



**year-end report**  
april 2023 - march 2024

**The Bay of Quinte Regional Marketing Board is committed to acknowledging, appreciating and understanding Indigenous peoples' historic connection to this land and to raising awareness by building relationships in collaboration with Indigenous partners and communities. We recognize and acknowledge that we are living and working on the traditional territory of the Wendat, Mississauga, Anishinaabeg and Haudenosaunee, which includes the Kenhtè:ke Kanyen'kehá:ka (Mohawks of the Bay of Quinte), with whom we work in partnership. We understand that this land acknowledgement is only a small step towards the larger process of reparations and reconciliation. Our partnership focuses on the common goal of celebrating the region with the Kenhtè:ke Kanyen'kehá:ka, who are equal partners within the organization and at the Board of Directors table contributing to the mandate and operations. This includes listening to, learning from and collaborating with the Kenhtè:ke Kanyen'kehá:ka and actively incorporating their culture and heritage into the practice of responsible destination marketing and management of the region.**



**BAY OF QUINTE**  
REGIONAL MARKETING BOARD



# OUR YEAR END REPORT.



## THE TEAM:

**JACK McAVOY**  
MARKETING SUPPORT  
SPECIALIST

**ANNA FRAIBERG**  
MANAGER OF CONTENT &  
COMMUNICATIONS

**JEN ACHILLES**  
SENIOR MANAGER OF  
BRAND & DESIGN

**DUG STEVENSON**  
EXECUTIVE DIRECTOR &  
CMO

**TREVOR NORRIS**  
SENIOR MANAGER OF  
DESTINATION DEVELOPMENT

In a year that has been hard on many businesses and organizations, with unpredictable inflation and the opening of the world once again to global travel, we have been fortunate to have experienced many positives.

We started the fiscal year off on a very strong note in the spring when we secured 5-year MOUs with the majority of our community partners, including Belleville, Brighton, Mohawks of the Bay of Quinte, and Quinte West. This is the first time in the history of the organization that we've had multi-year partnerships and funding in place and it will allow us to grow and plan in ways that weren't possible in the past.

Successful Rural Economic Development funding through OMAFRA to the tune of \$149k (of a max \$150k) was also a big win. Not only has it supported our full-year destination marketing plan, it's also allowed us to scale up with the addition of a 5th role. Jack McAvoy has been a terrific addition to the BoQ Team, beginning in November and jumping right into the position. It was clear the progression of the organization's workload required additional support and Jack has been up to the task.

In June, we officially took over management of WorkinQuinte.ca and corresponding social channels at the request of Belleville and Quinte West. Jen Achilles got right on it, working her design magic with an excellent rebrand that strengthened Work in Quinte's look + feel and helped it to stick out more prominently in a sector that is rife with activity and noise from some heavy players. She has also made some important changes to the website functionality which has led to big grow with resumes + employer sign-ups and provided a stronger trusted and local jobs marketing website. We will use Work in Quinte as a primary resident attraction tool from the point of view of employment attraction.

One of our focuses in 2023-24 was Content, Content, Content and Anna Fraiberg delivered. Not only did she achieve a 10% increase to our digital following (now above 68k), she also increased total blog content by over 30%, publishing 59 blogs on our new website and coordinated 12 travel media trips which resulted in over 50 pieces of coverage for the region.

All of this great content has been supported by the redesign of the new BayofQuinte.ca, which we launched in November. Activity on the site is up over 100% in all major categories and a testament to the amount of work the Team put into the vision + execution of the site build and SNAP360's work to make it happen.

Trevor Norris delivered our first-ever experiential tourism workshop in collaboration with Canadian experiential leader, Celes Davar. This 3-day intensive development workshop was attended by over 20, including partner staff and experience providers. Three new experiences are now in market as a result and there is a framework in place for 4 additional experiences to launch this fiscal.

All the while, CBRE overnight accommodations numbers have stayed stable during a year that was tough on travel for many destinations. We maintained the 61% occupancy rate established in 2022, which was up 8% from 2021 and up over 3% from pre-pandemic numbers.

As we enter the 2024-25 fiscal year, we feel a sense of momentum from increased engagement across multiple products and from the Team complement we have in place to hit all of our project goals. One thing that remains a constant is that none of this is possible without the regional partnership we've created together and we are appreciative every week to get the support from so many great people within the partner organization staff and our Board.

Here's to another great year working together.  
Dug & Team

# PARTNERSHIP & THE BOARD



**CITY OF BELLEVILLE**  
**TYLER ALLSOP – VICE CHAIR**



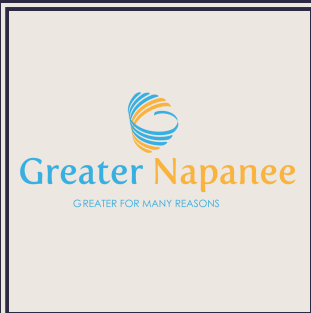
**CITY OF QUINTE WEST**  
**EGERTON BOYCE**



**MOHAWKS OF THE BAY OF QUINTE**  
**OGWARI BRANT**



**MUNICIPALITY OF BRIGHTON**  
**RON ANDERSON**



**TOWN OF GREATER NAPANEE**  
**ANGELA HICKS**



**QUINTE HOME BUILDERS' ASSOCIATION**  
**TONY ENGELSDORFER**

**CHAIR**  
**BLAIR GAMBLE**

**AT-LARGE**  
**LAURA KNEGT**

**AT-LARGE**  
**JP LEMIEUX**

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WORK IN QUINTE

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# the HIGHLIGHTS



- Successful 5-year MOUs with majority of community partners: Belleville, Brighton, MBQ, and Quinte West
- 2023 CBRE National Hotel Data shows BoQ region holding at 61% occupancy (similar to 2022 which was up >8%)
- Growth is now >3% higher than pre-COVID 2019 year-end numbers, showing increases pre-and-post-pandemic
- Over 23 Million impressions across marketing and advertising platforms with more than 1.06 Million engagements (+29%)
- Over 149k received in successful funding application from OMAFRA through Rural Economic Development Fund
- Jack McAvoy hired as 5th Team member with that funding, in the position of Marketing Support Specialist
- Adoption of WorkinQuinte.ca on behalf of the partnership + subsequent rebrand
- Over \$3.4 million estimated in economic spending from BoQ marketing campaigns (similar to 2022 which was up 60%)
- More than 32k physical entries into conversion zones after clicks/views of BoQ digital ads (+29%)
- Over 7,200 website referrals to partners and stakeholders from BoQ ads (+29%)
- Over \$207k provided in community marketing supports, grants and sponsorships
- Over \$50k in marketing support provided to Belleville and Quinte West downtowns to build to build marketing reach, tactics and event activations

