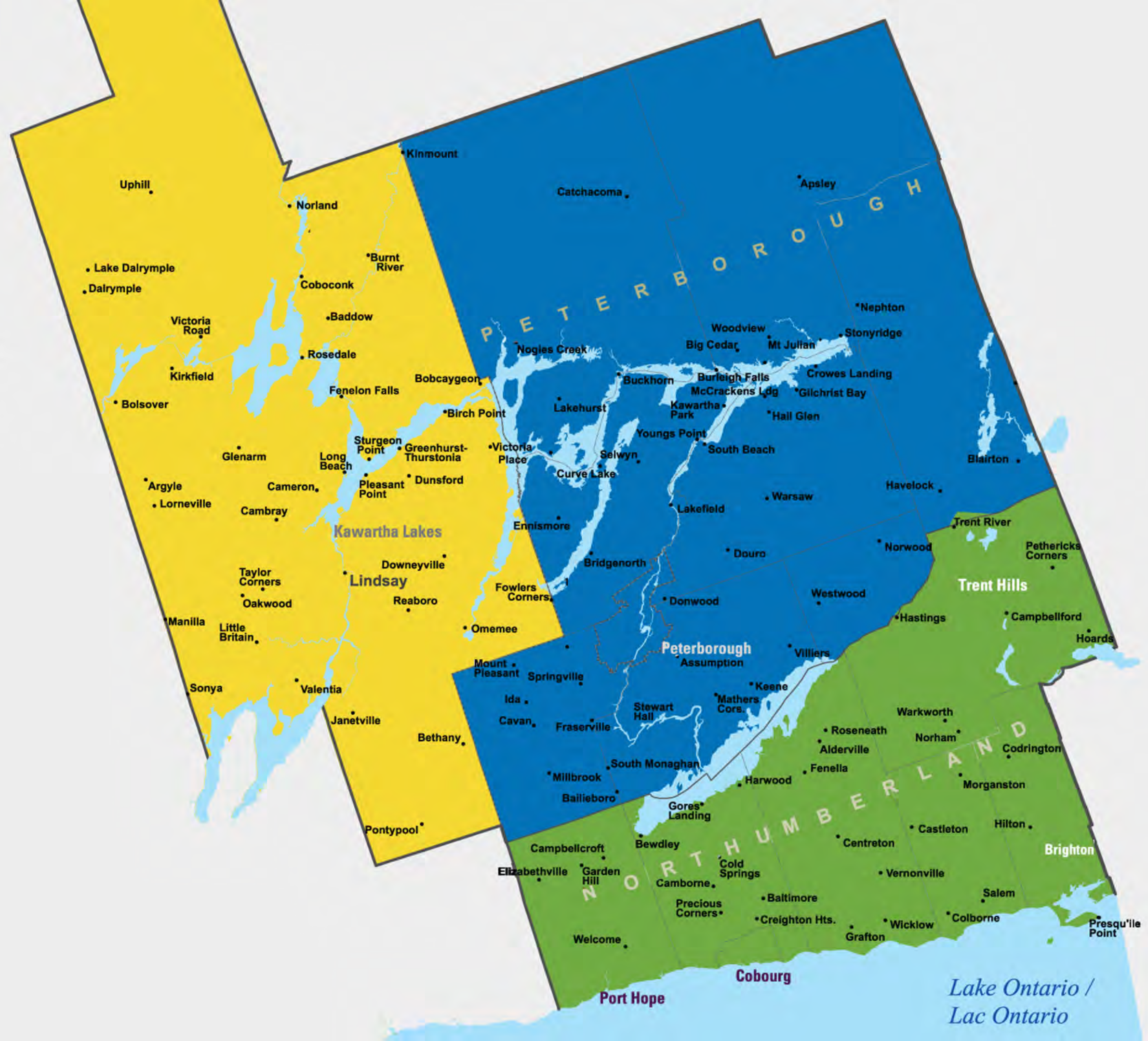
[Ministry Website](#)

→ TIAO

The **Tourism Industry Association of Ontario** works on behalf of its membership, collectively representing the majority of tourism businesses and employees across the province, to navigate pressing policy issues that impact Ontario's tourism industry.

RTO8

Peterborough & the Kawarthas Kawartha Lakes Northumberland County



Tourism Regions

RTO 1: Southwest Ontario

RTO 2: Niagara Canada

RTO 3: Hamilton, Halton and Brant

RTO 4: Huron, Perth, Waterloo and Wellington

RTO 5: Greater Toronto Area

RTO 6: York, Durham and Headwaters

RTO 7: Bruce Peninsula, Southern Georgian Bay & Lake Simcoe

RTO 8: Kawartha Northumberland

RTO 9: Southeastern Ontario

RTO 10: Ottawa and countryside

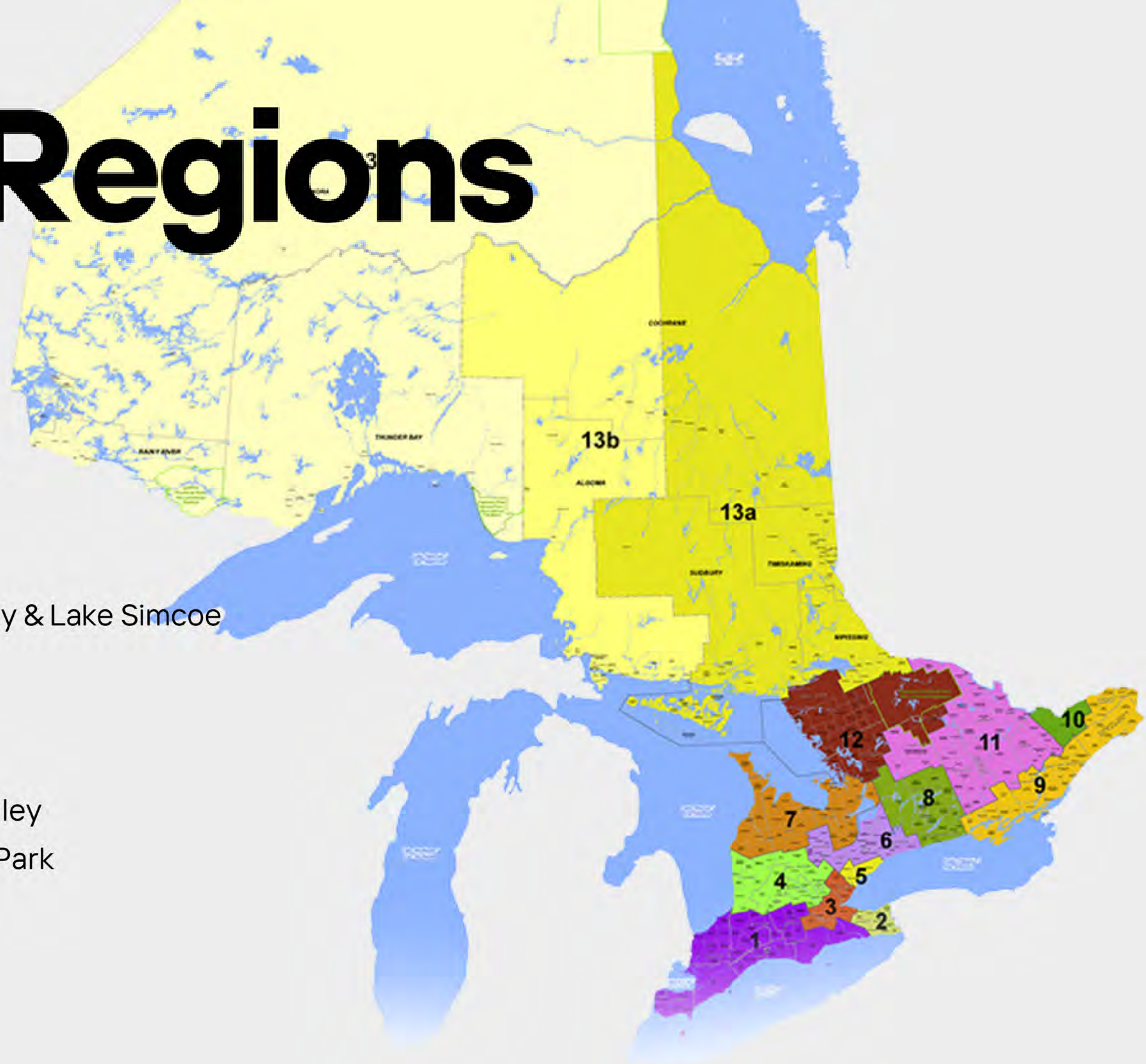
RTO 11: Haliburton Highlands to the Ottawa Valley

