



WELLNESS RETREATS SPOTLIGHT: SOUTH EASTERN ONTARIO
WINTER POST REPORT

DESTINATION
ONTARIO

THEMED SPOTLIGHT PARTNERSHIP MODEL

Destination Ontario's collaborative marketing system was designed with the objective of generating leads to industry by leveraging theme-aligned partner storytelling and connecting consumers directly with operators during the summer travel planning period.



SELECTED THEME OF FOCUS

Partners selected from a menu of seasonal spotlight themes



IDENTIFIED OWNED CONTENT

Partners identified their owned planning content aligned with season and product theme

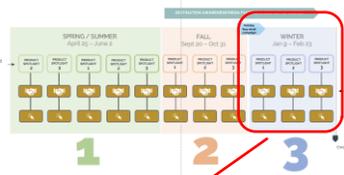


IDENTIFIED FEATURED OPERATORS

Partners selected 3-6 operators, experiences or packages for traffic driving units



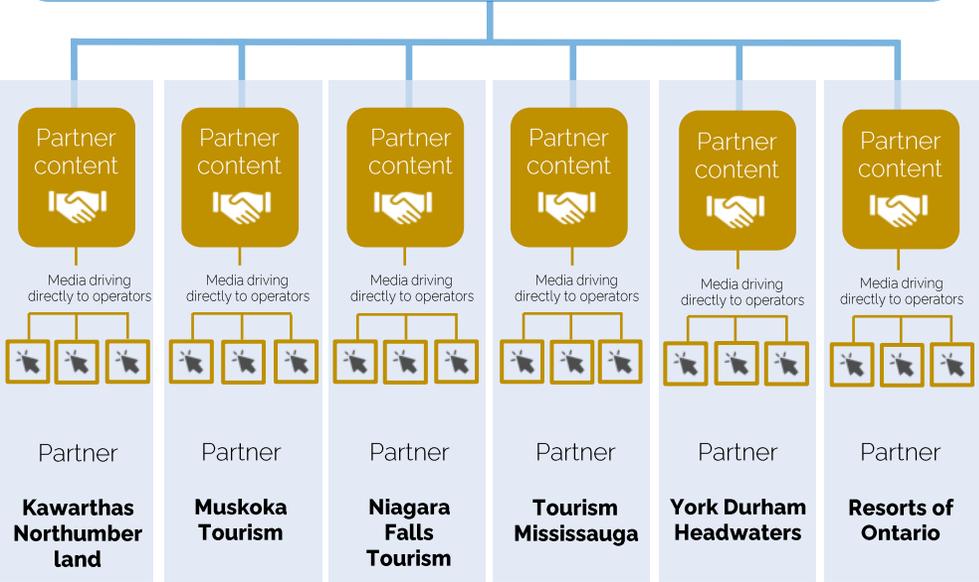
WINTER PARTNER PARTICIPATION



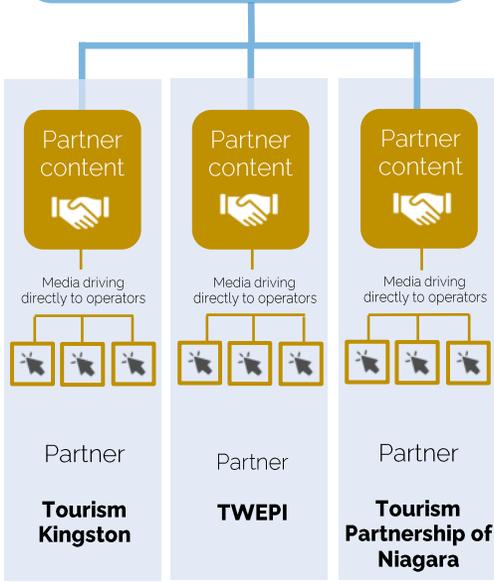
WINTER SPOTLIGHT CAMPAIGN
JANUARY 9 – FEBRUARY 19

Seasonally relevant creative stimulating interest in travel experiences for the season

