



Partnering with OHTO Through *Come wander.ca*

In This Session You Will:

- Discover the benefits of partnering with OHTO for marketing.
- Learn how to engage with OHTO's social media platforms.
- Understand why operators should share information about their experiences and offerings with OHTO.

A photograph of four people in a museum setting. Two women are standing in the background, and two men are sitting in the foreground. The men are wearing brown overalls. The background features green walls, framed pictures, and large lamps with yellow shades. A wooden counter is in front of the people.

Our Brand Story in 2022-23

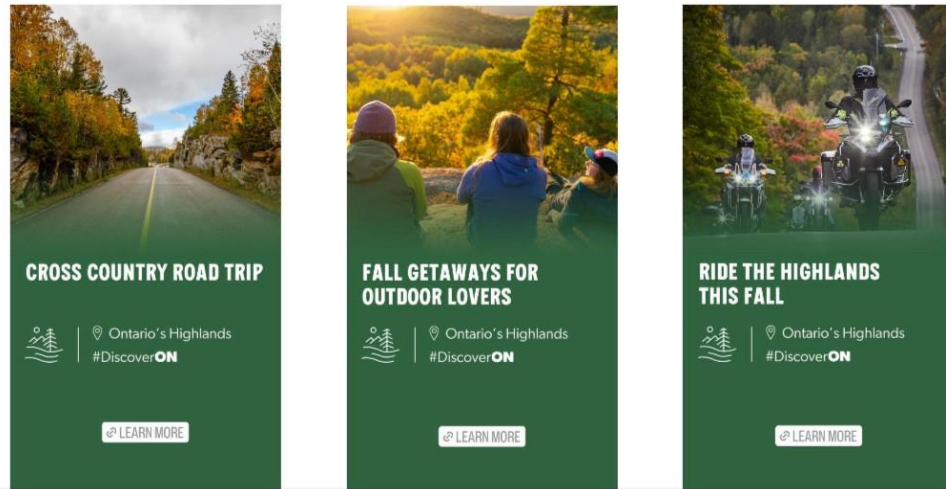
573,997 Comewander.ca pageviews
20M Impressions Digital Advertising
53K Referrals to operators



Railway Museum of Eastern Ontario, Smiths Falls

FEATURED ARTICLES – STORY ADS

Creative will be carried through stories and reels on Facebook and Instagram.