- 350 room nights from travel trade packaging, resulting in over \$100k in economic activity
- Best of the Bay campaign celebrated local business with over 3,000 entries voting on more than 60 categories (up 1k votes)
- Over \$650k in economic activity from Golf in Ontario program
- Almost 1,700 rounds of golf sold via Golf in Ontario program (similar to 2022 which was 50% growth)
- New bayofquinte.ca website launched in Nov 2023
- Activity on new site included 784k Events (+139%), 265k pageviews (+142%), 114k users (+104%)
- 10% digital media growth on our audience of over 68k (previously 3% growth) / 740k social reach
- 16M impressions on 3rd party ads (+23%)
- 254k impressions / 23.1k clicks on paid media content
- 12 travel media trips (+200%), creating over 52 content pieces on social/blog
- 12 Out of Home advertising assets
- Successful Canada Summer Jobs application
- 59 blogs published (+31%), 41 Tourism and 18 Living
- 32 locations + 9 events photographed/videoed for use by partners and stakeholders (+44%)
- 3-day experiential tourism workshop deployed for over 20 participants
- 3 new, bookable experiences brought to market



# FUNDING

APRIL 2023 –  
MARCH 2024

# \$1,077,776

**CITY OF BELLEVILLE MAT \$583,443**

**OMAFRA RED FUNDING \$149,988**

**CITY OF QUINTE WEST MAT \$92,938**

**CITY OF BELLEVILLE PER CAPITA \$85,360**

**CITY OF QUINTE WEST PER CAPITA \$72,168**

**BAY OF QUINTE RMB SALES \$30,800**

**TOWN OF GREATER NAPANEE PER CAPITA \$26,162**

**MUNICIPALITY OF BRIGHTON PER CAPITA \$18,767**

**QUINTE HOME BUILDERS' ASSOCIATION \$5,000**

**TRAVEL TRADE WINERY PARTNERSHIP \$5,000**

**SERVICE CANADA STUDENT FUNDING \$4,858**

**MOHAWKS OF THE BAY OF QUINTE PER CAPITA \$3,292**

- **MAT = Municipal Accommodation Tax (Provincial legislation states that MAT funds must be used for tourism purposes only)**
- **BoQ RMB receives 50% of MAT funds from the communities of Belleville and Quinte West**
- **Per Capita = \$1.55/resident in each partner community (Per Capita funds allow us to continue to fulfill our resident attraction mandate)**



measurable

# RETURN ON INVESTMENT

- **Over \$300 million in total estimated overnight spending**
- **Over 23 million impressions across marketing and advertising platforms**
- **Over 1.06 million engagements across marketing and advertising platforms**
- **Over 32,805 physical entries to conversion zones**
- **Over 7,200 referrals to partners/small business websites**
- **\$650,000 in overnight golf package economic activity**
- **Over \$207k direct investment**
- **Over \$3.44 million in estimated spending from BoQ RMB digital marketing campaigns**

direct

# BoQ RMB INVESTMENT



## CITY OF BELLEVILLE

Marketing and event funding to City initiatives  
Earmarked for Waterfront Development Plan  
Small businesses + event grants & supports  
BIA marketing program



\$44,250  
\$25,00  
\$40,750  
\$40,936

Total direct BoQ RMB investments in City of Belleville + stakeholders \$150,936

- 23% of total 2023-24 Belleville funding

## CITY OF QUINTE WEST

Marketing and event funding to City initiatives  
Small businesses + event grants & supports  
BIA marketing program



\$20,840  
\$16,580  
\$9,700

Total direct BoQ RMB investments to Quinte West + stakeholders \$47,120

- 28% of total 2023-24 Quinte West funding

## TOWN OF GREATER NAPANEE

Travel Media  
Chamber of Commerce Supports  
Product Marketing Supports



\$2,525  
\$1,500  
\$500

Total direct BoQ RMB investments in Greater Napanee \$4,250

- 16% of total 2023-24 Greater Napanee funding of \$26,162

## MUNICIPALITY OF BRIGHTON

Travel Media  
Chamber of Commerce Supports



\$4,484  
\$525

Total direct BoQ RMB investments in Brighton \$5,003

- 27% of total 2023-24 Brighton funding of \$18,767

**TOTAL REINVESTMENT TO PARTNERS \$207,315**  
**(19% of total budget)**



# PROJECTS & TACTICS

**PROGRAMMATIC ADVERTISING**

**DISCOVERY GUIDE**

**BAYOFQUINTE.CA**

**WORKINQUINTE.CA**

**IMMIGRATION.BAYOFQUINTE.CA**

**INDUSTRY NEWSLETTER**

**CONSUMER NEWSLETTER**

**FACEBOOK**

**INSTAGRAM**

**TWITTER/X**

**YOUTUBE**

**PINTEREST**

**LINKEDIN**

**TIKTOK**

**TRIPADVISOR**

**BoQ MERCHANDISE**

**OUT OF HOME ADVERTISING**

**BoQ BLOGS**

**3rd PARTY ADS**

**TRAVEL MEDIA**

**GOOGLE ADWORDS**

**DIGITAL DISCOVERY MAP**

**RADIO**

**401 SIGNAGE**

**WORKSHOPS**

**EXPERIENCE FACILITATION**

**SPORTS & EVENTS TOURISM**

**GOLF IN ONTARIO**

**TRAVEL TRADE, CORPORATE & EVENTS**

**PHOTOGRAPHY**

**VIDEO**

**SPONSORSHIPS**

**BIA MARKETING PROGRAM**

**BoQ FILM OFFICE**

# DIGITAL MARKETING

OVER 15 MILLION TOTAL IMPRESSIONS ACROSS CAMPAIGNS

## TAKE A DRIVE MEET US HERE IN BAY OF QUINTE



TAKE A DRIVE  
MEET US HERE  
(safely) IN BELLEVILLE



AT THE  
POP-UPS ON THE BAY



WIN A \$500  
BoQ STAYCATION!

