



TMAC Update

“Our Roots are Showing”



Peterborough
&
THE KAWARTHAS



Quick Reminder – WHY?



**More than 450 Travel Writers,
Photographers, Filmmakers,
Bloggers, Social Media Mavens,
and highly respected reps of
the travel industry.**

A light green silhouette of the map of Canada is positioned behind the text, serving as a background for the main message.

Quick Reminder – WHY?





Our Track Record



RETURN ON INVESTMENT and OPPORTUNITY VALUE

For every \$1 on average that we have spent in Travel media relations, we are seeing approximately \$10 – \$15 in return media value.

Round up of (Initial) Numbers

<p>211 Delegates Registered</p>	<p>96 of which were Travel Media</p>		<p>Dine Around 16 Local Restaurants</p>	<p><i>Peterborough</i> & THE KAWARTHAS This is Living</p>
			<p>6 Multi-day post-conference tour experiences</p> 	
	<p>8 Multi-day pre-conference tour experiences</p> 	<p>16 Local day tour experiences</p> 		

Round up of (Initial) Numbers

211
Delegates
Registered

96
of which
were
Travel Media



Dine Around
16
Local Restaurants

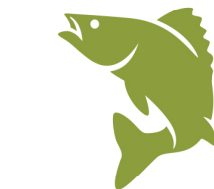
Peterborough
&
THE KAWARTHAS
This is Living

#tmacptbo



1.3
MILLION
Impressions

8 Multi-day
pre-conference tour
experiences



8 additional media
tour requests

6 Multi-day
post-conference
tour experiences



49 qualified
media leads
22 post-conference
external coverages

16 Local day tour
experiences



\$575K

Ec Impact of Conference
(Total Employment Impact of 7 FTEs)

Media Value Example

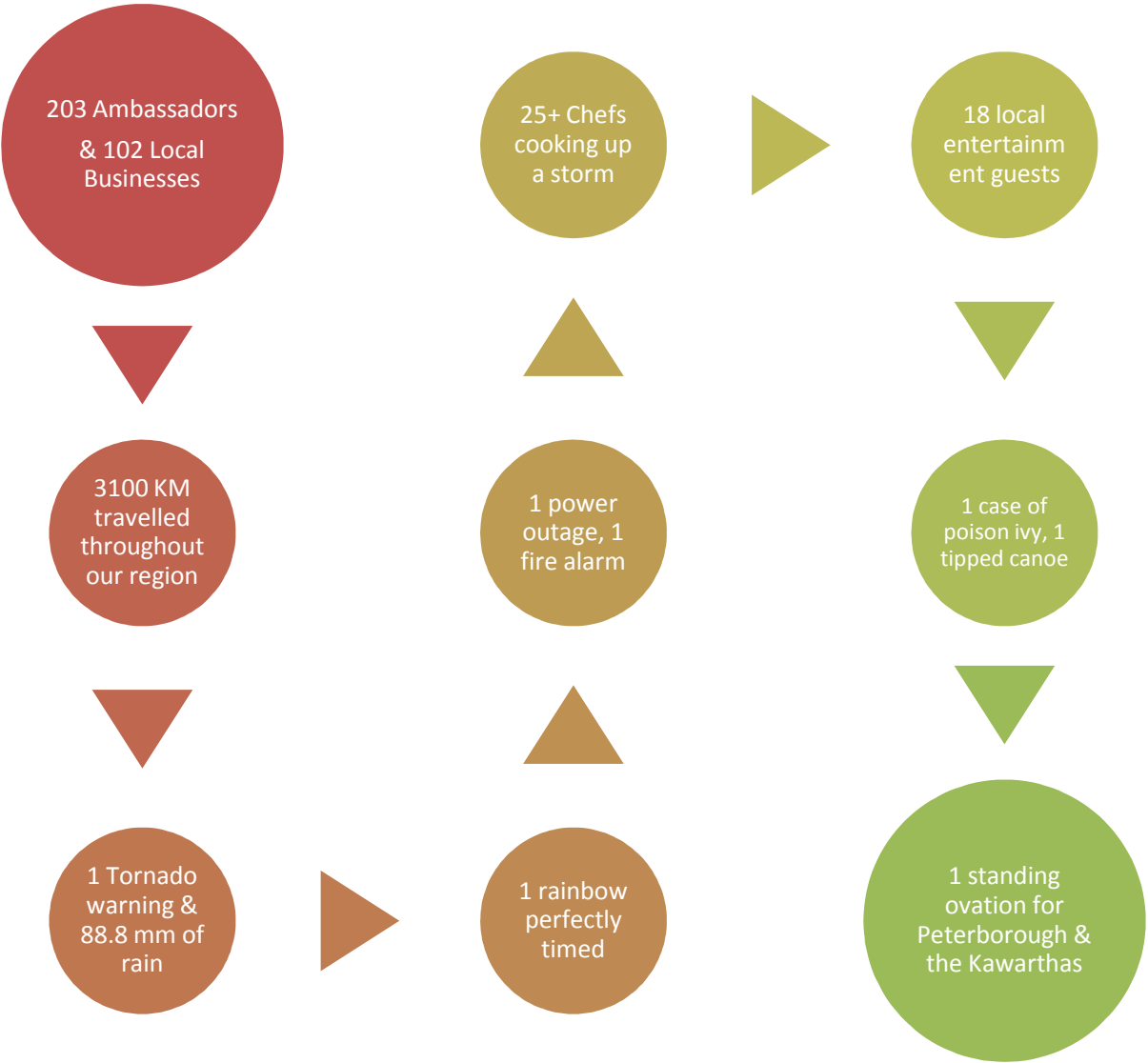
- Pre-sold 2 months in advance
- Story in Hamilton Spectator & Kitchener-Waterloo Record
- Saturday Readership: 373,600
- Spectator Sat. Full Page Ad Cost: \$2661
- Record Full Sat. Page Ad Cost: \$1560
- Online Value of articles: \$6514
- Total Value: \$10,735
- Paid \$ for Cycling Tour: \$1500

