

St. Jacobs 2024 Joint Holiday Campaign

TARGET AUDIENCE:

- Families and couples beyond 40km with key areas being: Toronto, Hamilton, Brantford, Milton, Mississauga, Woodstock and London.

DURATION:

- 6 weeks. Starting October 7th until mid November.

PAID CONTRIBUTIONS:

- \$10,000 from tourism partners (BIA, Market District and Drayton)
- \$20,000 from Woolwich MAT
- \$30,000 from Explore Waterloo Region

TOTAL = \$60,000

IN KIND CONTRIBUTIONS:

- \$5,000 from Market District for creative design work
- \$10,000 from Explore Waterloo Region for campaign management
- \$4,000 in direct discount rates from Staybridge Suites, Holiday Inn, Hampton Inn, Homewood Suites

TOTAL = \$19,000

St. Jacobs 2024 Joint Holiday Campaign

MARKETING PLAN

- \$14,000 - Sponsored posts in digital newspapers (Hamilton Spectator, Mississauga News and London Free Press)
- \$25,000 – Meta Ads / Google digital Ads
- \$20,000 – digital Pattison billboards, ONroute stops along 401/403

CALL TO ACTIONS:

- explorewaterloo.ca/st-jacobs/
- Plus landing pages of Tourism partners websites (Market + Village pages are typically #1 and #2 for SEO)
- Landing pages will promote hotels options and direct booking discounts