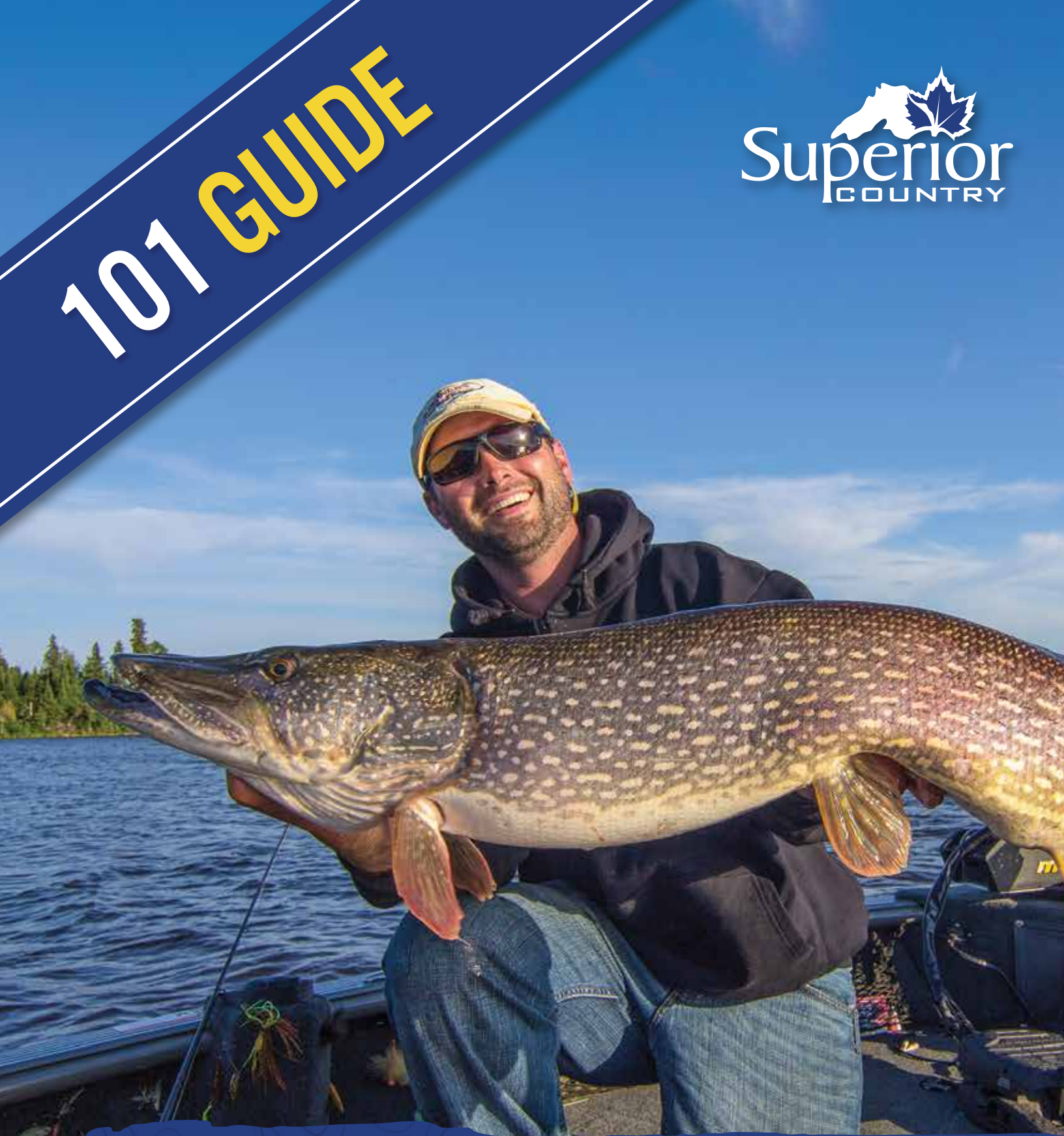


101 GUIDE



All You Need to Know About
Superior Country Membership!

Marketing the Region Since 1976!

Ontario's Superior Country is a local non-profit destination marketing organization that has been dedicated to promoting tourism in the region (13C)

since its incorporation in 1976. Governed by a board of directors, the organization plays a crucial role in advocating for the marketing and promotional needs of tourism stakeholders across Northwestern Ontario.