The screenshot shows the Hamilton Spectator website. The main article is titled "Putting the petal to the medal in Peterborough" and is by Anne Bokina. The article describes a three-day, 175-kilometre cycling trip to promote six new bike routes in the rolling hills of Peterborough and the Kawarthas. It mentions that the routes are geared to avoid cyclists, have never been done a ride longer than 20 kilometers, and that the tour takes the South bikes around town on a regular basis. The article also mentions that the owner of Wild Rock Outfitters, where the owner and cycling guide Karen Andrews fits me on a Trek 7.4 FX Fitness hybrid, it doesn't take long to realize I'm out of my league. The other cyclists are tucked out in layers of high end performance gear, waterproof overshorts, snazzy breathable jerseys, memo socks to prevent sweaty feet, cycling gloves with short cut fingers for improved grip, and black arm warmers, elegant as evening gloves, that

The screenshot shows The Record.com website. The main article is titled "Putting the petal to the medal in Peterborough" and is by Anne Bokina. The article describes a three-day, 175-kilometre cycling trip to promote six new bike routes in the rolling hills of Peterborough and the Kawarthas. It mentions that the routes are geared to avoid cyclists, have never been done a ride longer than 20 kilometers, and that the tour takes the South bikes around town on a regular basis. The article also mentions that the owner of Wild Rock Outfitters, where the owner and cycling guide Karen Andrews fits me on a Trek 7.4 FX Fitness hybrid, it doesn't take long to realize I'm out of my league. The other cyclists are tucked out in layers of high end performance gear, waterproof overshorts, snazzy breathable jerseys, memo socks to prevent sweaty feet, cycling gloves with short cut fingers for improved grip, and black arm warmers, elegant as evening gloves, that



Picture This....



A Warm Welcome



RETWEETS 3 FAVORITES 11

1:33 PM - 13 Jun 2015 · Details



Get ready for series of tweets. Best welcome package ever from #TMACPtbo. First? Thirsty? Water and High Noon Ale



RETWEETS 2 FAVORITES 6

9:22 PM - 10 Jun 2015



RETWEETS 3 FAVORITES 9

View photo

A Warm Welcome

Lantern Restaurant and 2 others favored


 **McLean Berry Farm** @mcleanberryfarm · Jun 7
So excited to be welcoming some #TMACPtbo folks to visit the farm this week...Will be a fun tour I'm sure!

RETWEETS 4 FAVORITES 5

10:55 AM - 7 Jun 2015 · Details

PTBO Yoga Festival and 2 others favored

 **Rice Lake Tourist Eh** @RiceLakeON · Jun 7
#TMACPtbo welcome. Enjoy a Beautiful #RiceLakeOn drive! @ElmhirstResort @AlpineResort @doodoos2008 @GBRFun
Southview Cottages, Twin Cedars Cottages, Visit Northumberland and 7 others



RETWEETS 10 FAVORITES 7

7:41 AM - 7 Jun 2015 · Details

Hide photo



 **brianinvictoria** FOLLOW

13 likes 5w

brianinvictoria Thanks again!!! #tmactbo #tmacca #butterarts #explorecanada #discoverontario #ptbo

♡ Add a comment...