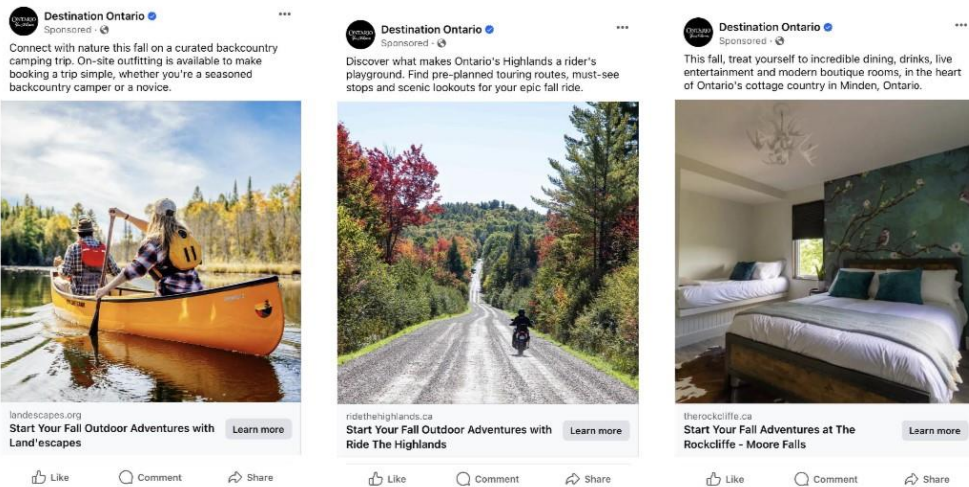
FEATURED CONTENT

FEATURED ARTICLES	LINK
Fall Motorcycle Run: Ride the Highlands this Fall	https://comewander.ca/story/ride-highlands-fall
Crisp Air, Brilliant Colours: Ontario Fall Getaways for Outdoor Lovers	https://comewander.ca/story/ontario-fall-getaways-outdoor-lovers
Best of Fall: 5-Day, 4-Night Cross Country Road Trip	https://comewander.ca/story/best-fall-cross-country-road-trip
FEATURED OPERATORS	LINK
Sir Sam's	https://www.sirsams.ca/adventure
Somewhere Inn	https://somewhereinn.ca/
Landscapes	https://landscapes.org/trips/
The Rockcliffe	https://www.therockcliffe.ca/staywithus
Ride The Highlands	https://mobile.ridethehighlands.ca/

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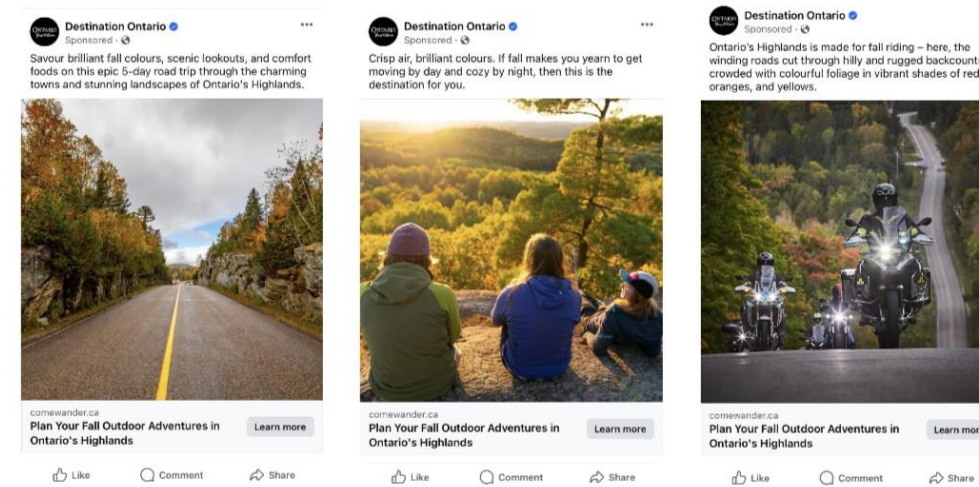
FEATURED OPERATORS – NEWSFEED ADS

Creative will be carried through Facebook and Instagram newsfeed ads.

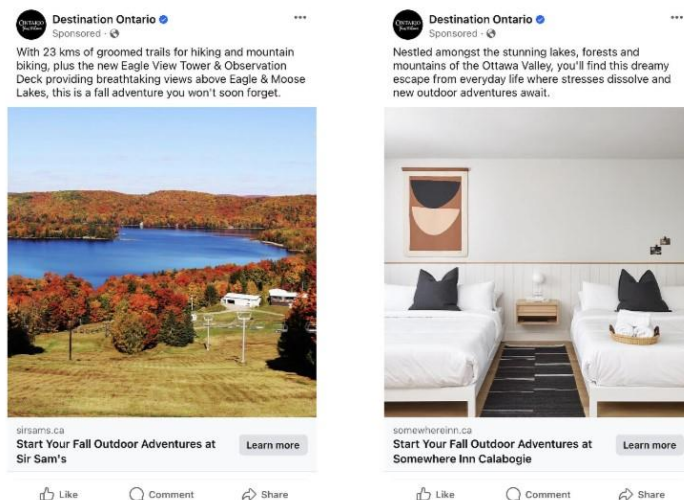


FEATURED ARTICLES – NEWSFEED ADS

Creative will be carried through Facebook, Instagram and Google Discovery.