CLICK TO ENTER

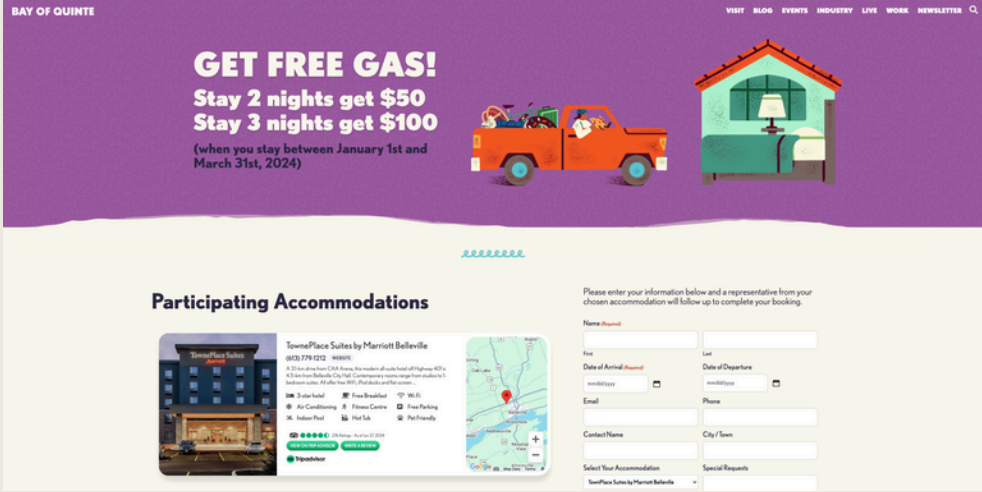


### TAKE A DRIVE, MEET US HERE was our “always on” campaign RESULTS:

- Over 3.03 million impressions
- More than 32,000 physical entries to conversion zones
- More than \$3.43 million in estimated spending from Bay of Quinte advertising

# GET FREE GAS Campaign

Visitors who booked a minimum of 2 nights AND stayed during the promotion period (Jan. 1 - Mar. 31, 2024) at a qualified accommodations partner in Belleville or Quinte West received ONE \$50 Shell gas card upon check in or \$100 for bookings of 3 nights or more.



## RESULTS:

- 321 room nights booked (+64%)
- Total estimated economic impact = \$105,172
- Estimated ROI = 437%



## 3rd PARTY ADS

Digital ads that run on other organizations' websites regularly and typically drive traffic to a blog or piece of content on bayofquinte.ca



## RESULTS:

- Over 16 million impressions and 7,800 clicks across platforms along with thousands of website referrals



# BIA MARKETING SUPPORT

BIA funding and support provides dollars and staff time for the purposes of marketing development and capacity building. We provide up to 10% of a community partner's MAT to their BIA (currently Belleville and Quinte West).

- Over \$40,500 provided to the Belleville Downtown District for artwork and omni channel marketing, content, and event + installation activations
- Over \$9,500 provided to the Downtown Trenton BIA for marketing management and strategy, photography, video, social media marketing campaigns, print, signage, and web development

*The*  
**DOWNTOWN**  
**18 DISTRICT 16**

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# the NEWSLETTERS

OVER 3,000 NEW SUBSCRIBERS = 43% GROWTH FROM LAST YEAR

## CONSUMER

Communicates new content, promotions, events and other noteworthy updates for visitors

## INDUSTRY

Communicates funding, education opportunities and other business-related content



### WHAT'S NEW IN THE BoQ?



WIN THE BEST SEATS IN THE HOUSE! We've partnered with the Belleville Sens to give you the chance to win four tickets to their February 9th game against the Utica Comets. [ENTER HERE](#)



#### COMFORT FOODS FOR COLD SPELLS

#### BoQ WINTER WARMERS

There's nothing like the bliss of something warm and cozy this time of year. Our latest blog is full of soul-warming gems to make this season toasty, roasty and lovable.

[READ MORE](#)

Read time: 2 min



### WHAT'S NEW IN THE BoQ?



Hey there, it's the BoQ team with an update on happenings related to the tourism industry. If there's a topic you'd like us to consider for a future newsletter, click below and get in touch with Anna.

[CLICK TO SHARE YOUR NEWS](#)

Did a tourism-savvy friend forward you this week's newsletter? [Click here to subscribe!](#)



#### REPRESENTING BoQ IN BC

Our Destination Development Manager, Trevor Norris, is attending the **IMPACT Sustainability Travel & Tourism Conference** in Victoria, BC this week. He represented our organization on a panel about how destination organizations can drive action in the "in-between space" where they operate and act as a catalyst for tourism to be a force for good, touching on the mindset shifts that can happen when stakeholders are empowered, supported and given access to tools and best practices.

### RESULTS:

- Audience increased to 9,802 (+1,433/+17% over the previous year)
- Open rate increased to 38.4% from 31%
- Click rate was well above industry standard at 5%
- 22 newsletters sent with 77,822 opens (+50% over the previous year)



### RESULTS:

- Audience increased to 2,075 (+485/+31% over the previous year)
- Open rate increased to 41% from 30%
- Click rate came in at 2.5% still above industry standard
- 19 newsletters sent with 20,563 opens (+13% over the previous year)



# the NEW WEBSITE



In fall 2023 we launched the redesigned **bayofquinte.ca**, our first comprehensive redesign in a number of years. The design aesthetic follows a “less is more” approach—fewer words, more visuals, and plenty of breathing room. It allows our vibrant Bay of Quinte brand to take centre stage. We also made sure to emphasize links to our funding partners and regional stakeholders, making it a win for everyone. The result is a more functional, design-driven website with lots of engaging content featured throughout, built on a stronger site architecture that will serve us for years to come.



## 6-MONTH ANALYTICS:

- 784k events (+139%)
- 265k page views (+142%)
- 114k users (+104%)



FUN, COLOURFUL AND EASY TO NAVIGATE



animated menu pans in from the side



VISIT

- OUR COMMUNITIES
- ACCOMMODATIONS - STAY & SAVE
- VACATION TOOLKIT
- DISCOVERY GUIDE LIBRARY
- THINGS TO DO
- EXPERIENCES
- BEST OF THE BAY
- INTERACTIVE MAP
- GETTING HERE

WHY NOT TAKE A DRIVE AND MEET US HERE?



PLACES TO GO. THINGS TO DO.

The Bay of Quinte region is made up of five local communities. Explore our Bay Islands, enjoy our scenic waterfront and take in the views from our historic lighthouses. There are over 700,000 litres of pool water for swimming in our region. Visit us today. Discover the possibilities.



THINGS TO HELP BUILD YOUR VACATION TOOLKIT

Get more from the Bay of Quinte, with our vacation tools and things to do, when you visit the Bay of Quinte in Ontario. Make your vacation more fun and enjoyable with our vacation tools and things to do. The Bay of Quinte is the perfect region. There are over 700,000 litres of pool water for swimming in our region.