RTO 12: Muskoka, Parry Sound and Algonquin Park

RTO 13a: Northeastern Ontario

RTO 13b: Sault Ste. Marie - Algoma

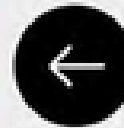
RTO 13c: Northwest Ontario



Tourism Ladder



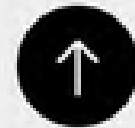
Destination
Canada



Destination
Ontario



RT08



County
DMO



Mandate



Northumberland Tourism works to **grow and assist** tourism-related **businesses in Northumberland County** through promotion and positioning the County as a 4-season destination.

Goals

→ **INCREASE**
Tourism
Spending

→ **ENGAGE**
Prospective Visitors
& Residents

→ **DEVELOP**
Awareness & Attraction
Campaigns

→ **EXPAND**
Partnership Networks
& Product Offering

→ **AMPLIFY**
Marketing
Messaging

→ **PROVIDE**
Information &
Expertise (Value)

Considerations



- Municipalities
- Communities
- Landmarks
- Location
- Access
- Topography
- Assets
- Experiences

Audiences

→ Consumers / Visitors

- Leisure travelers and day-trippers
- Current and Prospective Residents

→ Industry Partners

- Local tourism-related businesses & industry partners
- Professional Meeting Planners
- Travel Trade (Group Tours)
- Media seeking information, story starters, images or B-roll



OUTDOOR ADVENTURE



AGRI- TAINMENT



WELLNESS EXPERIENCES



RUR-BAN DISCOVERY

Partner Marketing



FREE VIRTUAL WEBINAR

**DESTINATION
BIKE**

Welcoming
Cyclists in
Northumberland
County

Tuesday, May 7, 2024
2:00 - 3:00pm

SECURE YOUR SPOT
[Click to Register](#)



ONTARIO BY BIKE

Partner Marketing

Destination Ontario with **Ontario Culinary.**
Sponsored · 🌐

Discover some of the province's best apple-growing regions and Ontario cideries by visiting Durham Region and Northumberland County.



ontarioculinary.com
This Spring Discover Ontario Cideries [Learn more](#)

Destination Ontario with **Ontario Culinary.**
Sponsored · 🌐

Northumberland County offers sippers of cider a delightful taste of place!
Discover unique ciders and make it into a weekend escape.



ontarioculinary.com
This Spring Discover Ontario Cideries [Learn more](#)

EST. 2008
Culinary Tourism
ALLIANCE

ONTARIO CULINARY
Your field guide to the best food + drink in Ontario



EXPERIENCE FALL HARVEST IN THESE 3 ONTARIO DESTINATIONS

CULINARY TOURISM ALLIANCE

Targeteted Media



2024 RIP - DGPT Q-Series
by Ace Run Productions
Playlist · 8 videos · 144 views

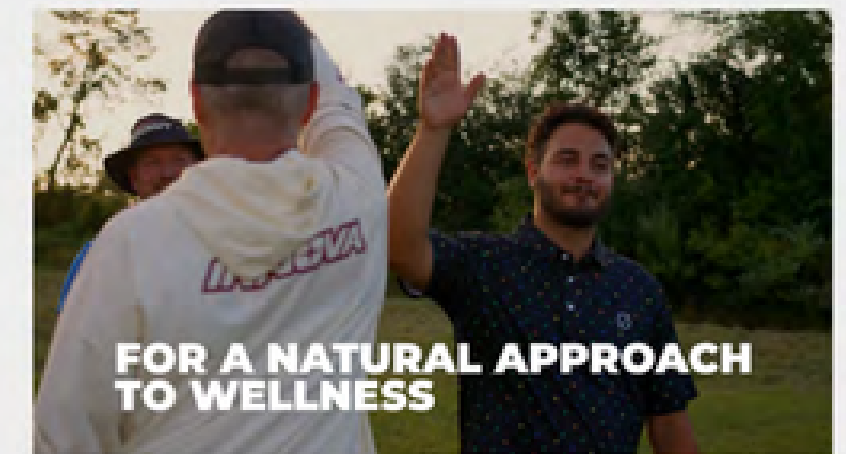
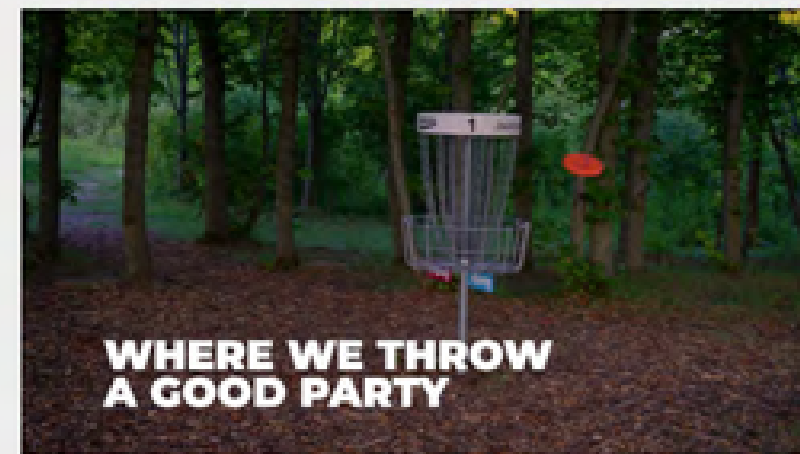
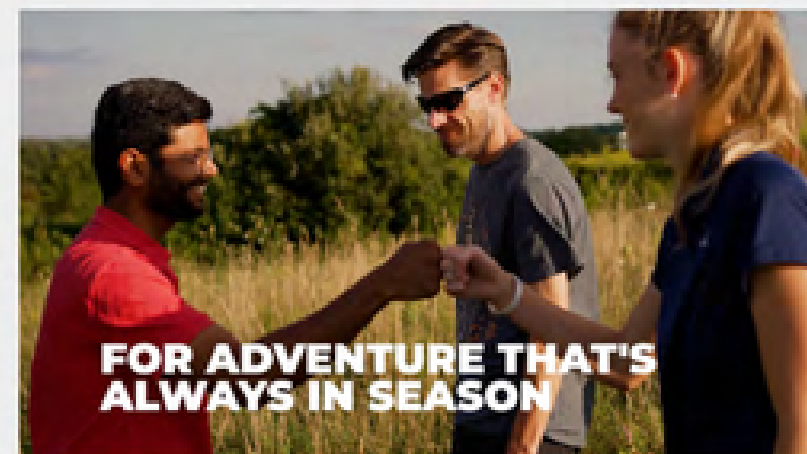
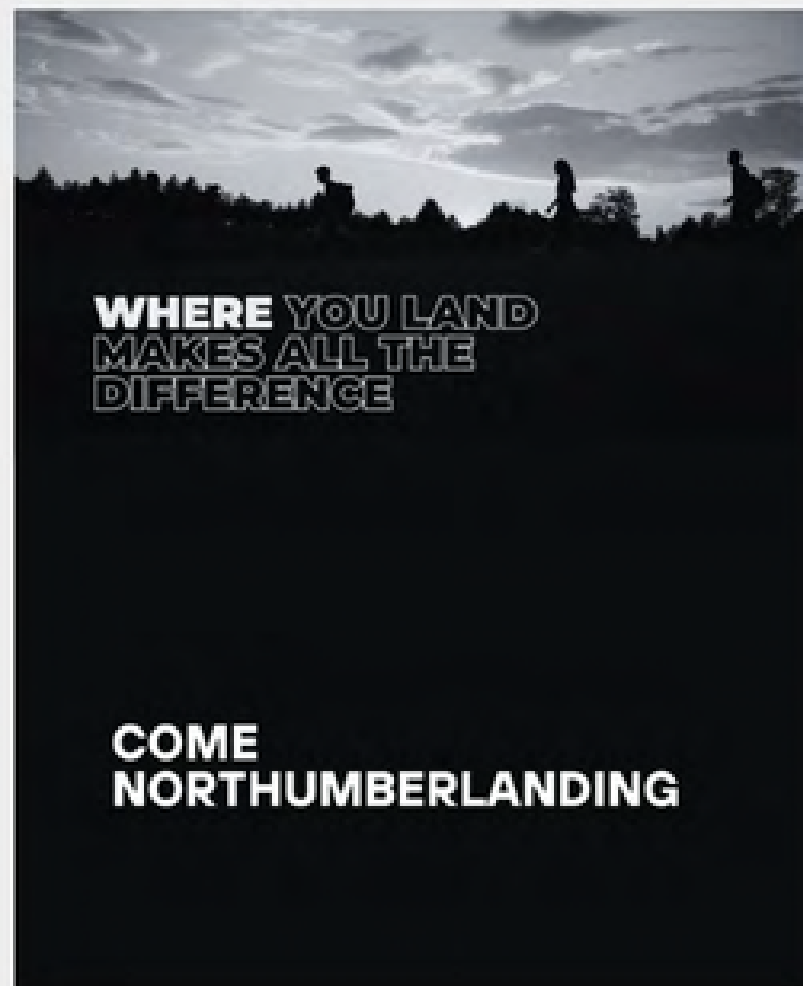
▶ Play all