As a grassroots organization, Ontario's Superior Country is uniquely positioned to represent the interests of local businesses, communities, and tourism operators, ensuring that their voices are heard at the provincial level. Its long-standing presence and commitment to regional tourism make it an essential partner in driving economic growth, fostering collaboration, and enhancing the tourism experience for both visitors and residents.

Importantly, Ontario's Superior Country does not receive operational funding from government sources. Instead, the organization relies on the revenues generated through its memberships, advertising sales, and service sales to remain sustainable. This business model ensures that the organization remains independent and directly accountable to its stakeholders, allowing it to continue its work without relying on external funding, while actively supporting the growth and development of the region's tourism industry



Our Mission and Vision

Superior Country's **mission** is to build and sustain a world class tourism destination for visitors by marketing the region, fostering relationships with members, and collaborating with partners.

Our **vision** is to increase visitation to the region by being a leader in the tourism industry with innovative approaches that allow for heightened awareness about superior products and experiences.





Where is **Superior Country**?

Ontario's Superior Country is a large tourism region located within the heart of Northwestern Ontario, Canada. Sitting atop the shores of Lake Superior, and within Canada's boreal forest, Superior Country not only offers the best fishing and hunting in Canada, but also offers countless experiences and activities for all travelers. The largest community within the region is Thunder Bay which offers a great hub for your outdoor adventures.

Explore the thousands of lakes and rivers during the spring and summer months and hike the hundreds of trails during the fall. During the colder months enjoy the winter landscapes of Northern Ontario while skiing, snowshoeing, and snowmobiling. No matter when you visit, or what you do while you're here, there's one thing that's certain, you'll love your adventure in Ontario's Superior Country!



Meet the **Superior Country Team**



Dan Bevilacqua

Executive Director



Suzanne Kukko

Northshore Tourism
Coordinator



Vicki Banning

Executive Assistant



Amber Gionet

Marketing Assistant

Where Do We Market Superior Country?

Online

superiorcountry.ca

The **NEW** Superior Country website has brought the most popular aspects of our previous site to the forefront while enhancing them for a cleaner, more attractive, and easier to navigate experience for visitors.

Our online presence focuses on promoting the region as a Superior destination offering information, photos, and videos of our members and all that the region has to offer.

Our website is continually promoted through proper search engine optimization (SEO) disciplines and advertised through Google, and Social Media outlets.



Social Media

 [superiorcountry](https://www.instagram.com/superiorcountry)

 [Ontario's Superior Country](https://www.facebook.com/OntariosSuperiorCountry)

Superior Country continually grows its reach on multiple social media platforms through several advertising initiatives. We are dedicated towards increasing our targeted fanbase of travelers who are likely to visit the region and your business.

Through our social media outlets, we promote our members to qualified travelers and buyers! This allows you, as a member, to extend the reach of your business! This approach can save you thousands of dollars in social media advertising every year!

Guides and Publications

Superior Country produces multiple publications, from region specific guides to the entire Lake Superior Circle Tour, each year. These traveling guides are always free to the traveler through a combination of online viewership, online ordering, and print distribution.



For inclusion in the Lake Superior Circle Tour, please inquire.



Superior Country continually develops advertising initiatives to ensure that those who view and order our traveling guides are likely to visit the region and your business!

Product Pillars

Our efforts are focused on promoting the region through 4 primary product pillars including fish/hunt, touring, nature/adventure, and culture/heritage.

We spend thousands of dollars each year running advertising campaigns promoting each pillar which leads travelers to our website to plan their trip to Northern Ontario.

