



TOURISM

INFORMATION
SESSION

BY **CORNWALL**
TOURISM • TOURISME



1:30PM

THE 2019 SEASON
KEVIN LAJOIE,
CORNWALL TOURISM



2:00PM

MARKETING OPPORTUNITIES
LINDSAY MEDEIROS,
RTO9 SOUTH EASTERN ONTARIO



2:30PM

DIGITAL MARKETING
TIPS FOR TOURISM
HANNAH BOCK,
ALPHABET ®





Kid's
Korner

Cornwall Tourism Our Mandate

Market the City and area to
attract visitors

Provide visitor information
services

Support tourism attraction
and event development



Marketing Efforts

Trade Shows

- Montreal Bicycle Show
- Outdoor Adventure Show
- Travel & Vacation Show
- Sport Events Congress

Visitor Guide (40,000 copies)

Advertising

CornwallTourism.com

Social Media



Some Numbers



162,161 pageviews (2018)
up 42.65%



6k followers



1.6k followers



1.3k followers



2,971 interactions at
summer Visitor Info Centre



Visitor Services

Visitor Info Centre

- Open year-round at Civic Complex (*M-F, 8:30am – 4:30 pm*)
- Seasonal Visitor Centre at Cornwall Community Museum (*7 days, Victoria Day to Labour Day*)

Tourism Info Racks

- 10 locations

Maps & Brochures

Souvenirs

Delegate items



2019 Festivals & Events

Over 20 major festivals & events

CAPE 2019 (April 27 - 28)

Medieval Festival (June 8- 9)

Cornwall Rocks Canada Day (June 28- July 1)

Cornwall Pride 2019 (July 5 - 7)

Beer, Bourbon, BBQ & Blues Festival (July 13)

Cornwall Ribfest (July 25 - 28)

Glengarry Highland Games (August 2 -3)

Poutine Feast (August 8 - 11)

Cornwall Waterfest (August 10)

Cornwall Food Fest (August 17)

Doors Open Cornwall SDG (August 17 - 18)

Akwesasne International Pow Wow (Sept 7 - 8)

Apples and Art Studio Tour (Sept 28 - 29)



Conferences & Sporting Events

Over 10,000 attendees combined

2019 Canadian Senior Broomball Championships

St. Lawrence Marathon

Watchtower Convention

Eastern Ontario Active Transportation Summit

DK Gold Cup Regional Qualifier

COPA Conference

Cornwall Triathlon

Ontario East Municipal Conference

Shorty Jenkins Classic

2019 Pan Am Bass Championship

Eastern Ontario Local Food Conference

2020 Ontario Curling Championships

2021 UELAC Conference



Get Your Message Out!

Visitor Guide

- Advertising opportunities
- Content and photography

CornwallTourism.com news & events

RTO 9

Signage

- TODS
- SDG Regional Signage

Digital

- Fan Saves
- Trip Advisor
- Google My Business



Ongoing Support

The Forecast Newsletter

Seminars

Photo Library

Tourism Development Fund



CONNECT WITH US



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