WHERE TO?

**EDMONTON**

Edmonton is a vibrant city with a rich history and a diverse population. It is a great place to visit for its beautiful scenery and world-class amenities. Visit us today to discover the possibilities.

**QUINTE WEST**

Quinte West is a beautiful community with a rich history and a diverse population. It is a great place to visit for its beautiful scenery and world-class amenities. Visit us today to discover the possibilities.

**BELLEVILLE**

Belleville is a beautiful community with a rich history and a diverse population. It is a great place to visit for its beautiful scenery and world-class amenities. Visit us today to discover the possibilities.

**FRENDSHAW INDIAN TERRITORY**

FriendsHaw Indian Territory is a beautiful community with a rich history and a diverse population. It is a great place to visit for its beautiful scenery and world-class amenities. Visit us today to discover the possibilities.

**GREATER HANPION**

Greater Hanpion is a beautiful community with a rich history and a diverse population. It is a great place to visit for its beautiful scenery and world-class amenities. Visit us today to discover the possibilities.

TRIP PLANNING TOOLKIT

**GETTING HERE**

Check out our Drive & Meet Us Here.

**TRIP IDEAS**

Check out our Trip Ideas.

**ACCOMMODATIONS**

Check out our Accommodations.

**THINGS TO DO**

Check out our Things to Do.

TRIP IDEAS

**WALKING TOURS**

Check out our Walking Tours.

**BIKE TOURS**

Check out our Bike Tours.

**BOAT TOURS**

Check out our Boat Tours.

link outs to partner communities



plan your trip!



FIND THAT PERFECT ACCOMMODATION

There are over 20 hotels, motels and inns across the Bay of Quinte region, with free parking at Every. Single. One. Of Them.

Fun fact: Our team of volume estimators approximates that there are over 700,000 litres of pool water for swimming among these properties!



STAY AND SAVE

Visiting the Bay of Quinte means more bang for your buck!

**Hampton Inn & Suites by Hilton Belleville**  
1800 HAMPTON - BELLEVILLE

Book your stay today. Enjoy a great stay at our Hampton Inn & Suites by Hilton Belleville. We have everything you need for a great stay. Visit us today to discover the possibilities.

- Free Breakfast
- Free Parking
- Free Wi-Fi
- Free Pet-Friendly

**ThreePlace Suites by Marriott Belleville**  
802-794-0222 - BELLEVILLE

Book your stay today. Enjoy a great stay at our ThreePlace Suites by Marriott Belleville. We have everything you need for a great stay. Visit us today to discover the possibilities.

- Free Breakfast
- Free Parking
- Free Wi-Fi
- Free Pet-Friendly

**COMPARE THE AVERAGE NIGHTLY HOTEL RATES**

BAY OF QUINTE	
\$119/night	\$139/night
<b>DOWNTOWN OTTAWA</b>	<b>DOWNTOWN TORONTO</b>
\$185/night	\$209/night

\*BASED ON 2020 HOTEL RATES BASED ON NATIONAL BAY OF QUINTE WINTERING LOCALS SURVEY (2020)

**DO**

Ride a bike, pedal a bike, paddle a kayak, or enjoy a watercraft on the water. There's a plethora of activities to participate in around here.

[VISIT US TODAY](#)

**FREE!**

There are 200+ km of waterfront, over 100 conservation areas to explore, and so many parks and trails you'll probably need to drive home longer. AND they're all FREE!

[VISIT US TODAY](#)

**PLAN YOUR TRIP**

Check out our Vacation Toolkit, useful resources and Trip Ideas to help you plan your trip.

[VISIT US TODAY](#)

accommodations listings



# so many TRIP IDEAS

A TOTAL OF 44 TRIP IDEAS PUBLISHED THIS YEAR!



## A DAY AT THE MUSEUM

We'll be the first to admit we love a good binge-watch on Netflix, but sometimes you just need to get away from your screen and experience things in real life. Visit one of these Bay of Quinte museums for a change of scenery, we guarantee you'll learn something new!



### GLANMORE NATIONAL HISTORIC SITE

257 Bridge St E, Belleville

Have you ever wanted to go back in time? That's exactly what a visit to Glanmore looks like. The former residence was constructed in 1883, designated a National Historic Site in 1967 and opened as a museum in 1973. The Second Empire architecture of the building features a mansard roof with cast iron cresting, and inside a full array of furniture, clothing and artifacts from that time period. Glanmore has undergone extensive site restoration to accurately display what the house would have looked like in the late 1800s. Keep an eye out for Future September Time Machine dates for an experience that gives you an exclusive behind-the-scenes look at the museum where you get to recreate a day of the past.

[VISIT WEBSITE](#)



### A Guide to Biking the Batawa Trails

The network of Batawa Trails is a unique and scenic network of 200 kilometers of trails, including paved, gravel, and dirt paths. The trails are designed to accommodate a variety of users, from casual bikers to mountain bikers. The trails are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.

[BATAWA BIKING GUIDE](#)

#### FAMILY RIDE WITH KIDS

There are many beautiful trails in the Batawa region that are perfect for families. The trails are designed to be safe and enjoyable for children of all ages. The trails are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.



#### GRAVEL TRAILS WITH COOL DESTINATIONS

There are many beautiful gravel trails in the Batawa region that offer scenic views and recreational opportunities. The trails are designed to be safe and enjoyable for all users. The trails are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.



### GREATER FOR MANY REASONS

With over 200 waterfalls, the Bay of Quinte is a beautiful region with many scenic views and recreational opportunities. The waterfalls are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.

#### MENZEL CENTENNIAL PROVINCIAL NATURE RESERVE

The Menzel Centennial Provincial Nature Reserve is a beautiful area with many scenic views and recreational opportunities. The reserve is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.



#### FULL OF (WATER)FALLS

200 Falls Area

The Falls Area is a beautiful region with many scenic views and recreational opportunities. The area is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.



### Presqu'île: More Than A Beach

The Presqu'île is a beautiful area with many scenic views and recreational opportunities. The area is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.

#### Camping

There are many beautiful camping spots in the Batawa region that offer scenic views and recreational opportunities. The camping spots are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.

#### Trails

There are many beautiful trails in the Batawa region that offer scenic views and recreational opportunities. The trails are located in the Batawa region, south of Belleville, and offer a variety of scenic views and recreational opportunities.