Fish and Hunt

Touring

Nature and Adventure

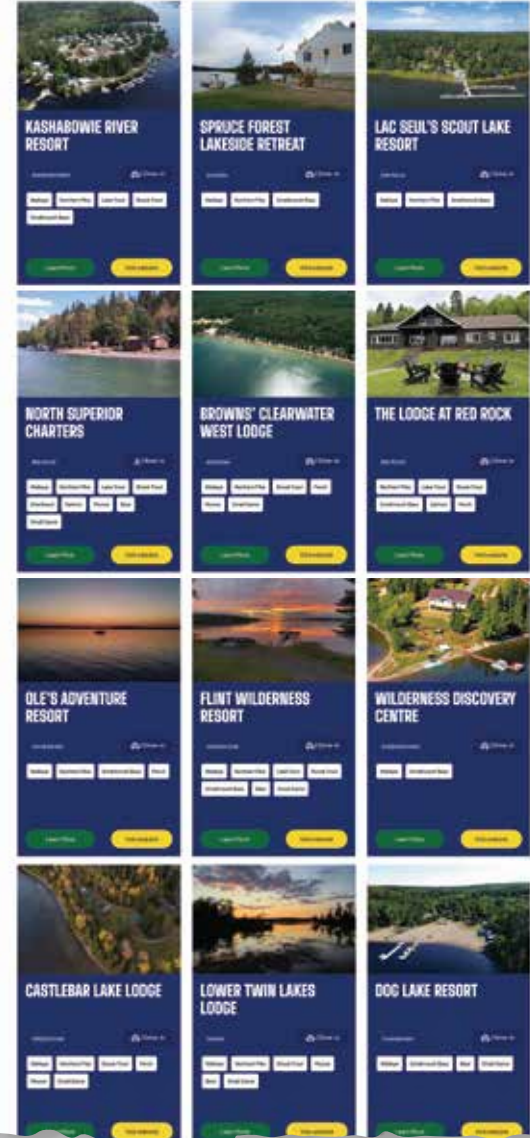
Culture and Heritage

How Do You Benefit from Being a Member?

Through our Website

superiorcountry.ca

- All members receive a listing on our all **NEW** website that gives the visitor all the contact information they need to get in touch with you!
- Your websites and social media pages will be linked within any relevant articles on the blog section of the Superior Country website. Superior Country develops these articles and advertises them to qualified travelers. This leads more targeted customers to your business.



Qualified Customers **Direct to Your Business**


- We send visitors directly to your website from our own so that they can plan to visit your business/organization during their visit to the region.
- We send visitors from our social media outlets to yours so that they can familiarize themselves with your offerings and become excited about the experience they will have when they visit your location!
- Receive requests for information directly from qualified travelers seeking information on the Superior Country region! These information requests are generated through multiple Superior Country marketing efforts.



Superior Country Member Map

- As a member, you receive a free listing in the annual Superior Country Member Map! This map is a main fulfillment piece of Superior Country's marketing efforts and is made available to travelers to read and order online.
- A listing in the Member Map is especially beneficial to lodges and operators as it is distributed at several different sport shows within our target markets.

Vote and/or Become a Superior Country Board Member

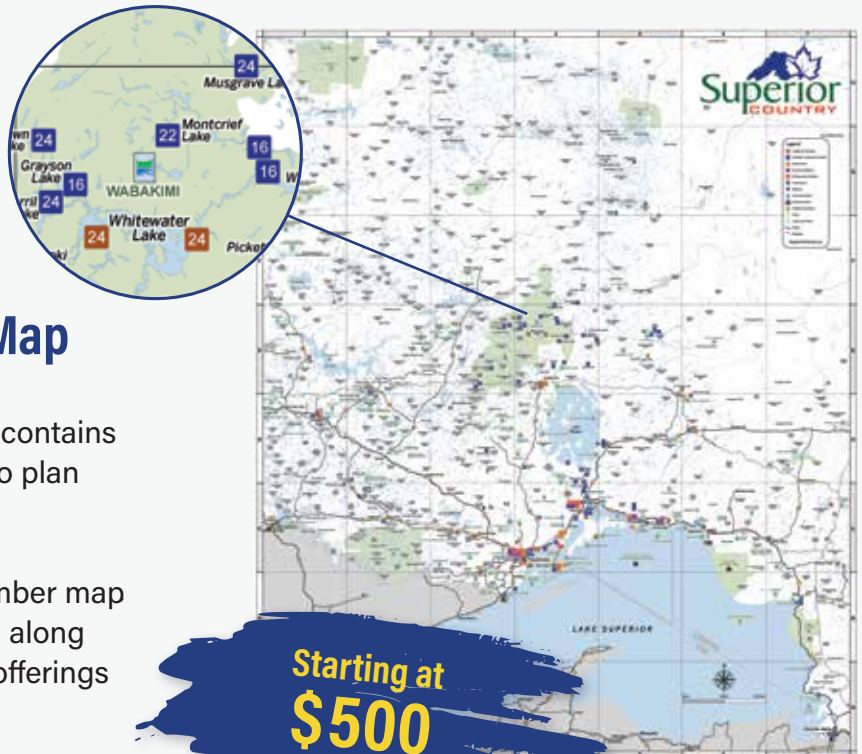
- 
- Your voice matters! Ensure Superior Country is doing all that it can to market our region by voting at our AGM and offering your input!
 - Become even more involved and represent the industry by running to become a Superior Country Board Member!

Superior Advertising Members Only

Superior Country Member Map

The *Superior Country Membership Map* contains all the information needed for a traveler to plan their visit to Superior Country!

