

SUNSET COUNTRY

Ontario, Canada

Box 647, Kenora, ON P9N 3X6 ☎ 800-665-7567 ☎ 807-468-5853 ✉

July 2, 2019

Mayor June Caul and Council
Town of Fort Frances
Box 38, Fort Frances, ON P9A 3M5

Dear Mayor Caul & Council:



Re: Annual Per Capita Marketing Contribution – Sunset Country T.A.

Sunset Country Travel Association is the organization in NW Ontario that promotes travel & tourism to the region. Each year, we embark on an annual membership drive. During this drive we request a contribution from towns and cities in the region. This contribution is used by the Association to promote tourism opportunities in Northwestern Ontario's Sunset Country including those in the Fort Frances area. Public sector support of regional tourism marketing is critical to the region's tourism industry. The request is for 27.5 cents per capita.

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

- Introduction of a Lead Management System to assist regional tourism accommodations manage and respond to the many travel inquiries we receive.
- In 2019, Fort Frances received a student funded through Sunset Country for its travel info centre.
- We are continuing extensive 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 the website. Please assist us by identifying ones in your community that we may have missed.
- We maintain over 7 social media pages on Facebook, Instagram, Twitter etc. and have the largest social media network and following of any organization in the region. We use this platform to promote events and attractions in your community.

Our per capita request is simply asking for a show of support by your municipality for the regional tourism marketing that we undertake. Over the last two years, we have made many improvements in the marketing programs we implement. We also produce our annual Travel Guide and Map and we attend 5 consumer sport shows in key travel markets. We expend most of our resources on promotional activities so there is a direct benefit to the region and the communities in it as a result of these efforts.

Enclosed is a copy of our 2019 Travel Guide. This is one example of what we do but there are many more. Through your contribution, Fort Frances is supporting a marketing plan that last year, reached over 12 million people.

Respectfully yours,

Gerry Cariou
Executive Director