- 1 ARP | GANNON BUHR MAKES HSTORY at The RIP | Every shot he threw!
Ace Run Productions · 4.2K views · 1 month ago
- 2 ARP | Ace Run Challenge Ontario | Gannon : Isaac : Gavin : Alden : Ezra | \$1000 ACE POT!!!
Ace Run Productions · 14K views · 1 month ago
- 3 ARP | The Rip - DGPT Q-Series | Final B9 | Buhr : Harris : I. Robinson : E. Robinson | MPO Lead Card
Ace Run Productions · 21K views · 1 month ago
- 4 ARP | The Rip - DGPT Q-Series | Final F9 | Buhr : Harris : I. Robinson : E. Robinson | MPO Lead Card
Ace Run Productions · 29K views · 1 month ago
- 5 ARP | The Rip - DGPT Q-Series | R2 B9 | Buhr : Harris : I. Robinson : Rosak | MPO Lead Card
Ace Run Productions · 20K views · 1 month ago
- 6 ARP | The Rip - DGPT Q-Series | R2 F9 | Buhr : Harris : I. Robinson : Rosak | MPO Lead Card
Ace Run Productions · 27K views · 1 month ago
- 7 ARP | The Rip - DGPT Q-Series | R1 B9 | Buhr : I. Robinson : Koling : E. Robinson | MPO Feat. Card
Ace Run Productions · 29K views · 1 month ago
- 8 ARP | The Rip - DGPT Q-Series | R1 F9 | Buhr : I. Robinson : Koling : E. Robinson | MPO Feat. Card
Ace Run Productions · 64K views · 1 month ago

INNOVA RIP

190,000 total video views to date.

Targeteted Media



WHERE YOU LAND CAMPAIGN

<https://rebrand.ly/WhereYouLand>

Social Media

audience

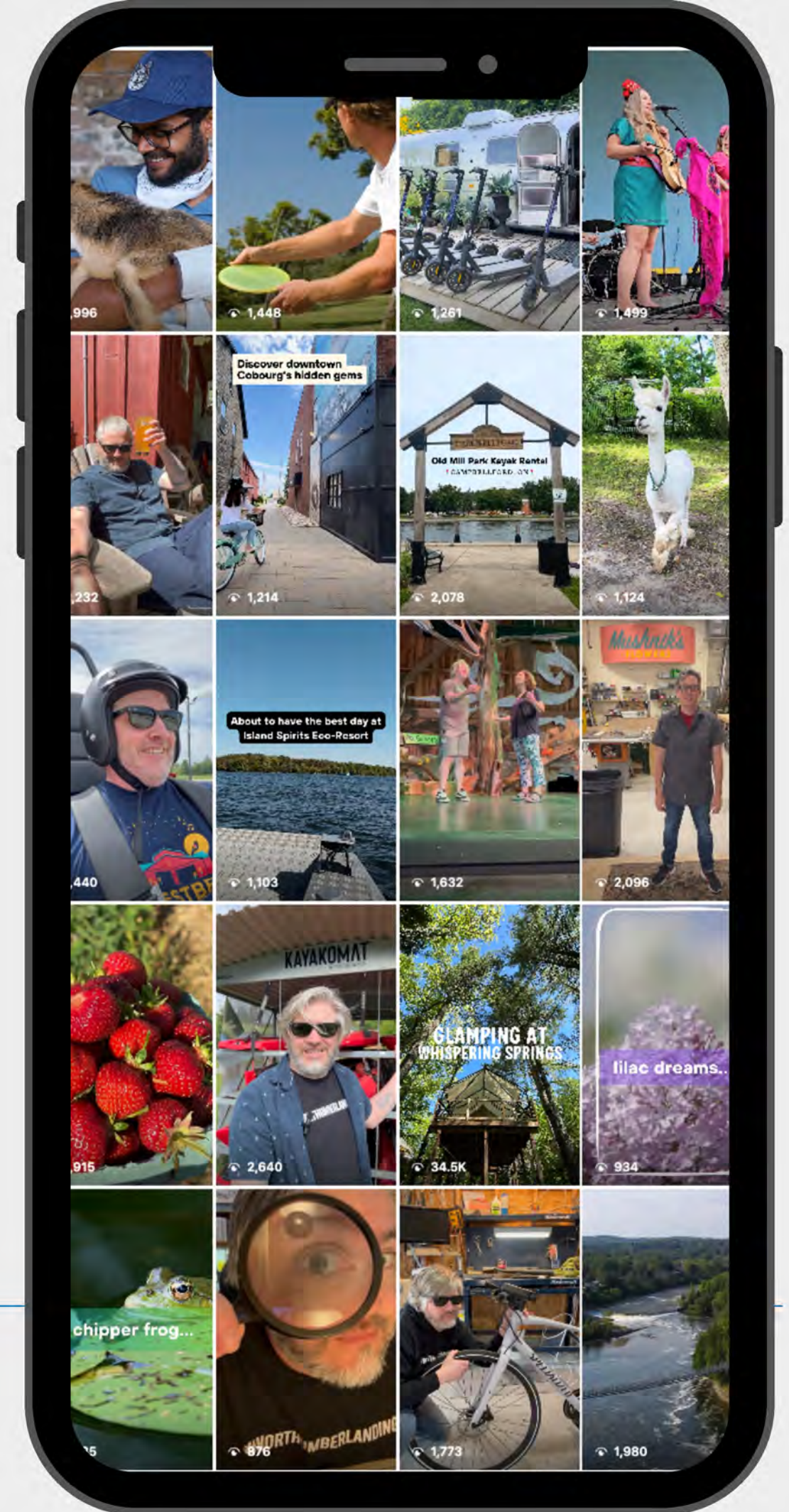
video views

impressions

engagements

engagement rate

NORTHUMBERLAND COUNTY TOURISM



Social Media

	2024	2023
audience	33,577	27,845
video views	103,933	117,712
impressions	681,568	1,769,046
engagements	28,103	36,862
engagement rate	4.1%	2.1%

Hyperlocal



#NORTHUMBERLANDING CAMPAIGN

Hyperlocal



#NORTHUMBERLANDING

Hyperlocal

Themed videos featuring tours, communities, experiences or tips and tricks.