Your business will be marked on our member map with a pin/number and listed in an index, along with a detailed legend highlighting your offerings and contact information.

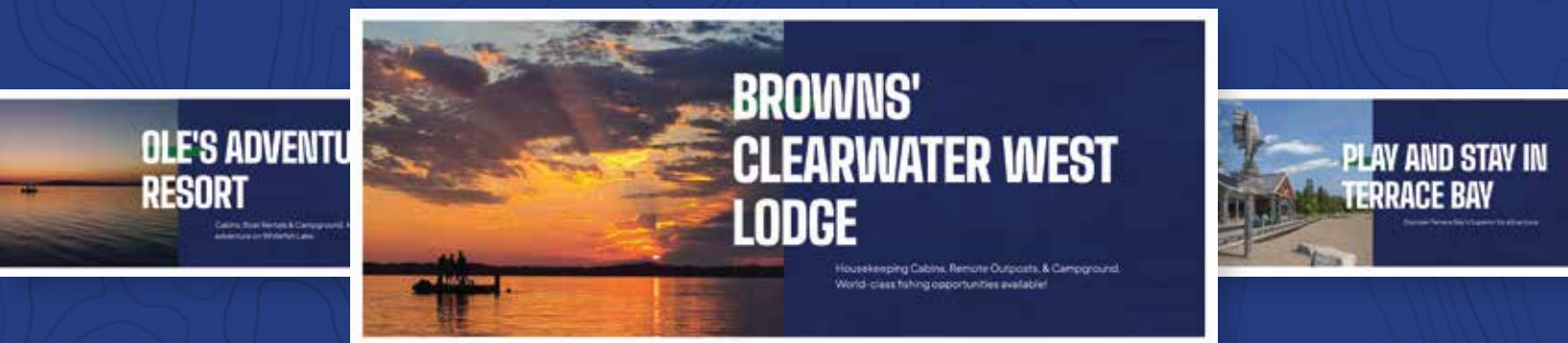


\$200/year

Superior Banner Ads

Included With Gold Membership

Increase traffic to your website through the placement of a banner advertisement on the Superior Country website! This run-of-site banner advertisement will ensure that your ad will appear randomly throughout Superior Country's website for one year and will be directly linked to your website. Banner advertisements include one photo or logo along with a short description.