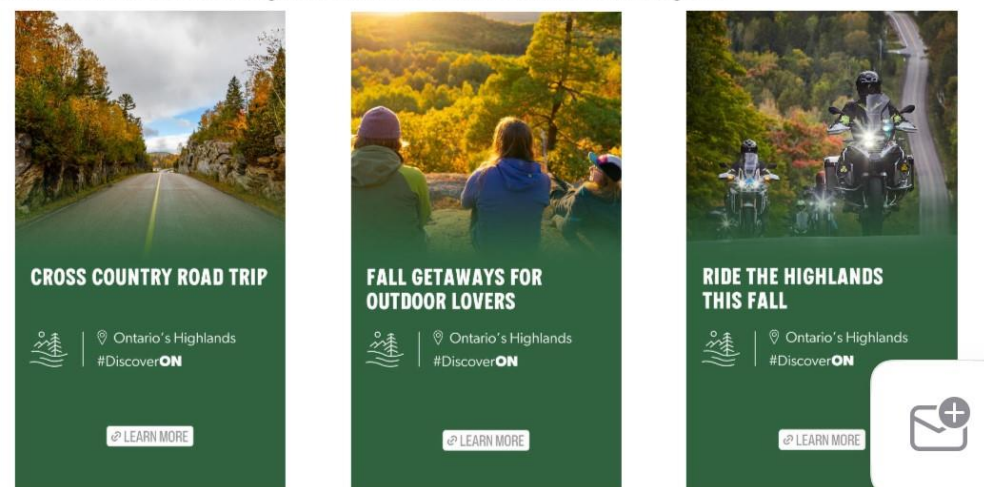


FEATURED OPERATORS – NEWSFEED ADS CONT'D



FEATURED ARTICLES – STORY ADS

Creative will be carried through stories and reels on Facebook and Instagram.



1,994,356
impressions
111,109
landings
22,729 leads
to operators

Consumer Content Development

Our goal is to get visitors to your website

- More than 100 stories developed each year
 - Itineraries
 - Listicles
 - Local Wanderer stories
- Stories shared through social media and paid marketing
- 40,000 clicks to operator – including Backpack