The Pre Tours

TMAC favorited

Carolyn B. Heller @CarolynBHeller - Jun 7
Voyageurs, are you ready? In #Peterborough #discoverON #tmacptbo @pktourism @TravelMediaCA



FAVORITES
4

10:28 PM - 7 Jun 2015 - Details

Wander Woman @wanderwoman_Deb - Jun 10
Peer Christianson in his studio @ChristiansonFineArt in Peterborough. #wow #TMACPTbo @pktourism @TravelMediaCA



FAVORITES
4

Veronica Leonard @travelprose - Jun 12
Who knew that archives could be so fascinating. The vault at the the Peterborough archives was like antique Christmas #tmacptbo

RETWEETS: 2 FAVORITES: 6

11:01 PM - 12 Jun 2015 - Details

Hide photo



The Pre Tours



 **cnicholsonca** FOLLOW

13 likes 5w

cnicholsonca "Cultivate in your work and life the art of patience, and come to terms with inevitable human limitations while striving to extend the boundaries of your understanding, your knowledge and your compassion." M. Laurence

cnicholsonca #tmactbo

♡ Add a comment... ⋮

 Guy Thériault and 7 others favorited

 **Leigh McAdam** @hikebiketavel · Jun 8

I had no idea they had hills like this near Peterborough. Cycled 88 very hilly but beautiful kms today #TMACPtbo



RETWEETS 18 FAVORITES 30

6:25 PM - 8 Jun 2015 - Details

♡ Add a comment... ⋮

♡ Add a comment... ⋮

Hide photo



 **carolynbheller** FOLLOW

22 likes 5w

carolynbheller Into the rapids at Burleigh Falls #Peterborough #Ontario #tmactbo @gypsyadvisor #pktourism

carolynbheller #Canada #DiscoverON #explorecanada #travel #tmacca #waterfall maryvelasquez That looks sooooo fun! Did you jump in, too?

karmacarter Whoa that was probably cold!

carolynbheller I did @maryvelasquez but downstream where the water was flat.[]

carolynbheller It was @karmacarter but when you haven't had a shower in two days, even cold water becomes appealing. #canoe #camping

♡ Add a comment... ⋮

The Tours



 zimart_ricelake FOLLOW

15 likes 5w

zimart_ricelake It was a pleasure to welcome out-of-province #travel #writers with the 2015 #TMAC: Travel Media Association of #Canada Conference hosted by #Peterborough & #Kawarths #Tourism to the #gallery. TMAC members toured the gallery, #carved with #master #Zimbabwean #stone #carver, Walter Mariga and learned #traditional techniques of working with Zimbabwean stone. #tmactbo #ArtGallery #RiceLake #Ontario #sculpture

 Kawarths Nrthmbrnd and 3 others favorited
John Geary @CongoLover · Jun 9
 Voila! The work is completed, I have a paddle. A great two days @CndnCanoeMuseum #TMACPtbo




ORITES 

2015 - Details

★ ... Hide photo

 Dale Dunlop @maritimexplorer · Jun 12
 I'm taking a short break from my war stories to go fishing. themaritimeexplorer.ca/2015/06/12/fan...
 #TMACPtbo



  3  4 ... View photo

The Tours

...they packed a lot in on their 4 hour local tours



tara_e FOLLOW

29 likes 5w

tara_e Had a great time riding at Harold Town Conservation Area this afternoon! #TMACptbo

tinaceroni Great pic!

crankngrind My stomping grounds during university! Get little place to ride. Tons of work has gone into HTC trails recently; kudos to

tara_e Ya, they've done a great job, @crankngrind :)



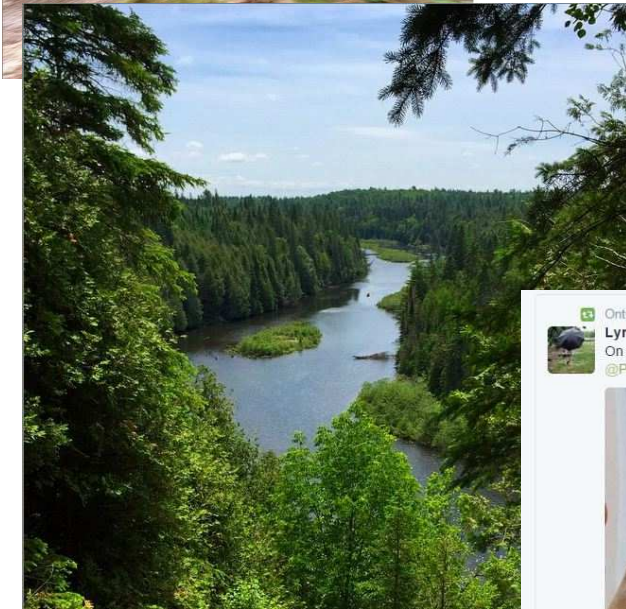
friesentravels FOLLOW

17 likes 5w

friesentravels Sharing a joke with the laughing Buddha #TMACPtbo #Peterborough #FourSacredMountains

ursulatravels Perfect!