<https://rebrand.ly/NorthumberlandHastings>



Hyperlocal

	Lifetime	2024	2023
video views	62,765	43,198	19,567
impressions	93,560	67,893	25,667
engagements	5,402	3,934	1,468
engagement rate	5.8%	5.8%	5.7%

#NORTHUMBERLANDING

Traditional Media



5-PAGE ARTICLE IN SEP 2024 ISSUE OF CAMPING CARAVANING (FRENCH MAGAZINE)

Tools & Tactics



CONSUMER / VISITOR NEWSLETTER

OPEN RATE
44%

CLICK RATE
4.4%



INDUSTRY PARTNER NEWSLETTER

OPEN RATE
51%

CLICK RATE
6%

NORTHUMBERLAND COUNTY TOURISM

Travel & Tourism Newsletters

OPEN RATE

32.2%

CLICK RATE

1.16%

Industry Standard as of November 13, 2024

Come #Northumberland!



Holiday Markets & Shopping Experiences Various Dates in November

Northumberland County artists and vendors come together over the holiday shopping season to bring you all kinds of unique gift options so you'll be this year's top gift giver from home to office. Plan your festive shopping using the links below or [visit our website](#).

- [Centreton Christmas Gift Show](#) | Nov 2
- [Campbellford Apple Christmas Market](#) | Nov 2
- [Codrington Christmas Market](#) | Nov 3
- [St. John's Christmas Market](#) | Nov 9
- [Deck the Halls Christmas Sale](#) | Nov 9
- [Sweater Weather Market](#) | Nov 9
- [Shop n Sip in Cobourg](#) | Nov 15
- [86th Annual Christmas Fayre](#) | Nov 16
- [Warm Wishes and Kisses Holiday Market](#) | Nov 16
- [Girls Just Wanna Have Fun Sip n Shop](#) | Nov 16

November in NoCo

Arts & Culture

- [11th Annual Juried Show](#) | Nov 1, 2, 3
- [A Cup of Conversation](#) | Nov 2
- [The Art of Giving](#) | Nov 7 to Dec 15
- [Marie Dressler Celebration Day](#) | Nov 9

Family Fun

- [Port Hope Fun in Parade](#) | Nov 1
- [Durham Disc Dog and Trial](#) | Nov 10
- [The Addams Family](#) | Nov 14 - 23
- [Swiftie Social & Skate](#) | Nov 15

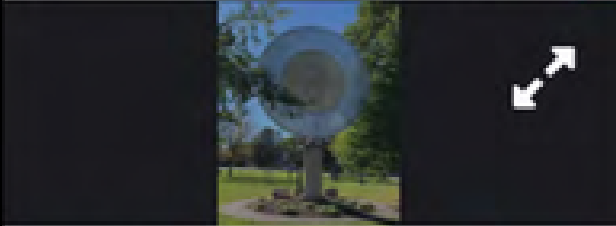
Comedy Dates

- [Yuk Yuk's at Grand Maple Event Centre](#) | Nov 2
- [Yuk Yuk's at Boston Pizza Cobourg](#) | Nov 14
- [Comedy Night at Westborough Town Hall](#) | Nov 16
- [First Wives Comedy Club at the Ganny](#) | Nov 29

Music

- [SONG's Youth Coffee House](#) | Nov 1
- [Hallowe'en Karaoke at Cat & the Fiddle](#) | Nov 1
- [Little Lake Hallowe'en Party at Royal Crowne Colborne](#) | Nov 2
- [George Canyon at Capitol Theatre](#) | Nov 6
- [Murray McLauchlan at Capitol Theatre](#) | Nov 8
- [The Weber Brothers at Grand Maple](#) | Nov 9
- [Les AMIS Concert, Rachel Merrett, Angela Park, Scott St. John](#) | Nov 10
- [I Have Had Singing with Oriana Singers](#) | Nov 23
- [Jack DeKeyser at Grand Maple](#) | Nov 23
- [Ultimate Jam at Grand Maple](#) | Nov 28
- [Christmas Live at the Ganny Hall 2024](#) | Nov 29

Heat Maps



@westborowobbler

View all assets from this carousel

Details Licensing

Bumping around eastern Ontario for Thanksgiving weekend #thanksgiving #ontario #ontarioparks #stirling #campbellford #trenriver #toonie #mrsrobinson

DATE POSTED

Oct 15, 2024

Original Post

LOCATION

Tell us where this is

powered by Google

KEYWORDS

memorial, monument, park, sculpture, tree

1440 x 1800, JPG, 586.1 KB

https://platform.crowdriff.com/a/3770-ig-18045235279847063

Social Assets

Browse assets from all social media trackers. | Hide my own social posts

Search your own content or find new assets

Save Search

Browse by 1

Orientation

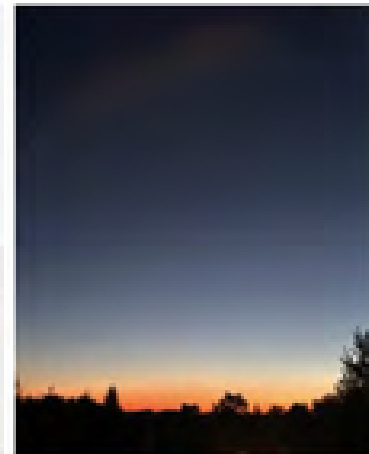
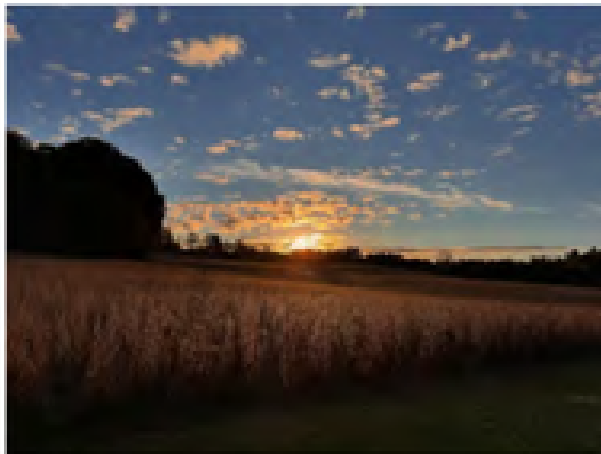
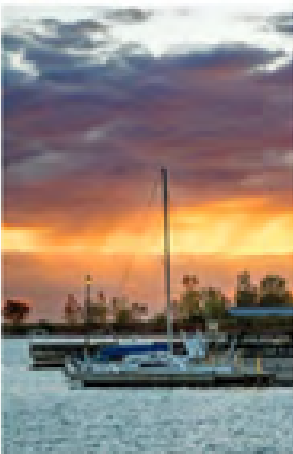
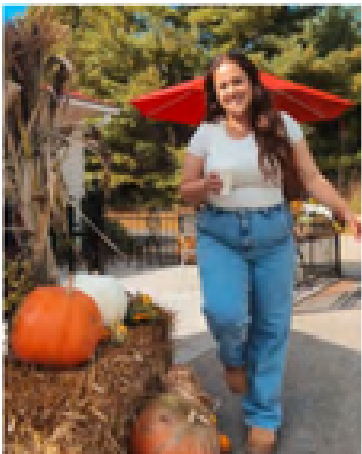
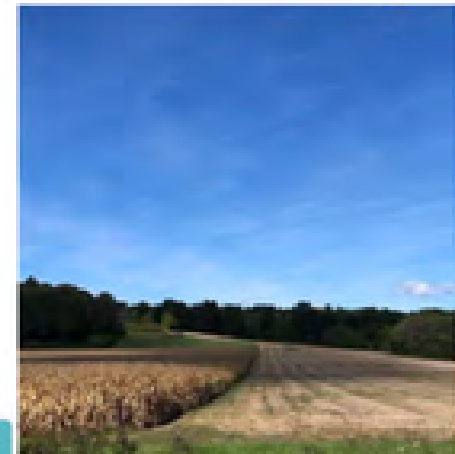
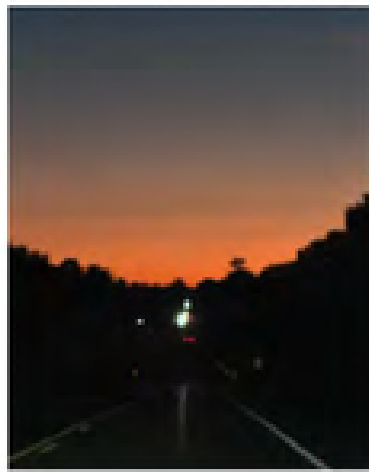
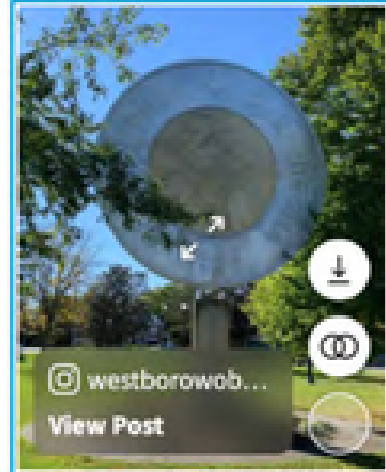
Rights