#### Nature Centre

The Nature Centre is a beautiful area with many scenic views and recreational opportunities. The centre is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.

#### Marsh Boardwalk

The Marsh Boardwalk is a beautiful area with many scenic views and recreational opportunities. The boardwalk is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.



### CONNECTING COMMUNITIES THROUGH ART, CULTURE AND HISTORY

Get out of the house and hit the road as we tour around the Bay of Quinte in support. We're here to help you connect with our art and culture by visiting galleries, art studios, performance venues and public art displays.

#### MOHAWKS OF THE BAY OF QUINTE

##### Eagle POD Gallery

The Eagle POD Gallery is a beautiful area with many scenic views and recreational opportunities. The gallery is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.

##### Native Renaissance

The Native Renaissance is a beautiful area with many scenic views and recreational opportunities. The renaissance is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.

##### Rebecca Maracle

Rebecca Maracle is a beautiful area with many scenic views and recreational opportunities. The area is located in the Batawa region, south of Belleville, and offers a variety of scenic views and recreational opportunities.



# the BLOGS

A TOTAL OF 26 STORIES PUBLISHED THIS YEAR



## City Living

Many in the know have traded in the hustle and bustle of big city life without feeling they've missed a beat, and are now calling the Bay of Quinte region home. With recent real estate data showing average prices in Belleville around \$400,000 lower than in Toronto, it's no wonder the population has grown over 25% since 2016.

Written by Angela Flynn



### CENTURY VILLAGE

Some have walked into newly crafted condo projects, like the unique Century Village, mere minutes from the water. Situated in the Downtown District of Belleville, the largest project of its kind started around 1900. This building with nearly 40 units is highly sought after whenever vacancies arise. Century Village is one of a few diverse communities around top-notch restaurants and cafes, boutique shopping and the Farmers' Market—and is just a few blocks from Meyers Pier on the Bay of Quinte. You'll also find the location of local real estate for 'Tour Dream Team: Clinton'. Every corner in the building has beautiful views, whether of picturesque downtown streets (Bridge, Front and Pineville—or of the bay, the 'Main Pier' and the city's 'village').

Century Village's one- and three-bedroom luxury units undoubtedly called out to a wide range of home seekers, but those who know the city best might argue that the biggest draw is just life in the surrounding neighbourhood. Mixing time slots among the historic buildings of one of Ontario's oldest cities surely appeals to history and architecture buffs. Belleville's Victorian-era Gothic Revival style City Hall, one of the condominiums' nearest neighbours. A short stroll away is the Old East Hill neighbourhood, where you can stroll at the century homes and stop to smell the roses in the historic Century Rose Garden. Just beyond the building, year-round shopping awaits at the city's 200-year-old Farmers' Market, where you can find fresh local produce, home-made soap and baked goods.

VIEW CENTURYVILLAGE

## From Dreaming to Doing

Dreams, believe it or not, have been the Bay of Quinte entrepreneur's path to success. This group inspires us with their journey from dreaming to doing, sharing their insight into the how and how importantly. As they say, "By the way, if you have an idea, you might as well dream it for real or at least an opportunity to try it out for the low low of it. If you're serious about it, there's actually never any money. Because the common sense is to start that business very small at first. Cheaply. It's better to get started in order to do it right, and not to start when you will do it right to begin with."

There is nothing out of the Bay of Quinte business making it work, so our only question for those is to do it. "Well, why not just?"



### AFIYA BEAUTY

SHAMSA AND KALIM HASSAN

The passion for entrepreneurship and the desire to provide quality services are what drove Afiya and Kalim to start Afiya Beauty. They have been in the beauty industry for over 10 years and have worked for several major brands. They decided to start their own business because they wanted to be their own boss and provide a better service to their clients. They started with a small investment and grew their business over time. They now have a successful business and are looking to expand into other markets.

VIEW AFIYABEAUTY

## Historical Landmarks of Greater Napanee

Greater Napanee's rich history of stunning older buildings with interesting stories behind them, can be explored through our featured list of sites.

Written by Angela Flynn with Illustrations by Sky Anderson



### OLD POST OFFICE

This beautiful building is an excellent example of a well-preserved Victorian-style building. It was built in 1850 and is now a museum. The building is located in the heart of the town and is a popular attraction for visitors.

VIEW

### SPRINGSIDE BRIDGE

This bridge is a beautiful example of a well-preserved Victorian-style building. It was built in 1850 and is now a museum. The bridge is located in the heart of the town and is a popular attraction for visitors.

VIEW



## Meet The Farmers: Cheer Farms

Full-on in the farm in Brighton



### THE CHEER FAMILY - CHEER FARMS

380 Main Street, Brighton and 1000-1000

Plus, in the family, some products are sold straight to the source instead. Cheer Farms has been growing and producing an excellent distribution for nearly 20 years and is proud to be a family-owned business. They are committed to providing the highest quality products through their family members.

Along with his wife, Laraine, and their five daughters, Kim and Jennifer, they go all-in on their family farm. They have been growing and producing an excellent distribution for nearly 20 years and is proud to be a family-owned business. They are committed to providing the highest quality products through their family members.

## Tyohnhékwen: Our Sustenance

Written by Yohannhökwen: Jennifer E. Bryant

(Yohannhökwen: Yohannhökwen and Jennifer E. Bryant. She is an educator, singer-songwriter, artist and farmer from Kawthak, Suroongka (Muskoka Territory).)

### TYONHNHÉKWEN: OUR SUSTENANCE

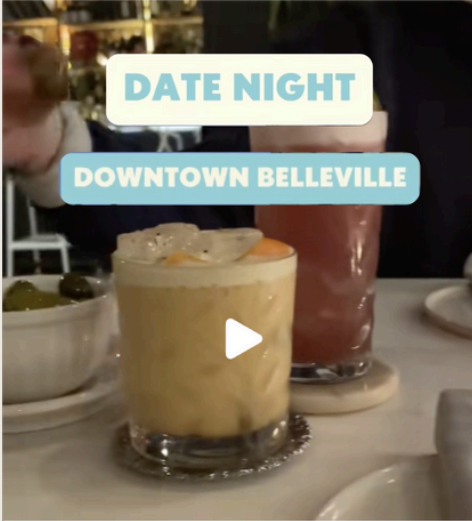


Yohannhökwen, the Tyohnhékwen, are central to Yohannhökwen's community and culture from within our creation as human beings. The Tyohnhékwen, Corn, Beans and Squash are considered the leaders of our gardens and of cultural food. These are ways, accessible to us and by which we reach to the relationship between the Tyohnhékwen, as well as the relationship between the Tyohnhékwen and the land with the Tyohnhékwen.