Content Development Process



Content Ideas
Aggregated



Seasonal Content
Calendar Developed



Content
Developed/Published

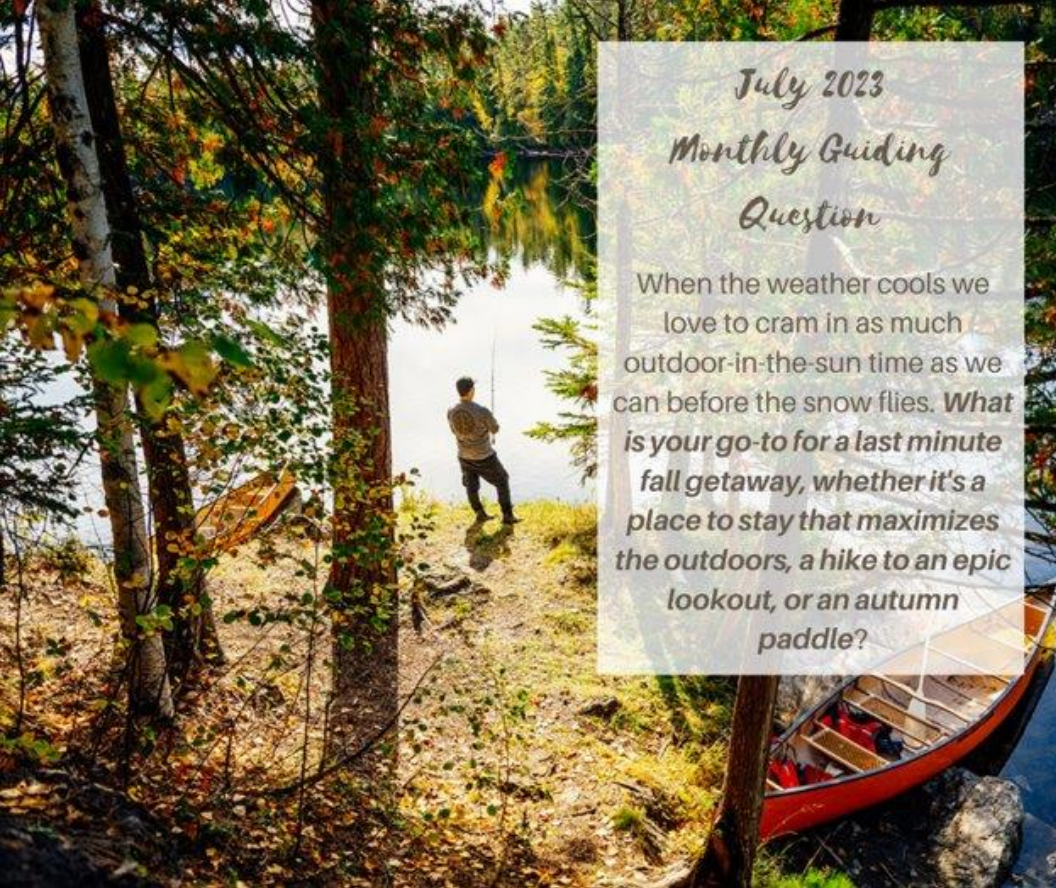


Opportunities to Contribute

- Become a Member at OHTO.ca / Subscribe to newsletter)
- Follow on Social Media (RTO11 and Ontario's Highlands)
- Answer Monthly Guiding Question
- Book a Discovery Call
- Email/Connect
- Host a Local Wanderer



Monthly Guiding Question



84,000 story views
2,000 clicks to operators

Backpack

Welcome to Ontario's Highlands

the cooler weather hits.

to come and explore some of our wild spaces
liance. Each year, visitors travel here just to see
n spaces, epic views, and pristine wilderness.

Start in

o view fall co
the leaves b
all the way u
g this handy

lands right you can experience the colours at

ntario?

ng glory is the most popular autumn activity
with just about any outdoor experience in
f autumn with one of these experiences:

✕

[Visit Haliburton Forest and Wild Life Reserve Ltd. Website](#)

[Add Haliburton Forest and Wild Life Reserve Ltd. to your Backpack](#)

< Close

My Backpack

- Clyde Hall B&B
Lanark ✕
- Haliburton Forest and Wild Life Reserve Ltd. ✕
- Myers Cave Resort
Cloyne ✕

Your email address

Email this list to myself

Local Wanderer



Connect with us on Social!

Our organization exists to help support your destinations and tourism businesses and experiences in your region.

Interested in being featured on one of our social platforms?

Instagram (30.1k followers):

- Tag us (@onhighlands)
- Use the Hashtags #ComeWander #OntariosHighlands
- Use your regions' hashtags

****Please note only unique content will be shared. Any UGC cannot be reshared onto our page without getting the original creators permission.***