All Filters

Reset

2.7k assets

Newest assets first



@ojoshul

Details Licensing

Qué alegría recibir la visita de los hijos de mis amigos en Cobourg, Ontario. ¡Qué gusto tenerlos aquí! #cobourg #lojanosencanada #lojanosencobourg

DATE POSTED

Sep 16, 2024

Original Post

LOCATION

Victoria Hall

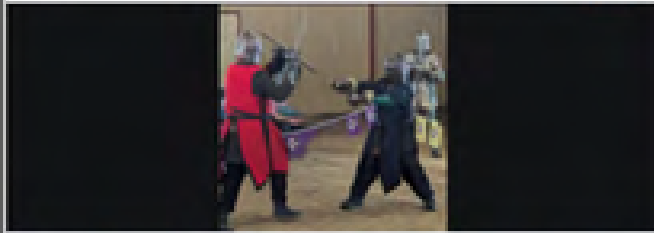
powered by Google

KEYWORDS

people, tourism, vacation

1440 x 1080, JPG, 578.7 KB





@hyperactiveweekends
View all assets from this carousel

Details Licensing

Today's Northumberland started in the village of
Roseneath famous for their antique carousel. Today
was their fall fair complete with a Highland games
competition, a unicorn, Doo Doo the clown, a
vintage tractor pull, and of course knights engaged
in sword fighting. Pretty much standard fare for ...

DATE POSTED
Oct 6, 2024 Original Post

LOCATION

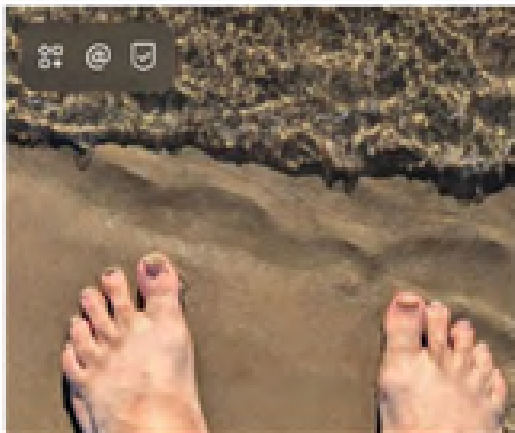
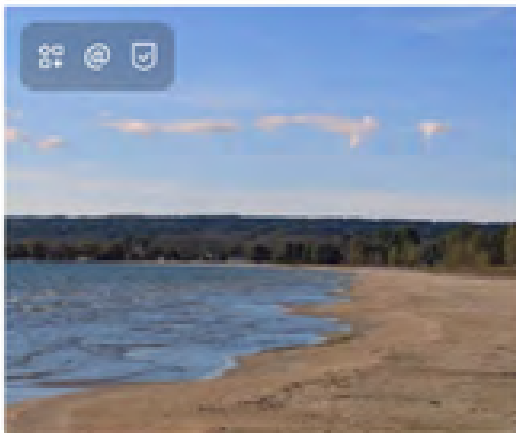
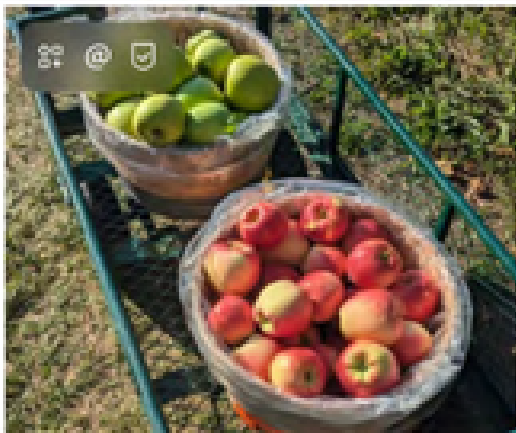
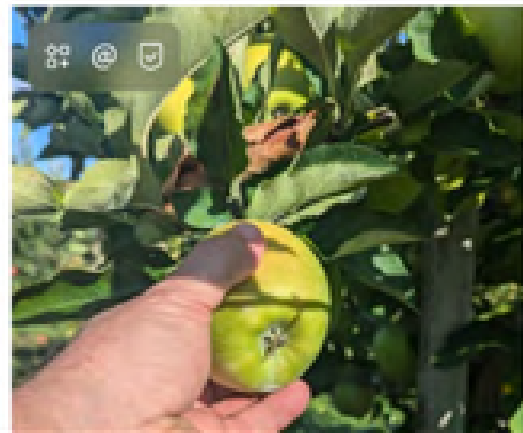
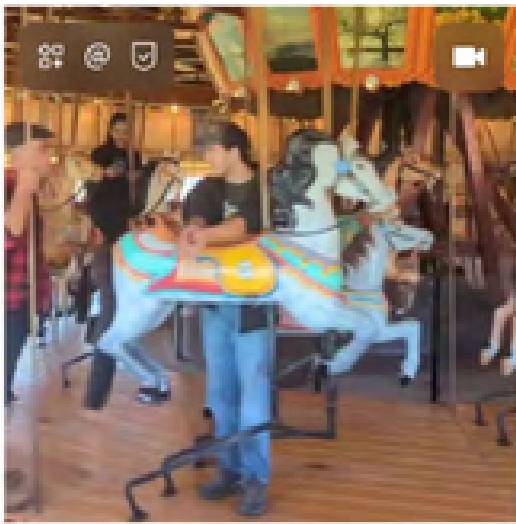
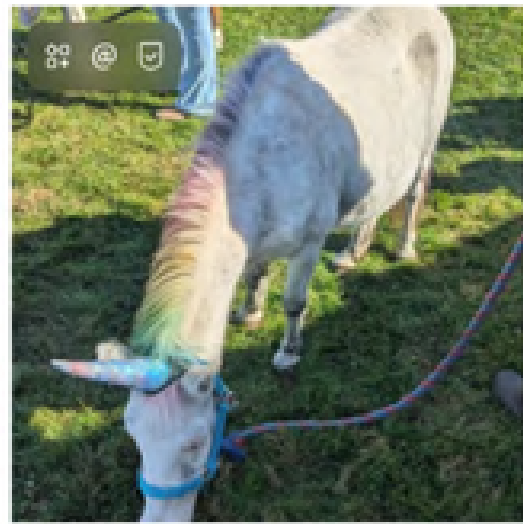
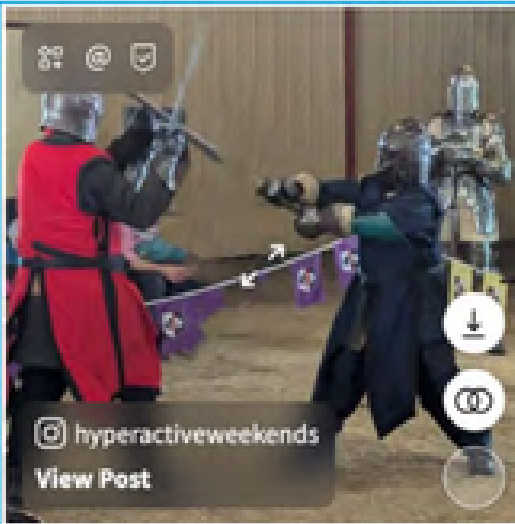
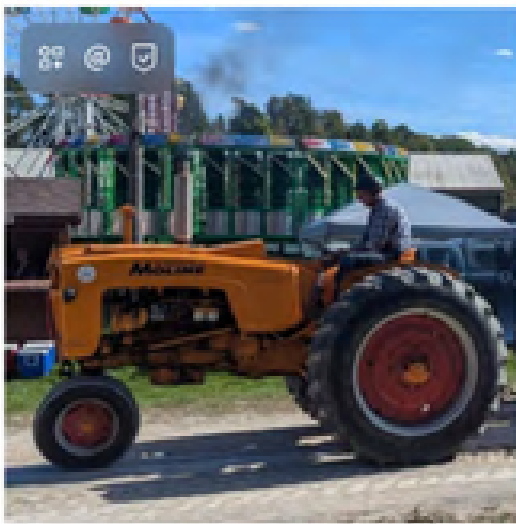
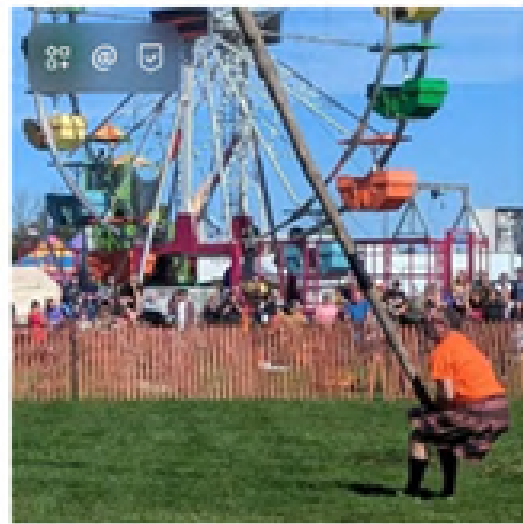
powered by Google