# SOCIAL MEDIA

WEEKLY COMMUNICATION TO OUR NETWORK UP 10% WITH OVER 68,000 FOLLOWERS AND HAD A CONTENT REACH OF 740,000+



**bayofquinte**  
Bay of Quinte · 2-16

Follow

Downtown Belleville Date Night 🍷🍷🍷

Ft. Capers / The Lark / Pinnacle Playhouse 📍

Sometimes you just need a date night, for no reason at all. A night free from deciding what to cook or having to scrape off whatever got stuck to the frying pan.



**bayofquinte** Six Strings Film: A Story of Indigenous Restorative Justice

Six Strings is a short film produced by @tsi\_tyonnheht\_onkwawenna (TTO) and directed by @bawaadan, shot over two weeks in the late summer of 2021

**Bay of Quinte**  
★ Favorites · September 19, 2023

Applefest weekend is almost here! ❤️❤️

Municipality of Brighton's annual Applefest coming up on September 21-24 celebrates the local community and growers with a street fair including over 150 local vendors, children's activities, live music, helicopter rides and a vintage car show. This is the quinte-ssential (see what we did there?) festival to check out for all things fall.

Event details: <https://www.brighton.ca/en/discover-brighton/applefest.aspx> See more



**Bay of Quinte Region** @BAYOFQUINTE · Jul 5, 2023

The Belleville Waterfront & Multicultural Festival is back this weekend! It's been a 45-year tradition of bringing people together through food and celebrating different cultures that make our community so vibrant.

July 6-9  
West Zwick's Park  
[bellevillewaterfrontfestival.com](http://bellevillewaterfrontfestival.com)



**Bay of Quinte Regional Marketing Board**  
812 followers  
9mo ·

Farm-to-Table Dining in Quinte West 🌱🌱🌱

Kylie and Braden Lawther from The Counter Restaurant may be the new ...more



**f 31,750+ FOLLOWERS**

**📷 14,000+ FOLLOWERS**

**X 9,800+ FOLLOWERS**

**🎵 690+ FOLLOWERS**

**in 670+ FOLLOWERS**

**📌 300+ FOLLOWERS**

**▶ 19 FOLLOWERS**

**✉ 9,800+ TOURISM**

**✉ 2,075+ INDUSTRY**

**Bay of Quinte Regional Marketing Board**  
812 followers  
6mo · 🌐

Our friends at the **Quinte Home Builders Association** are holding their annual Quinte Home & Cottage Show on April 12-14. There will be endless home and outdoor inspo, prizes to be won and special guest HGTV's Scott ...more

**TICKETS ON SALE NOW** **VENDORS: BOOK NOW**

**QUINTE HOME & COTTAGE show**  
OHBA  
**APRIL 12, 13 & 14**  
D&K HOME SERVICES BY AMERICAN  
QUINTE SPORTS & WELLNESS CENTRE  
QUINTE SPORTS & WELLNESS CENTRE | 285 CANNIFTON RD, BELLEVILLE

**THREE DAYS. TWO ADRENALIN.** **FEATURING: SCOTT**

**Bay of Quinte**  
★ Favorites · October 18, 2023 · 🌐

Calling all foodies! 🍴 Today marks the start of **Quintelicious** in the City of Belleville. There are 19 days to enjoy the featured prix fixe menus from 10 restaurants for a unique local dining experience.

More details on <https://www.quintelicious.ca/> 📄

**Quintelicious BELLEVILLE**

**Quintelicious**  
October 18, 2023 · 🌐

Quintelicious Belleville starts today, Oct. 18 until Sunday, Nov. 5!  
Quintelicious offers special curated prix-fixe menus (\$20-\$60) highlighting the bounty of B... See more

**Bay of Quinte Region** @BAY.OF.QUINTE · Jul 27, 2023

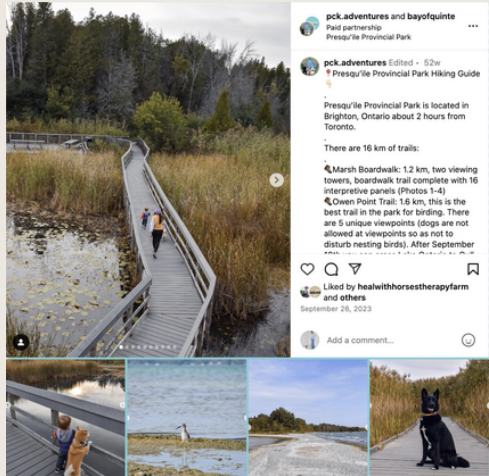
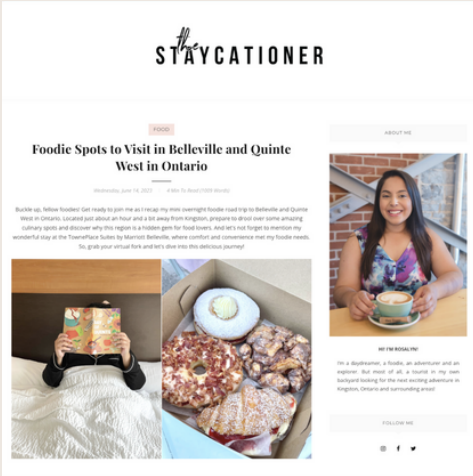
Relax and unwind at @PresquillePP this summer. 🌞 Lounge and swim at the 2.5 km sandy beach, explore 16 km of trails or camp at one of over 300 campsites.

We're giving away one day use pass every week this summer, enter here to go to the beach on us: [bayofquinte.ca/parkpass](https://bayofquinte.ca/parkpass)

Municipality of Brighton and 4 others

# TRAVEL MEDIA

**WORKING WITH TRAVEL/TOURISM/LIFESTYLE INFLUENCERS HELPS BRING AWARENESS TO THE BAY OF QUINTE WITH NEW AUDIENCES**



## RESULTS:

- 12 tailored media trips for travel media/influencers
- 52 strong pieces of content
- Dozens of additional Instagram stories broadcast in real time
- Reciprocal earned media from previous paid media efforts
- Became a member of the Travel Media Association of Canada (TMAC)



# 3rd PARTY ADS

ADS THAT RUN REGULARLY ON OTHER ORGANIZATION WEBSITES  
DRIVING TRAFFIC TO BōQ CONTENT ON BAYOFQUINTE.CA



**WE'RE  
PUMPED  
FOR  
PATIOS!**

YAY

**CLICK TO READ**

This advertisement features a blue building with a white porch and three orange patio umbrellas. A white swan is swimming in a blue pond in the foreground. A yellow speech bubble with the word 'YAY' is positioned near the porch.