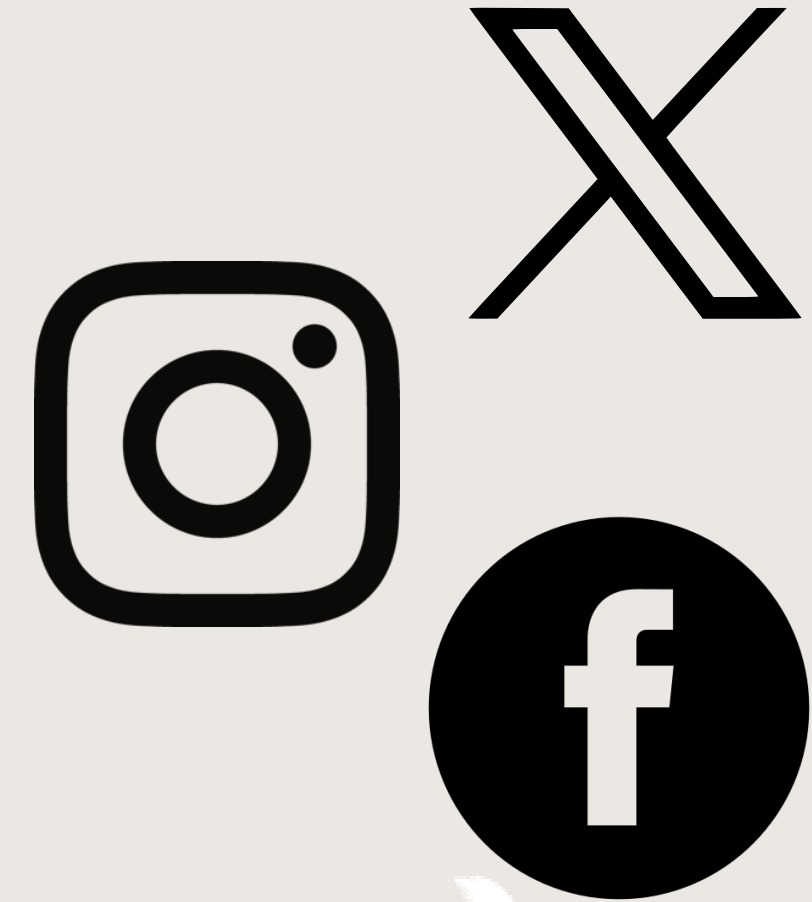
Twitter (6K followers):

- Tag us (@OnHighlands)

Facebook (34K followers):

- Tag us (@ontarioshighlands)
- Email social@ohto.ca with all the information needed:
 - High-quality images or posters
 - Short paragraph with relevant information
 - Any relevant Hashtags or account tags
 - Tag us in any posts that have already been made