APPS
Rights-Approved, Digital-Marketing-General
0 views, 0 clicks

KEYWORDS
clothing, person
1440 x 1440, JPG, 166.0 KB

Go back

Carousel Assets





hyperactiveweekends · [Follow](#)
Northumberland County, Ontario



Today's Northumberlanding started in the village of Roseneath famous for their antique carousel. Today was their fall fair complete with a Highland games competition, a unicorn, Doo Doo the clown, a vintage tractor pull, and of course knights engaged in sword fighting. Pretty much standard fare for a fair. After a wonderful lunch at Yorkies, it was off to Colborne to pick my favourite apples. The beach at Presq'ile was calling me and it was spectacular. The beach was all mine. A gentle breeze was blowing, the water quietly lapping the shore while the warm late day sun cast its long seasonal shadows. Although a few minutes late on the way home for a perfect sunset shot through the old wooden railway bridge, it turned out ok.



6 likes

October 5



Add a comment...



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Search by keywords, usernames

View All Assets

Northumberland Tourism

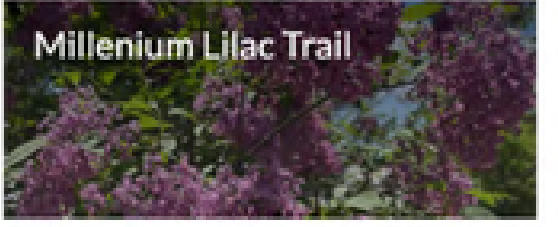
info@northumberlandtourism.com

Terms & Conditions

Manage Terms & Conditions

Manage Media Hub Albums

All Albums > Agritourism



Media Hub

Sources
f 1 i 1 l 1 y 1

Tags
*Agritainment, *Outdoor Adventure, *Rurban Discovery +9

Message Types
Posts [Clear All](#)

Overview

Trends

Tags

Volume Breakdown - Outbound

View a breakdown of applied tags on published posts and sent messages during the publishing period.

Tagged Published Post Volume



*Rurban Discovery	28.5%
Festivals & Events	22.6%
*Agritainment	17%
*Outdoor Adventure	13.2%
Food & Beverage	6.9%
*Wellness	5.3%
Music	2%
Seasonal Celebration	1.3%
Accommodations	1%
UGC	1%



(8/8)

 [Generate by AI Assist](#)

1000

 **Generate by AI Assist**



Event invitation cards from Northumberland Arts Gallery & Shop for their first art show displayed on a colorful abstract painted background. Event details include a date on November 8, 2024, with an address and encouragement to follow their Facebook page for updates.

Review AI-generated content for inaccuracies, biases or offensive material.





Uniqode

NATURALLY NORTHUMBERLAND

Home to 2000 square km of natural beauty and so much more through the strength of our caring communities and local businesses.