Spring  
**DAY TRIP  
IDEAS  
IN THE BōQ**

feel the heat!

**CLICK TO READ**

This advertisement shows a blue sky with white clouds, a yellow sun, a green hill with a turtle, and a blue lake with a white sailboat. A yellow speech bubble says 'feel the heat!'.

**HOLIDAY  
ROUND-UP**

**CLICK TO READ**

OPEN ME

in the  
**BAY OF QUINTE**

This advertisement depicts a red pickup truck decorated with white lights, carrying a snowman, a person in winter gear, and gifts. A Christmas tree and snowflakes are also visible.

(the fall edition)  
**BAY  F QUINTE BUCKET LIST**

**CLICK TO READ**

This advertisement shows a landscape with a hiker, pumpkins, corn, and autumn trees under a blue sky with white clouds.

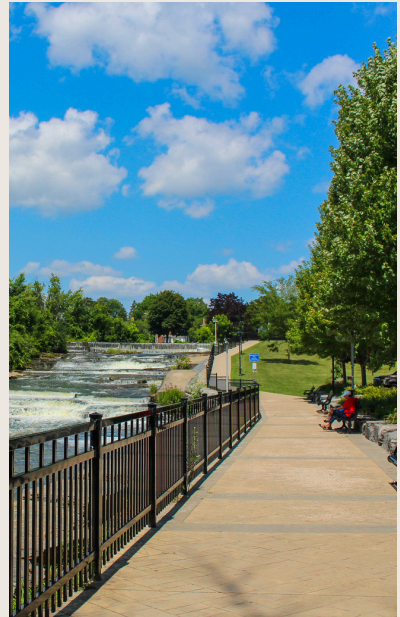
## RESULTS:

- Monthly ads with InQuinte and Quinte News resulted in 16 million impressions



# PHOTOGRAPHY

OVER 40 LOCATIONS CAPTURED ACROSS THE REGION FOR PARTNER USE



# VIDEO

## RESULTS:



- 28 VIDEOS
- 360,775 VIEWS
- 33,997 MINUTES VIEWED (that's almost 24 days!)



▶ 56.8K

**bayofquinte** • NEW GO-TO ALERT 📍  
 Flossie's Sandwich Parlor just found a cozy home on our list of must-visits. Outstanding sandwiches, herbed-up fries, unique groceries and mac + cheese balls have us scheming our next visit.  
 Find Flossie's: 250 Sidney St in Belleville 📍  
 @flossies\_sandwiches 🍴  
 Sneak into our blog (link in bio) for a full-length interview with Kylie 🗣️  
 #BayOfQuinte #BellevilleOntario #SouthEasternOntario #oodie #OntarioCulinary #DiscoverBelleville #1w



▶ 12.4K

**bayofquinte** • NEW TO QUINTE WEST 📍  
 BeaverTails @ The Homestead Marketplace 🍯  
 Year-round access to one of our nation's best-kept secrets. The sweet pastry we know and love, served steaming hot with toppings beyond our imagination. They're also kicking it up with savoury offerings and ice cream 🍦  
 We treated ourselves the other day, and recommend you do as well 🍯  
 Follow @homesteadmarketplace to keep up-to-date with the development and be the first to know what other businesses are coming.  
 #BayOfQuinte #QuinteWest #homesteadmarketplace



▶ 13.9K

**bayofquinte** • Downtown Belleville Date Night 🍷  
 Ft. Capers / The Lark / Pinnacle Playhouse 🍷  
 Sometimes you just need a date night, for no reason at all. A night free from deciding what to cook or having to scrape off whatever got stuck to the frying pan.  
 This time of year in particular it's so important for me to carve out moments of fun, food and happiness. The trio of starters at @caperskitchen, main course at @thelarkbelleville and catching @bellevilletheatrequinte's Downtown Breaths at the Pinnacle Playhouse fit the bill perfectly 🍷  
 When was the last time you went out on a date night? If you don't recall, just go for it. Thank us later 🍷



▶ 10.3K

**bayofquinte** • DocFest 🍷 Savour the Chill 🍷  
 A fantastic match makes a fantastic weekend, right in @downtownbelleville. Come along with Dug to explore a small handful of spots that are involved in this weekend's festivities. 🍷  
 @indochief is stacked for its 13th year with 50 outstanding documentary films, filmmaker Q&As and their Annual Gala Music Feature and Live Concert. It's oodles of entertainment, knowledge and community that's not to be missed. 🍷  
 @downtownbelleville's Savour the Chill is celebrating its 20th year with 20 participating restaurants. This soup-tasting contest is an all-time Belleville fave of ours. Grab your favourite spoon and head downtown on Saturday from 12-3 to sample and judge tasty, delicious and unique soups. who will



▶ 9,658

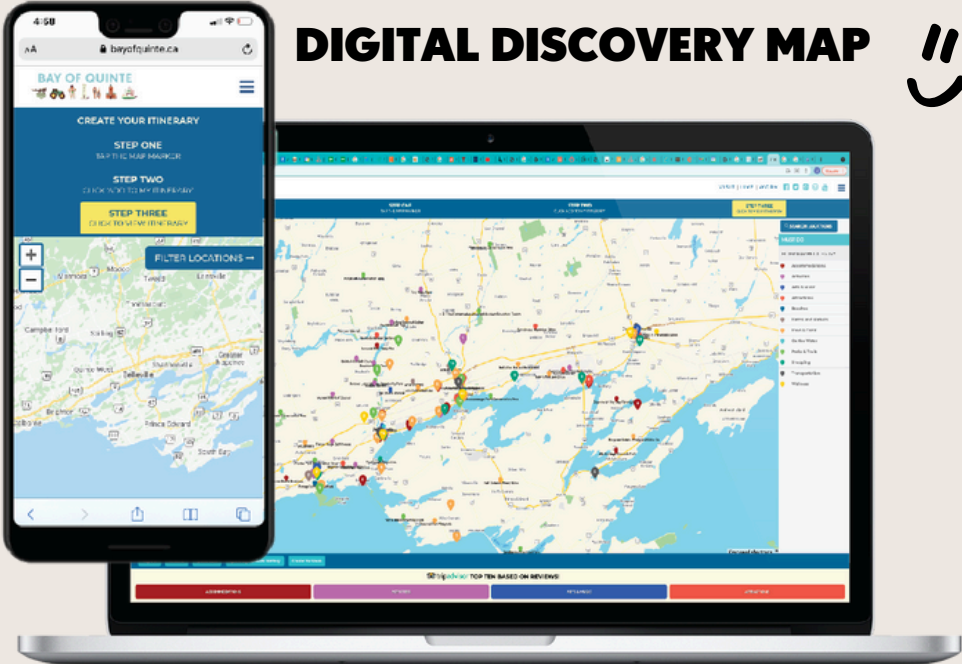
**bayofquinte** • SPEND MORE TIME OUTDOORS IN 2024 🍷  
 This January, we came up with four New Year's Resolutions to try using some winners from our most recent Best of the Bay.  
 🍷 Best of the Bay winner: Presqu'ile Provincial Park  
 Presqu'ile is the perfect spot to crush this resolution featuring:  
 🍷 338 species of birds to watch  
 🍷 18km of hiking trails  
 🍷 Beautiful shoreline  
 🍷 A historic lighthouse  
 Find more local resolution recommendations on our blog (link in bio).