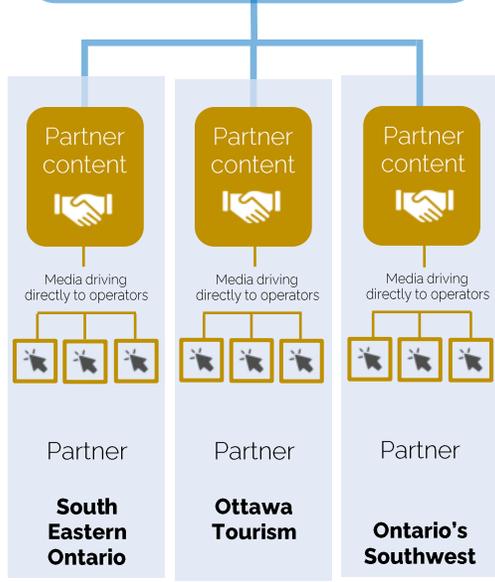
PRODUCT SPOTLIGHT
OUTDOOR ADVENTURES



PRODUCT SPOTLIGHT
FOOD & DRINK



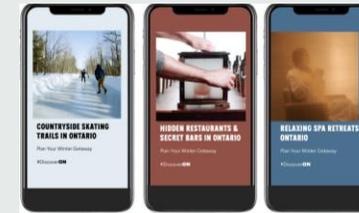
PRODUCT SPOTLIGHT
WELLNESS RETREATS



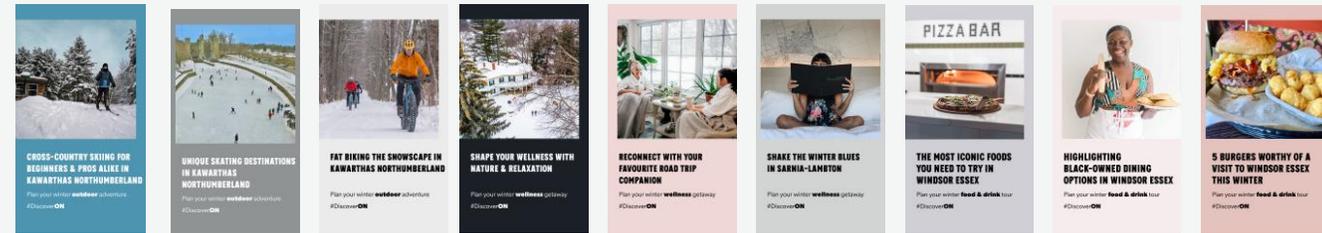
Drive awareness & overall positive impression of Winter travel in Ontario



Generate pan-provincial interest in winter travel experiences



Support aligned trip planning information from industry partners



Drive consumers directly to bookable experiences



SPRING/SUMMER

(April 25 – June 5)

13

Destination Partners

955,647

Leads to Destination
Partners & Operators

FALL

(August 29 – October 19)

11

Destination Partners

1,272,463

Leads to Destination
Partners & Operators

WINTER

(January 9 – February 19)

13

Destination Partners

1,728,701

Leads to Destination
Partners & Operators



WELLNESS RETREATS SPOTLIGHT: SOUTH EASTERN ONTARIO

DESTINATION
ONTARIO



FEATURED CONTENT

HIGHLIGHTED PACKAGES	LINK
SEO Landing Page	https://southeasternontario.ca/listicles/kick-up-your-feet-in-southeastern-ontario/
Landsby Landing Page	https://landsby.ca/wellness-in-southeastern-ontario/
Spa, Savour & Chill in Kingston	https://landsby.ca/tours/spa-savour-chill-in-kingston/
Wellness Getaways in Kingston	https://landsby.ca/tours/a-wellness-getaway-in-kingston-including-rail/
Sauna & Stay in the County	https://landsby.ca/tours/sauna-stay-in-the-county/
Resort Spa Experience in Brockville	https://landsby.ca/tours/resort-spa-experience-in-brockville/
Spa & Dine in the 1000 Islands	https://landsby.ca/tours/spa-dine-in-the-thousand-islands/



FEATURED ARTICLES – FACEBOOK NEWSFEED ADS

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

Destination Ontario
 Sponsored ·

Kick your feet up this winter and head to South Eastern Ontario for some well-deserved pampering and relaxation.