****Assets featured on our social accounts will be chosen based on how they align with OHTO's branding and goals.***

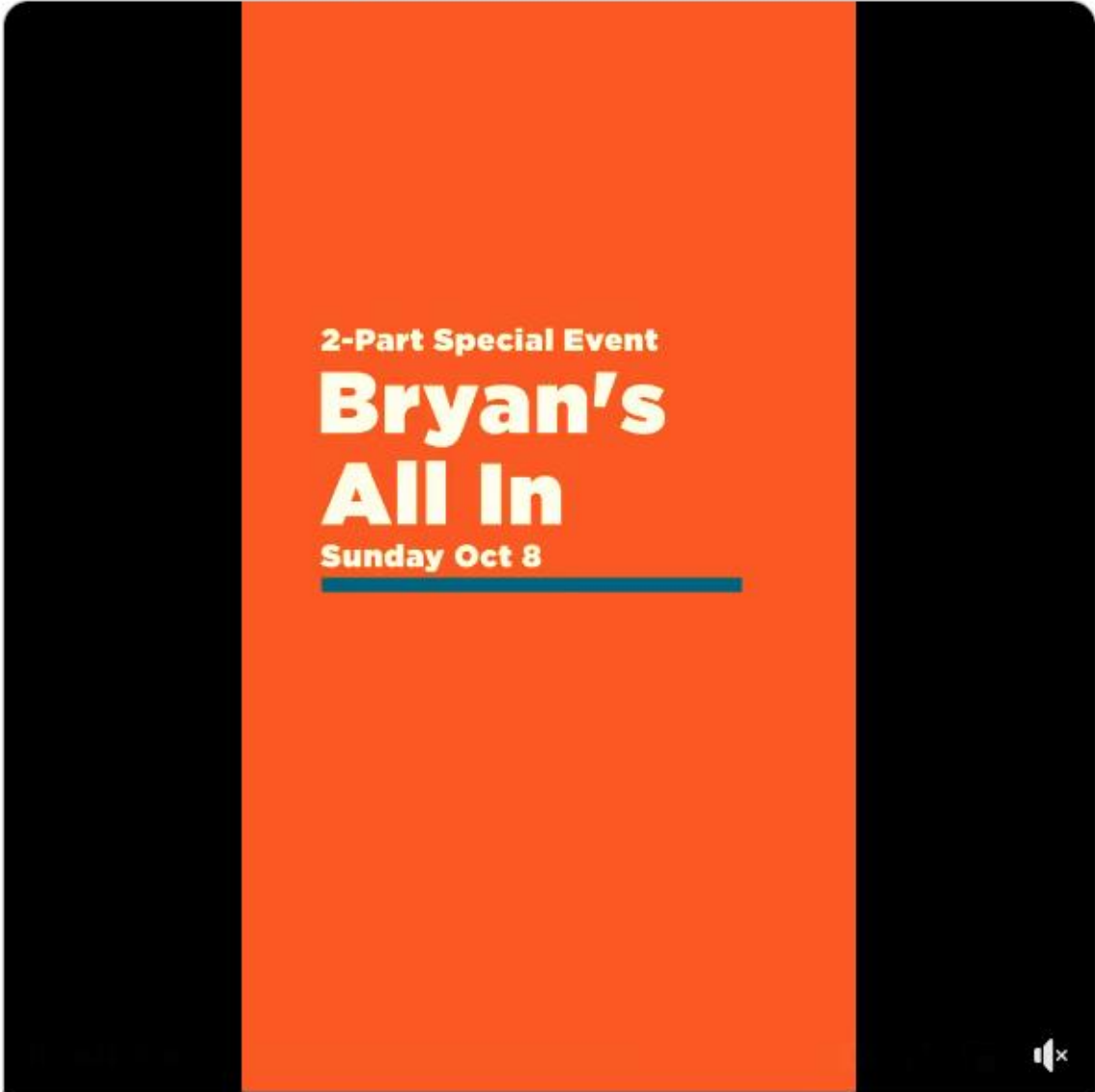


Facebook

Ontario's Highlands
Published by Finn Hogue · October 8 at 12:00 PM · 🌐

Don't miss Bryan's All In with Bryan with [Bryan Baeumler](#) in tonight at 9 p.m. to on HGTV Canada.


This episode features [Our Neighbours' Farm](#) located here in Hastings County!



Hastings County EcD
October 5 at 3:01 PM · 🌐

Don't miss Bryan's All In with [Bryan Baeumler](#), a 2-part special episode airing on [HGTV Canada](#) on Sunday, October 8th. This episode features [Our Neighbours' Farm](#)... [See more](#)

Instagram



onhighlands

onhighlands Weekend in the trees? 🌿 Sign me up! 🍁

@haliburton_forest Canopy Tours do not disappoint, with one of the most epic fall views and photo ops.
*Tours are only available until October 15, 2023.

@yours_outdoors
Haliburton Forest

#ComeWander #MyHaliburtonHighlands
#HaliburtonHighlands #MyHaliburton #OntariosHighlands
#WeekendInTheTrees #CanopyTours #YoursOutdoors
#EpicFallViews #FallViews #FallForest #forest
#HaliburtonForest

Edited · 3w

getwild That looks like fun! 🍁
3w 1 like Reply

View insights Boost post

Liked by f_hogue and 250 others
OCTOBER 6

Add a comment... Post

Questions

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Expand Your Knowledge

Nov. 14: Pathways Towards Action – Tourism Advocacy 101

Nov. 14: Ride the Highlands 101

Nov. 21: Feast On[®] = Certified Local

Nov. 21: Get More Bookings with Booker

Nov. 28: Understanding How and Why to be an Indigenous Ally

Nov 28: Creating a Sustainability Strategy for your Business with GreenStep Solutions

Thank You



CONTACT

Luisa Sorrentino

Marketing Director

Luisa.sorrentino@ohto.ca

