

SUPERIOR COUNTRY YEAR IN REVIEW

APRIL 2025 - MARCH 2026



SUPERIOR COUNTRY WEBSITE PAGE DATA

PAGE VIEWS

AVERAGE TIME ON PAGE

CLICKS TO MEMBERS

SUPERIOR COUNTRY.CA

864,983

0:59

38,106

FISH & HUNT PAGES

551,563

1:12

13,167

FISH/HUNT MEMBER PAGES

11,616

1:38

1,745



2026 SUPERIOR COUNTRY MEMBER MAP DATA

ONLINE ORDERS

3,526

SPORT SHOW DISTRIBUTION

3,338

EMAIL REFERRALS TO MEMBERS

1,647

DIGITAL ADVERTISING CAMPAIGNS OVERVIEW

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SUPERIOR COUNTRY FISHING & HUNTING DIGITAL AD CAMPAIGN

AD SPEND	CLICKS	IMPRESSIONS	INTERACTIONS	VIDEO VIEWS	AVG. CPC
\$37,934	129,327	6,160,508	342,898	255,602	\$0.25

DESTINATION ONTARIO PARTNERSHIP CAMPAIGNS



AVID ANGLING CAMPAIGN

AD SPEND	CLICKS
\$115,724	245,547
IMPRESSIONS	AVG. CPC
20,540,546	\$0.47

FAMILY FISHING CAMPAIGN

AD SPEND	CLICKS
\$44,818	66,158
IMPRESSIONS	AVG. CPC
7,700,973	\$0.68

MEDIA OVERVIEW

APRIL 2025 - MARCH 2026



TELEVISION

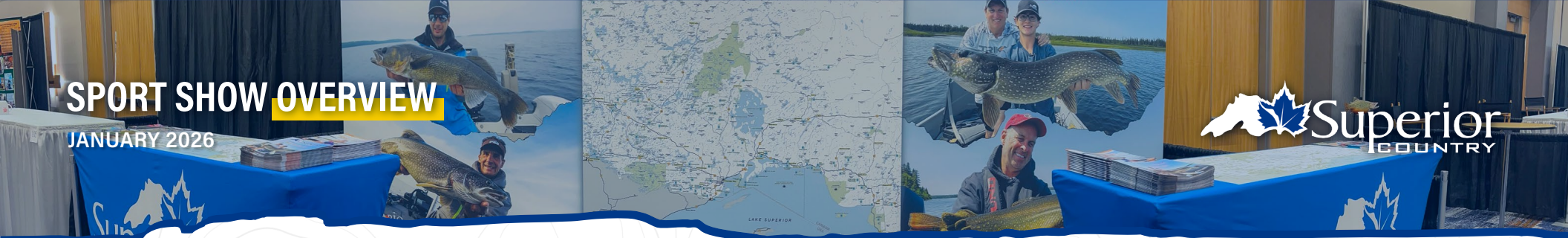
LINDNER'S ANGLING EDGE

- Two episodes filmed with one featuring a father-and-son experience
- Filming locations included Ole's Adventure Resort, Kashabowie River Resort (one episode at each location)
- Episodes aired multiple times across several networks
- Included a 30-second Superior Country commercial aired during both episodes
- Featured advertising on the Angling Edge website and newsletters
- Two blog posts created to support the campaign
- Received digital assets, including photo/video content



SPORT SHOW OVERVIEW

JANUARY 2026



SPORT SHOWS

ALL CANADA SHOW 2026

- Attended Milwaukee, Green Bay, and Chicago, All Canada Shows in 2026.
- Participated in two shows with the Superior Country booth
 - Distributed Superior Country Member Maps and lodge member brochures
- Participated in one show with the Destination Ontario booth, where the Superior Country Member Map was also distributed
- Superior Country Member Maps distributed through All Canada show visitor center and bags, social media advertising, and print advertising purchased from the All Canada Show

*Additional distribution of Superior Country maps took place at other sport shows through Destination Ontario and Sunset Country