People, partnerships
& possibilities.
Northumberland.ca


Northumberland
COUNTY

Uniqode

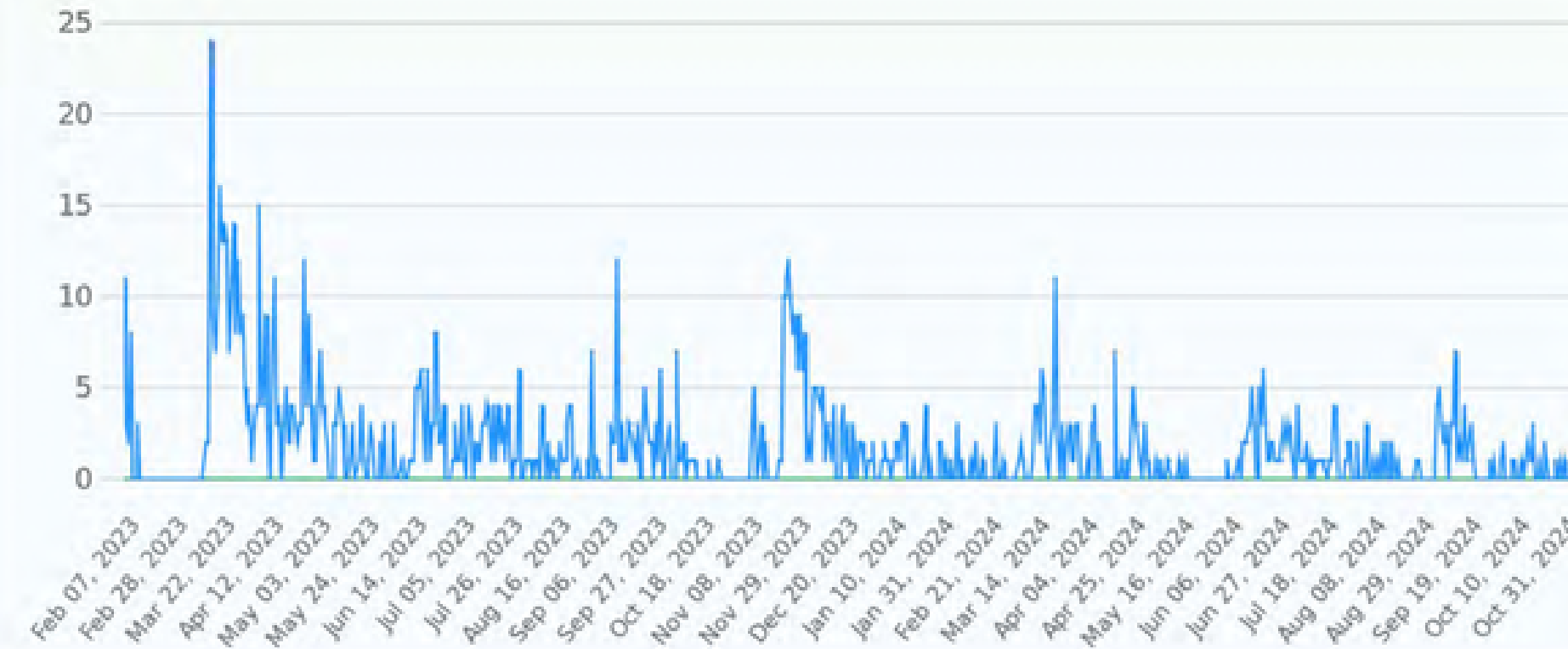
Scans

1,147 ↑ 100% than previous period

Users

940 ↑ 100% than previous period

Scans



● Scans

1,147 ↑ 100%

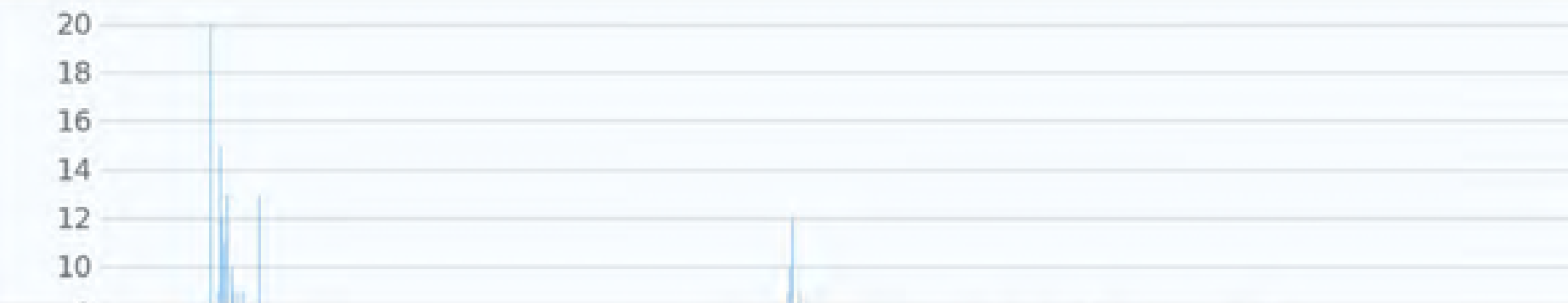
Feb 07, 2023 - Nov 08, 2024

● Previous Scans

0

May 07, 2021 - Feb 06, 2023

Users



● Unique users

940 ↑ 100%

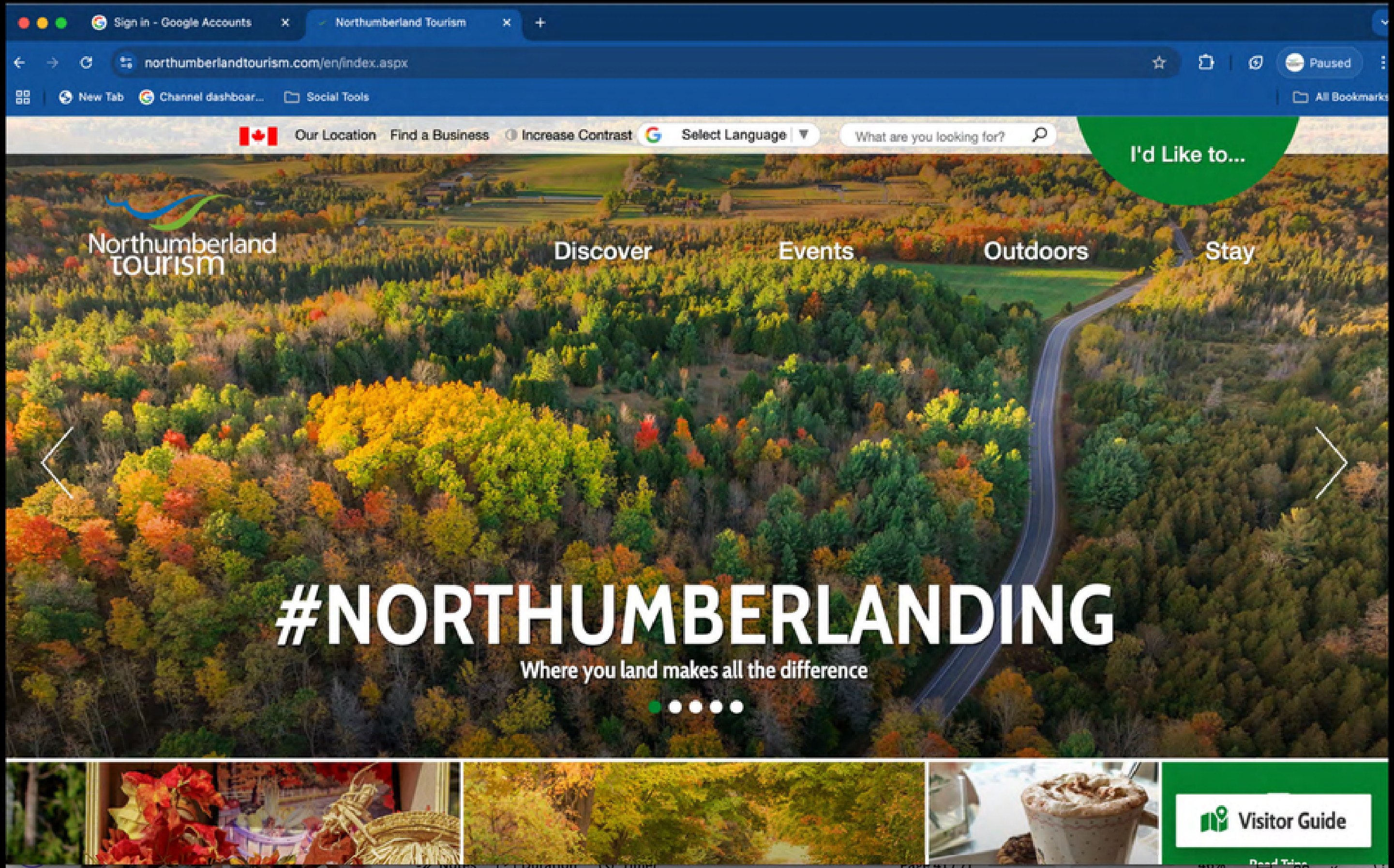
Feb 07, 2023 - Nov 08, 2024

Uniqode

Scans by city

CITY	STATE/PROVINCE	COUNTRY	SCANS	PERCENTAGE
Toronto	Ontario	Canada	220	19.18 %
Cobourg	Ontario	Canada	152	13.25 %
Belleville	Ontario	Canada	89	7.76 %
Ottawa	Ontario	Canada	51	4.45 %
Trenton	Ontario	Canada	37	3.23 %
Port Hope	Ontario	Canada	36	3.14 %
Brampton	Ontario	Canada	32	2.79 %
Kitchener	Ontario	Canada	30	2.62 %
Picton	Ontario	Canada	23	2.01 %
Montréal	Quebec	Canada	22	1.92 %
Peterborough	Ontario	Canada	19	1.66 %
Cambridge	Ontario	Canada	19	1.66 %
Grafton	Ontario	Canada	19	1.66 %
Québec	Quebec	Canada	18	1.57 %
Greater Napanee	Ontario	Canada	18	1.57 %
Brighton	Ontario	Canada	16	1.39 %
Campbellford	Ontario	Canada	14	1.22 %
Kingston	Ontario	Canada	14	1.22 %
Bradford	Ontario	Canada	12	1.05 %
Oshawa	Ontario	Canada	12	1.05 %
Corbyville	Ontario	Canada	12	1.05 %
Unknown	Ontario	Canada	12	1.05 %
Aurora	Ontario	Canada	11	0.96 %
Mississauga	Ontario	Canada	10	0.87 %
Guelph	Ontario	Canada	10	0.87 %