Destination Ontario
 Sponsored ·

Treat yourself to a winter wellness retreat in South Eastern Ontario and let Landsby take care of all the details for you.

Destination Ontario
 Sponsored ·

Revitalise the mind, body and soul on an exclusive luxurious winter spa getaway to beautiful Kingston. The 'Spa, Savour & Chill' package by Landsby is great for a couples and groups of friends.

Destination Ontario
 Sponsored ·

Leave the car at home and start relaxing immediately as you journey to Kingston by train for a couples tranquillity retreat. This pampering package by Landsby includes return rail from Toronto or Ottawa, two nights at the Delta by Marriott Kingston Waterfront and a Couples Tranquility Package at Cher-Mère Spa.



southeasternontario.ca
 Plan Your Winter Wellness Getaway in South Eastern Ontario
 [Learn more](#)

landsby.ca
 Book Your Winter Wellness Getaway in South Eastern Ontario
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Like Comment Share

Like Comment Share

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FEATURED ARTICLES – FACEBOOK NEWSFEED ADS cont'd

 Destination Ontario  Sponsored · 

Shake off the winter blues on a wellness-focused getaway package by Landsby. Relax in style at the Tall Ships Landing Resort in Brockville, with stunning views of the St. Lawrence River, an indoor saltwater pool, hot tub and sauna.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario [Book now](#)

 Like  Comment  Share

 Destination Ontario  Sponsored · 

Experience winter serenity in Prince Edward County. This wellness getaway package by Landby includes two nights at the charming, adults-only Wilfrid Boutique Farmhouse. Enjoy the Scandinavian sauna and plunge pool, chef-prepared brunch and much more.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario [Book now](#)

 Like  Comment  Share

 Destination Ontario  Sponsored · 

Feed your mind, body and soul this winter at Pangea House in Gananoque. Book the 'Spa & Dine in the Thousand Islands' package with Landsby for two unforgettable days of relaxation and mouthwatering cuisine.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario [Book now](#)