travelswbbaggage #happy



alysaschwartz1 FOLLOW
Warsaw Caves

21 likes 5w

alysaschwartz1 Now I remember what fresh air smells like. And to think I was home in TO just a few hours ago.

alysaschwartz1 #tmacca #tmactpbo #warsawcaves #hiking #peterborough #nature #beatstheoffice

OntCraftBrewers and 2 others retweeted

Lynn Ogryzlo @lynn_ogryzlo · Jun 12

On a food tour in #Peterborough - or am I in Paris?? Delicious! #TMACPtbo @PKTourism



8 18 View photo



thetravellingmom FOLLOW

43 likes 5w

thetravellingmom Rows of canoes sit in an enormous warehouse next to the surprising Canadian Canoe Museum in Peterborough, Ontario. Canoes from Bali, Samoa, the Arctic, Amazon, and of course, Canada, make for a colorful and fascinating collection. #tmactpbo

thetravellingmom #thetravellingmom #gravelhursday #travel #instatbn #instatravel #canoes #museum #peterborough #igontario

Heart icon Add a comment... 000



Our Roots are Showing: Welcome Reception & Concert



Our Roots are Rowing: Cruise & Tented TSW Liftlock Experience



Our Roots are Forging: Dine Around

Joanne Sasvari @joannesasvari · Jun 12
Forest, field and farm to table deliciousness @Viamede Resort @chefMcKenna
#TMACPtbo



RETWEETS
4

FAVORITES
13



10:01 PM - 12 Jun 2015 · Details



Joanne Blain @joanneblain · Jun 12
The opulent tin ceiling @DolceVitaPtbo, our dine-around venue for
#TMACPtbo. The fettuccine was equally stunning.



3

5

View photo



alyssaschwartz1
Lantern Restaurant...

FOLLOW

12 likes

5w

alyssaschwartz1 First course: Waymac Farms mushroom arancini filled with Cross Wind Farm chèvre. All local. @lanternresto

alyssaschwartz1 #tmacca #tmactpbo #lantern #localfood #dinearound #peterborough #kawarthas #cottagecountry #ontario

Add a comment...

...

John Geary @CongoLover · Jun 13
Kudos to the staff @alehouseptbo for a great meal at @dinearound despite the power outage. #TMACPtbo



1

3

View photo

Our Roots Are Growing: Ptbo Farmer's Market



Lynn Ogryzlo @lynn_ogryzlo · Jun 13
 These pink oyster mushrooms are mine! Now, what to do with them?
 #TMACptbo @PKTourism #PTBO_SatMarket



RETWEETS 2 FAVORITE 1

10:10 AM · 13 Jun 2015 · Details

TMAC favored

Kelly Jessup @Kelly_Jessup · Jun 13
 @TravelMediaCA come on down to the @PTBO_SatMarket!
 #somethingtocrowabout #TMACptbo

RETWEET 1 FAVORITES 2

7:42 AM · 13 Jun 2015 · Details



spiritwoodkf
 susieqptbo, regisdudley, ce_images, travelmediaca, kattancock and eski_masal_ like this

spiritwoodkf James Whetung of Curve Lake First Nation proudly sells wild rice he has harvested, at the Peterborough Farmers' Market which is celebrating its 190th anniversary this year. #TMAC2015 #tmacca #tmactpbo

regisdudley Nice! I didn't know wild rice grows here.



forkonthemove
 cottagecountryconnection, travelmediaca, taowestventures, sincerelybj and j_npr like this

forkonthemove @pktourism #TMACptbo
 My two spring faves: peas and asparagus at Peterborough Farmers Market

Add a comment...

Exploring on their own time



Jayda Fogel @Jaydashda · Jun 13

A gorgeous day in #Peterborough for a scoop of #kawarthasdairy with a stroll!
@pktourism #TMACPTbo #canadiana



4 5

View photo



Kat Tancock @kattancock · Jun 13

Peterborough runs include idyllic riverside scenery and boats navigating locks.
#tmactpbo #explorecanada #discoveron



5 7

View photo



Tamara Elliott @Tamara_Elliott · Jun 13

Went for a run and a dragon boat race broke out. #TMACPTbo #Peterborough



3

View photo



kattancock
Two Dishes Cooks...

