



Tourism North Bay

Presentation to North Bay City Council

July • 2021

Background

- MAT bylaw passed in February 2019
- February 2020 marked our first year of MAT funding
- COVID-19 hit our region in March of 2020

OCCUPANCY	2018	2019	2020
North Bay	55.5%	60.9%	42.8%
Sudbury	67.5%	65.9%	43.8%
Timmins	58.6%	57.9%	37.3%
Region	57.2%	59.0%	39.9%
Province	70.1%	68.7%	34.8%

BUDGET

	2020 BUDGET	2020 ACTUAL	2019 ACTUAL
MAT Revenue	\$ 323,054	\$ 306,977	\$ 539,431
Federal Assistance		\$ 141,026	
Other Revenue	\$ 41,000	\$ 36,279	\$ 61,776
Grant Revenue	\$ 48,000	\$ 29,332	\$ 35,690
Partnership Revenue		\$ 6,816	\$ 17,247
Total Revenue	\$ 412,054	\$ 520,430	\$ 654,144
Expenses	\$ 599,140	\$ 520,679	\$ 442,449
Net Revenue	\$ (187,086)	\$ (249)	\$ 211,695

PARTNERSHIPS

- Tourism North Bay continues to coordinate with local, regional and provincial partners on hyper local and regional recovery plans
- With Destination Northern Ontario and City of Greater Sudbury completed a Product Development Strategy



MARKETING INITIATIVES

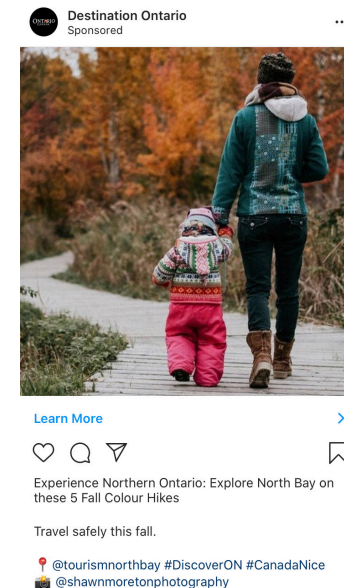
- Rebranded Tourism North Bay with a new website with enhanced capabilities
- Support local eateries and other businesses
- Coordinated recovery campaigns with Destination Ontario, Destination Northern Ontario and Northeastern Ontario Tourism
- Attended the Toronto Outdoor Adventure Show pre Covid-19 lockdown



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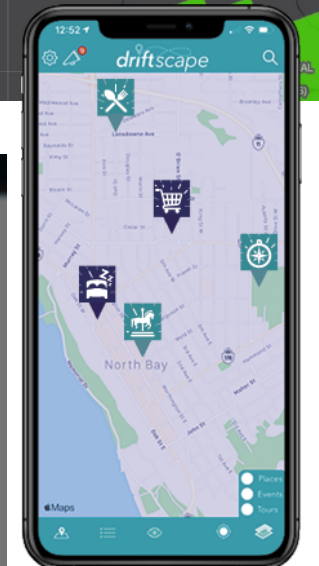
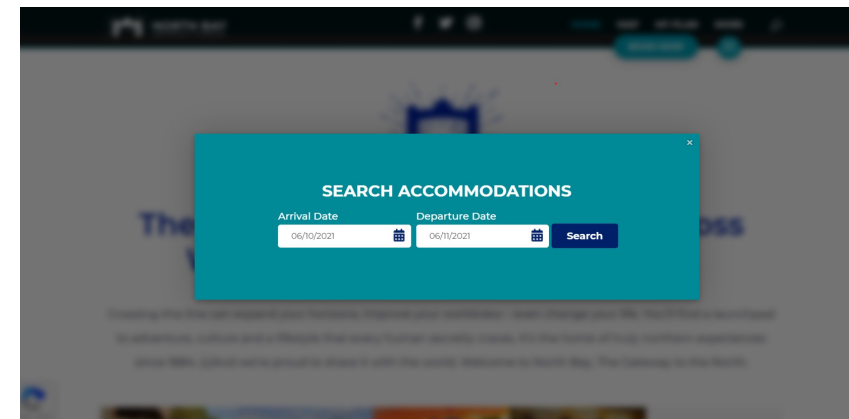
- Lake Temiskaming Tour
- #DreamON campaign
- Virtual Marketplace
- Pan-Northern Fall Campaign with Destination Ontario
- Northeast campaign with Destination Northern Ontario and The Globe & Mail

- Hosted 2 Familiarization Tours



OTHER MILESTONES

- Transitioned to working from home
- Undertook product development/Covid-19 recovery strategy
- Added booking agent to website
- Introduced Driftscape App
- Created database of 141 tourism assets



COMMUNITY RESULTS 2020

2020 VS 2019	NET CHANGE OCCUPANCY	NET CHANGE PAR	REV
North Bay	-18.1%	-37.0%	
Sudbury	-22.1%	-39.9%	
Timmins	-20.6%	-44.8%	
Region	-18.9%	-37.4%	
Northern Ontario	-18.3%	-34.2%	
Ontario	-33.9%	-60.8%	

2021 UPDATE

2021 VS 2020 YTD APRIL	NET CHANGE OCCUPANCY	NET CHANGE REV PAR
North Bay	-8.8%	-38.9%
Sudbury	-11.6%	-34.4%
Timmins	-3.6%	-31.6%
Region	-4.9%	-30.5%
Northern Ontario	-8.8%	-28.2%
Ontario	-13.8%	-49.9%

2021 UPDATE

- CTV Tourism Feature campaign
- Tourism Counts Radio campaign
- Globe & Mail regional campaign
- Active Social Media presence
- On-going schedule of user-engagement via curated blogs
- Running ads driving traffic to various landing pages on our website
- Implementing product development strategies
- Continuing contact to be well positioned for return of sports



2021 – 2025 OUTLOOK

- It is not expected for tourism to recover to 2019 levels before 2025
- Recovery depends on many variables:
 - Government health guidelines
 - Vaccination levels
 - Travel sentiment – consumer & resident





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