Example of banner ad on Superiorcountry.ca

Superior Services

Members Only

\$1,000

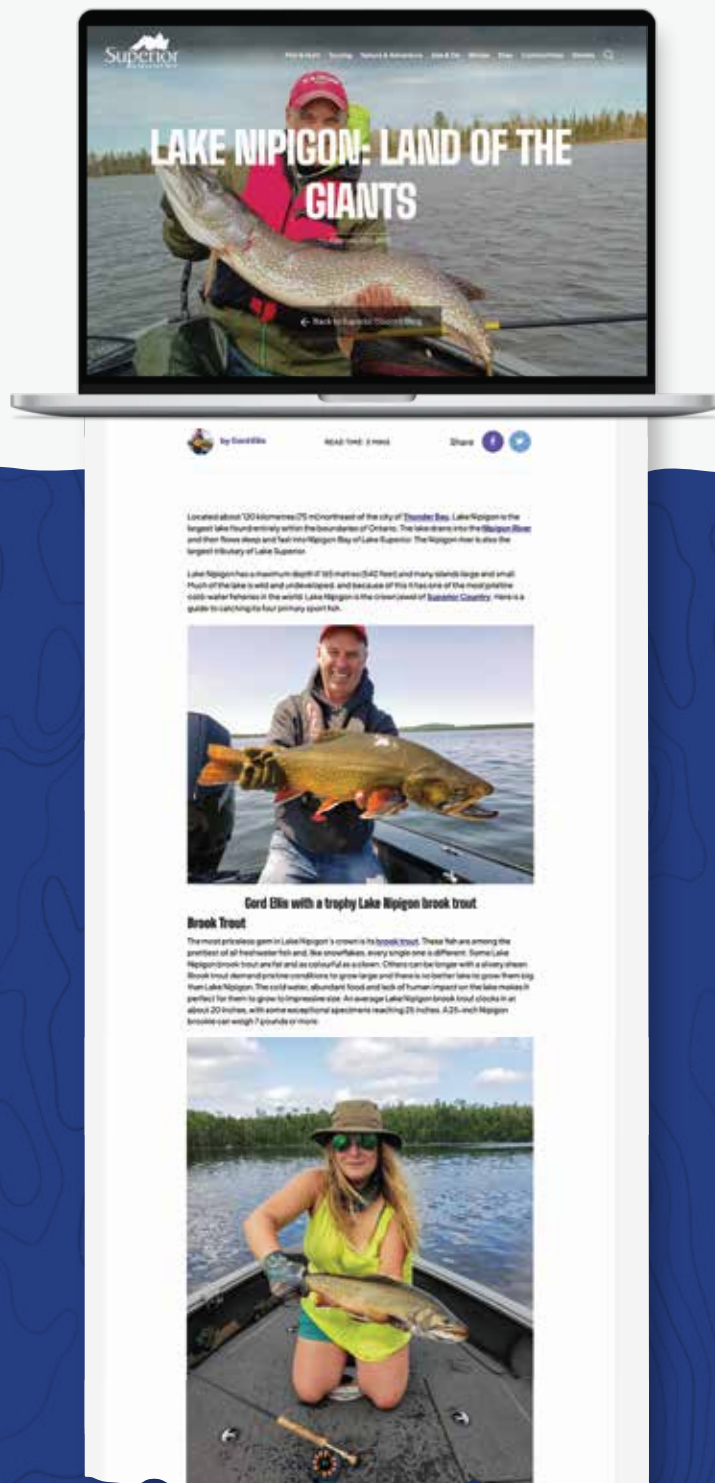
Social Media Marketing Package

Take advantage of Superior Country's social media presence even more with our ***Social Media Marketing Package***.

This **7-day package** will allow you to expand your reach and drive more visitors to your website. All you need to do is supply us with a written article, or the contents we need to develop one for you, photos, and a video if you have one!

This Package Includes:

- **Creation of an article**, to be featured on the Superior Country Website indefinitely
- **Priority listing** in blog section
- **Direct link** to article on home page of SuperiorCountry.ca for 7 days
- **Up to 1,200 words**
- **Up to 5 photos** and 1 video
- **Hyperlinks** within article to your **website** and **social media** pages
- Article will be promoted through **META** with **\$200** spent towards post advertising
- Choose your **audience demographics** and **interests** to **maximize qualified readers**
- **Analytics report** provided at the end of 7-day campaign



SUPERIOR MEMBERSHIPS

Superior Municipalities and First Nations

Includes Cities, Towns, Municipalities, and First Nations

POPULATION	COST
< 900	\$500
1,000 - 5,999	\$1,000
6,000+	\$2,500

Membership **Includes:**

- Profile page on **SuperiorCountry.ca** including:
 - **Description**
 - **Mapped** location
 - **Contact** information
- **1 featured photo** and supporting photos and videos
- **Membership teaser** with a link to your page and website. This will appear on appropriate SuperiorCountry.ca pages
- **Related stories** section linking to blog posts about your business
- **FREE** listings for all tourism related Municipal/First Nation owned businesses, organizations, and local attractions!
- **Referrals** from the Superior Country Member Map orders to your business
- **Hyperlinked** in Superior Country blog posts when appropriate
- Ability to have your **social media** posts and **information** shared by Superior Country
- Access to **member only** service and product offerings
- **1 vote**, and the ability to run for the Superior Country **Board of Directors**

SUPERIOR MEMBERSHIPS

Superior Industry, Partners and Allies

Includes retailers, restaurants, hotels, motels, gas stations, B&Bs, resorts, lodges, outposts, outfitters, guides, campgrounds, marinas, attractions, Chambers of Commerce, etc.

SILVER

\$300
/ Year

Benefits Include:

- **FREE** listing in the *Superior Country Member Map*
- **Referrals** from *Superior Country Member Map* orders to your business
- **Profile page** on website including:
 - **350-400 word** description
 - **Mapped** location
 - **Contact** information
 - **1 featured photo** and supporting photos and videos
 - **Membership teaser** with a link to your page and website. This will appear on appropriate SuperiorCountry.ca pages
 - **Related Stories** section linking to blog posts about your business
- Ability to have your **social media** posts and **information** shared by Superior Country
- Access to **member only** service and product offerings
- **1 vote**, and the ability to run for the Superior Country **Board of Directors**
- **Brochure distribution** at select sport shows

GOLD

\$500
/ Year


All Silver Benefits Plus:


- **Priority listings** throughout Superior Country website
- **1 Run** of Site Banner Advertisement *Refer to Page 8*

**Best
VALUE!**



Contact Us!

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Follow Us!