 Like  Comment  Share



FEATURED ARTICLES – INSTAGRAM STORY ADS



KICK UP YOUR FEET ON A RELAXING GETAWAY IN SOUTH EASTERN ONTARIO

Plan your winter **wellness** getaway

#Discover**ON**



STRESS-FREE WINTER GETAWAY PACKAGES IN SOUTH EASTERN ONTARIO

Plan your winter **wellness** getaway

#Discover**ON**



SPA, SAVOUR & CHILL IN KINGSTON

Plan your winter **wellness** getaway

#Discover**ON**



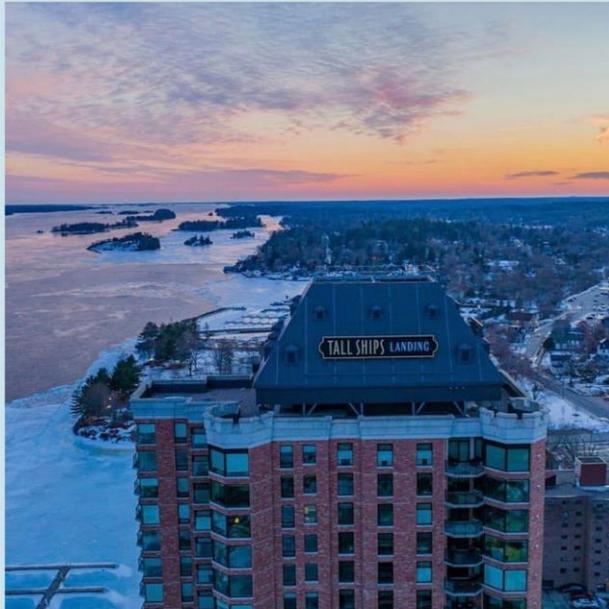
A WELLNESS GETAWAY IN KINGSTON

Plan your winter **wellness** getaway

#Discover**ON**



FEATURED ARTICLES – INSTAGRAM STORY ADS cont'd



A RESORT & SPA EXPERIENCE IN BROCKVILLE

Plan your winter **wellness** getaway

#Discover**ON**



SAUNA & STAY IN THE COUNTY

Plan your winter **wellness** getaway

#Discover**ON**



SPA & DINE IN THE THOUSAND ISLANDS

Plan your winter **wellness** getaway

#Discover**ON**



RESULTS DASHBOARD

DESTINATION ONTARIO
 An Agency of the Government of Ontario

Ontario Campaign Winter 2023
 SOUTH EASTERN ONTARIO AND LANDSBY - WELLNESS RETREATS

PR# 38558
 Q4 - FY 2022/23

Date: Jan 9, 2023 - Feb 19, 2023

Marketing Qualified Leads
Attracting prospective visitors

Partner: South Eastern Ontario & Landsby
 Total Media Budget (RTG): \$50,000
 Start Date: Jan 16, 2023
 End Date: Feb 12, 2023
 Traffic to: southeasternontario.ca
 landsby.ca



South Eastern Ontario and Landsby Performance

PARTNER SUMMARY

Media Performance					Click-to-Landing	Partner Website Traffic Performance			Leads to Partner	
Amount Spent	Impressions	CTR	CPC	Ad Clicks	80%	Sessions	Pages / Session	Avg. Session Dur	Leads to Partners	mCPL
\$50,757 \$50,000	6,660,483 10,411,632	1.19% 1.69%	\$0.64 \$0.28	79,415 115,992	75%	63,843 131,994	1.21 1.26	00:00:23 00:00:30	63,843 131,994	\$0.80 \$0.38

mCPL = Media Cost Per Lead for tagged sites = Amount Spent (CAD) / Total Sessions

landsbylandsg	res.of.spabrockville	saunaandsby	seelandsg	spadinetoodlands	spasavourchill	wellnesskingston
CTR: 1.10% mCPL: \$1.00 Sessions: 7154	CTR: 1.10% mCPL: \$0.81 Sessions: 8,798	CTR: 1.48% mCPL: \$0.52 Sessions: 13,745	CTR: 1.22% mCPL: \$0.71 Sessions: 10,357	CTR: 0.87% mCPL: \$1.43 Sessions: 5,218	CTR: 1.07% mCPL: \$0.97 Sessions: 7,693	CTR: 1.53% mCPL: \$0.65 Sessions: 10,878

Source	Leads												
facebook	3,722	facebook	5,636	instagram	6,793	google	4,992	facebook	3,204	google	3,502	facebook	5,703
google	2,468	google	2,005	google	4,327	facebook	4,872	google	1,631	facebook	2,368	google	3,413
instagram	964	instagram	1,157	facebook	3,225	instagram	493	instagram	383	instagram	1,823	instagram	1,762

Media-to-Web Performance by Source

Source	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	CTL	Sessions	Avg. Session Duration	Pages / Session	Leads To Partner
facebook	\$20,231	3,649,836	0.96%	\$0.58	35,360	82%	28,730	00:00:23	121	28,730
google	\$23,758	1,818,652	2.27%	\$0.76	31,300	77%	22,338	00:00:23	119	22,338
instagram	\$6,767	1,628,995	0.80%	\$0.52	12,925	99%	12,775	00:00:24	123	12,775

