

26 June, 2018

Mayor Roy Avis and Council
Town of Fort Frances
Box 38, Fort Frances, ON P9A 3M5



Re: Annual Per Capita Marketing Contribution – Sunset Country Travel Association

Sunset Country Travel Association has launched its annual membership drive and we are hoping to work with Fort Frances again in 2018/19. The Township of Fort Frances has been an important and valued marketing partner over the past years by providing the Association with a per capita contribution used to promote tourism including to the Town of Fort Frances. Last year, Fort Frances's contribution was 27.5 cents per capita – and we are making the same request this year.

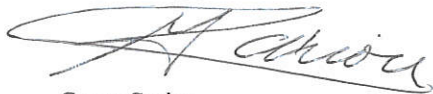
I want to highlight some improvements we have made this year specific to promoting towns and cities in Sunset Country. These include:

- Town maps will now be included on the Sunset Country regional map we send out.
- We continue work identifying “points of interest” in each community including local attractions such as museums, beaches, parks and other community assets. These points of interest also receive a photo, description and map showing their location on our website.
- We have launched our “Events Manager” on visitsunsetcountry.com to better promote community events and festivals.
- Distribution of your town tourism brochure in the Sunset Country booth at consumer travel shows we attend.

Please do not view this request as a “donation” as travel marketing is a costly undertaking. Cooperative efforts and pooling resources through the Travel Association model are the best way to ensure everyone in the region contributes and that sufficient funds are available to promote tourism and travel to Northwestern Ontario. Our marketing is seen where the tourists live and at the time they are making their travel plans. The nominal request from Fort Frances helps to cover the costs of regional marketing. I have included a copy of the annual Travel Guide and Map we produce and we attend 5 consumer sport shows in key travel markets where we promote Fort Frances and the region.

Additionally over the past few years, Sunset Country Travel Association has played an integral role in securing funding from Tourism Northern Ontario to go towards the operation of the Fort Frances Travel Information Centre. Through your contribution, Fort Frances is supporting a marketing plan that averages a travel inquiry received from real people every 3 hours, each day, 365 days a year.

Respectfully yours,



Gerry Cariou
Executive Director