FOLLOW

68 likes 5w

kattancock Back at @twodishes for the tofu banh mi. Seriously impressed with the food we've had in Peterborough this weekend. #tmactpbo

kattancock #f52grams #feedfeed #foodvsc #traveldeeper #brunch #explorecanada #discoveron #bbctravel #cntravelereats #TLPicks

kris_sieber It's a consistent observation by tourists and locals alike, that as far as restos go, we do punch above our weight here... Which makes our new cycle route a much needed outlet to work it off!

kattancock @kris_sieber we are now hunting for a hike. Any good ones nearby?

kris_sieber Jackson Park, Burnham Woods both offer some nice trails for a walk/easy hike. Farther out of town (20 mins) is Warsaw Caves which I highly recommend if you devote a few hours.

Add a comment...

Exploring on their own time



steffishock
The Pig's Ear Tavern [FOLLOW](#)

magabout, mejilicoeur, pshakaveli, travelmediaca, coach_nelson163, dogsandrew and working_chix like this

steffishock Conference initiation!
#PickleEgg#Labbatt50 #TMACptbo
#Beers #Peanuts #Tavern []



Guy Thériault @Guy_Therault · Jun 12
Hot! Hot! Hot! With @maritimexplorer karaoke @pktourism @TravelMediaCA join us at Tonic. Private room for #TMACPtbo



Kat Tancock @kattancock · Jun 13
How gorgeous is Peterborough's Electric City Bread Co? #tmacptbo #discoveron #explorecanada



RETWEETS 7 FAVORITES 12

12:06 PM · 13 Jun 2015 · Details

[Hide photo](#)

Peterborough-SXP and 1 other favorited

Powder Matt @PowderMatt · Jun 12

Got to check out #CafeDistrict @pktourism #Peterborough plenty of great dining options #TMACPtbo @ptLaHacienda

[Add a comment...](#)



RETWEETS 4 FAVORITES 12

6:40 PM · 12 Jun 2015 · Details

[Hide photo](#)

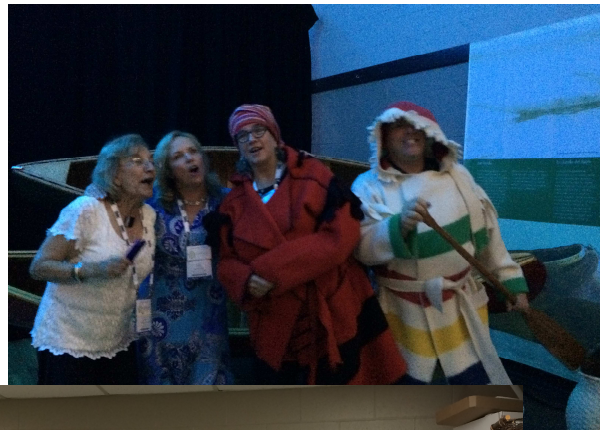


cnicholsonca [FOLLOW](#)

16 likes · 5w
cnicholsonca Peterbough, you're pretty.
#tmacptbo @travelmediaca

[Add a comment...](#)

Our Roots are Exploring: Awards and Voyageur Gala



Media Marketplace at Trent University



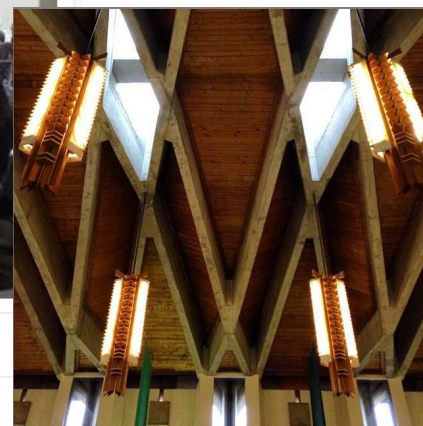
RETWEET 1 FAVORITES 5

12:50 PM - 11 Jun 2015 · Details



RETWEET 1 FAVORITES 2

9:15 AM - 12 Jun 2015 · Details



Hide photo

TMAC Lead Partnerships/ Sponsorships



Parks
Canada

Parcs
Canada



With support from the Government of Ontario (Ministry of Agriculture & Rural Affairs) & 102 Tourism Partner Businesses

Some Links:

Twitter/Instagram/Facebook:

See #TMACPTBO

Welcome video:

<http://thekawarthas.ca/travel-media-association-of-canada-coming-to-peterborough-june-2015/>

Media Coverage

<http://thekawarthas.ca/discover/?category=news>