Uniqode



Websites

The screenshot shows a web browser window with the URL `northumberlandtourism.com/en/index.aspx`. The page features a search bar at the top with the text "things to do in northumberland county" and a magnifying glass icon. Below the search bar, the results indicate "Your search for 'things to do in northumberland county' returned 266 results". A sidebar on the right shows "All results (266)" and "Documents (61)". The main content area displays a "Browser Compatibility Notification" and three "Blog & Reviews" sections, each with a placeholder text: "To help you plan some Northumberland fun, we've highlighted some great things to do with your family...We suggest booking as far ahead as possible when reservations are required since things will fill up." The background of the page is a scenic view of a forest with autumn foliage. Navigation elements include "Our Location", "Find a Business", "Increase Contrast", "Select Language", and a search bar with the text "What are you looking for?". A green circular button labeled "I'd Like to..." is visible in the top right corner. A "Stay" button is also present. At the bottom right, there is a "Visitor Guide" button with a location pin icon.

Websites

Calendar - Northumberland | x +

calendar.northumberlandtourism.com/default/Month

Print Submit Event

View by Category Advanced Search

November 2024

Month Week Today

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
					12:00 pm 11th Annua... 6:00 pm Pumpkin Par... 7:00 pm SONG's You... 8:00 pm Hallowe'en ...	10:00 am Centreton ... 10:00 am Christmas ... 12:00 pm 11th Annua... 2:00 pm Choir! Choir!... 7:30 pm Choir! Choir!... 8:00 pm Little Lake H...
3	4	5	6	7	8	9
10:00 am Codrington... 12:00 pm 11th Annua...		6:30 pm Mosaic Wor...	10:00 am Cobourg R... 7:00 pm Fundraising ... 7:30 pm George Can...	12:00 pm The Art of ... 7:30 pm Light Years a...	12:00 pm The Art of ... 7:30 pm Murray McL...	9:00 am Deck the Hal... 10:00 am Sweater W... 10:00 am St. John's ... 10:00 am Christmas ... 12:00 pm The Art of ... 2:00 pm Marie Dressl... 2:00 pm Chalk Talk C... 7:00 pm The Weber B...
10	11	12	13	14	15	16
9:45 am Northumberl... 10:00 am Durham Dis... 10:00 am Christmas ...	8:45 am Westwood R... 9:30 am Holiday Han... 10:30 am Brighton R...	7:30 pm Creators' Un...	7:30 pm Creators' Un...	12:00 pm The Art of ... 7:00 pm AGN Spotlig... 7:30 pm Creators' Un...	12:00 pm The Art of ... 2:00 pm Downtown C... 5:00 pm Wild 4 Wildlif...	9:00 am Wild 4 Wildlif... 10:00 am ... 10:00 am V...

Visitor Guide

Websites

Search Business Directory

[My Itinerary](#)

[Register](#)

[Login](#)

Business Name:

Keyword(s):

Filter By:

Breakfast Dining



Community



Address:

Clear

Apply

Search Results for: Category - Breakfast Dining

Results (Showing 1 - 10 of 29 results)

<< 1 2 3 >>



Arthur's Pub

930 Burnham Street



Be My Guest Family Restaurant

16 Doxsee Avenue North



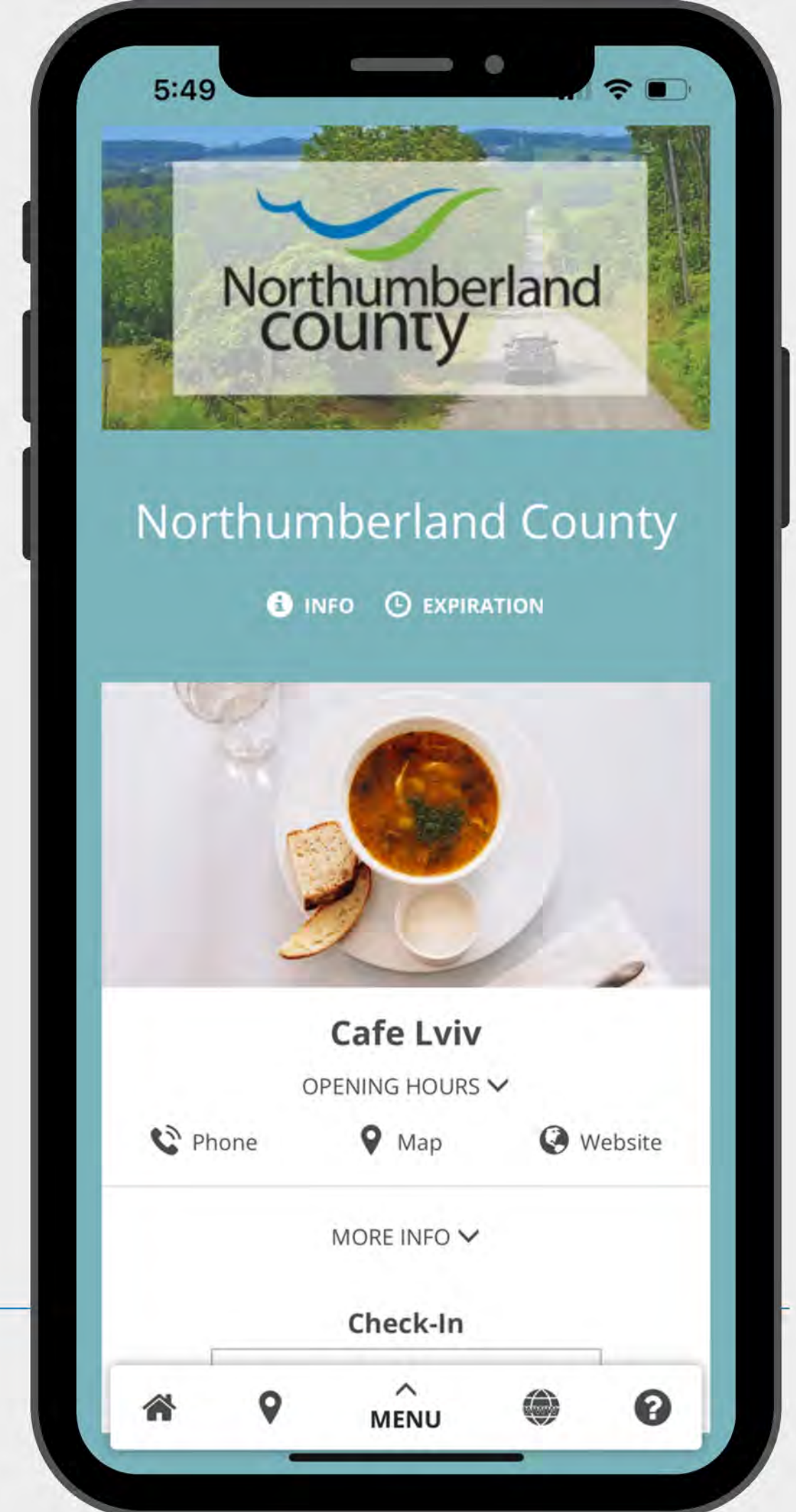
Crawford's Lakeview Cafe

125 Mill Street South

Websites

Navigation

Curated maps, trails and incentive programs for exploring Northumberland.



Thank You