▶ 5,564

**bayofquinte** • TRY SOMETHING NEW IN 2024 🍷  
 We've rolled into week 2 of our New Year's Resolutions to try using some winners from our most recent Best of the Bay.  
 🍷 This week's resolution: Try something new  
 🍷 Best of the Bay winner: The Napanee River  
 The Napanee River took the top spot for geocaching in 2023, so in the spirit of trying something new we downloaded the @geocaching app and set out on a real-life treasure hunt. It's a great activity to try that also lets you explore new places.  
 🍷 Fun fact: @naturallymossadogging hosts Canada's longest-running MEGA Geocaching event here every August, drawing geocachers from around the world.

# ADDITIONAL OUTLETS



## DIGITAL DISCOVERY MAP



- Available on desktop and mobile at [bayofquinte.ca/explore](https://bayofquinte.ca/explore)
- 12 tourism-related categories
- TripAdvisor ratings built in to help drive exploration
- Filter by category and/or location
- Listing information automatically pulls from Google My Business
- Discover business information, location, hours of operation and read user reviews
- Create and email yourself custom travel itineraries and maps in three easy steps



## RADIO

### SUMMER CAMPAIGN:

- 17 weeks
- 51 updates

### HYPER-LOCAL CAMPAIGN:

- 6-week BoB Campaign
- 140 spots
- A mix of 30 and 15 second spots



## ADDITIONAL FUNDING

### (OMAFRA Rural Economic Development Funding)

- \$149,987 of \$150,000 maximum
- Supported the organization to scale up to 5 staff
- Helped drive our multi-faceted marketing program



# OUT OF HOME

## ADDITIONAL VISUAL BRAND MARKS AND ADVERTISING OUT IN THE COMMUNITY



- 4x 401 Highway signs – 2 eastbound, 2 westbound in French and English
- 3x billboards in Prince Edward County with Stellar Outdoor Advertising. 2 southbound and 1 northbound on Hwy 62 in PEC
- 2x bus shelter ads at the high-traffic corner of College/Sydney in the City of Belleville rotate ads each quarter
- A large Bay of Quinte storefront banner in the Quinte Mall, 9ft x 18ft
- A branded wrap of Gate 1 at the CAA Arena, home of the Belleville Senators

# the DISCOVERY GUIDE

80 PAGES OF LOCAL STORIES, PARTNER FEATURES AND HANDY VISITOR INFORMATION TO HELP GUIDE PEOPLE AROUND THE REGION



- 30,000 soft cover print run
- Distribution to target markets: East GTA, Ottawa, Kingston plus strong local/PEC distribution
- Drive of digital content and earned media
- \$30,800 in ad sales generated



# BEST OF THE BAY

RESIDENTS VOTING FOR THEIR FAVOURITE LOCAL BUSINESSES  
ACROSS OVER 60 CATEGORIES

- 25 categories
- Over 4,000 total votes for Best of the Bay



- 23 categories
- Over 1,000 total votes for Best of the Bay

- 20 categories
- Over 750 total votes for Best of the Bay



- 5 categories
- Over 1,000 total votes for Best of the Bay

## RESULTS:

- Over 3,000 survey visits
- Over 60 winners, all receiving a decal for their window/location
- Strong earned media from organizations posting about their win/their decals on social media channels
- Grand prize winner won \$500 to spend at winning locations, plus one winner of \$250 and five winners of \$50
- 6-week local radio and digital campaigns
- Excellent engagement across all social platforms during this campaign, with strong click throughs

SIMPLY THE BEST! ☆☆☆

# SPORTS TOURISM

WORKING TO IDENTIFY AND ATTRACT THE IDEAL EVENTS AND SPORTS ENTHUSIASTS



## RESULTS:

- Continuing our support role in sports tourism as well as identifying and vetting new sporting event opportunities for all our communities
- Provided funding, logistics and marketing support to the upcoming 2024 Soccer Canada U15 Toyota National Championships in Quinte West (October 9-14, 2024)
- Successful scouting mission with Quinte West delegates and LOC to Waterloo Region, ON (October 2023) to see first-hand logistics of the 2023 Soccer Canada U15 Toyota National Champions
- Completed Greater Napanee sports infrastructure FAM with municipal staff and full audit of sports infrastructure
- Attended Sports Events Congress in March 2023 in Edmonton, meeting with dozens of sporting event groups about hosting championships in the region

# GOLF IN ONTARIO

## RESULTS:

- Addition of Briar Fox Golf Club to the package bookings as an additional option
- Over 1,670 rounds booked, accounting for more than \$181k in golf spending
- Over 530 room nights, accounting for more than \$114k in accommodations spending
- \$150k in bookings made during winter for the 2024 season
- Over \$650k in total economic activity for our \$15k investment
- Bay of Quinte is the top Golf in Ontario destination, outselling all regions almost 2-to-1



# TRAVEL TRADE/ CORPORATE



PITCHING THE BoQ AS AN IDEAL SPOT TO HOST GROUP AND CORPORATE TRAVEL



LANDSBY



BIENVENUE  QUÉBEC

**TOUNDRA**<sup>®</sup>

## RESULTS:

- Participated in 3-day travel trade mission organized by Destination Ontario to 9 agencies in Quebec
- Worked with Velo Quebec on cycling itinerary ideas and Gendron with FIT golf/wine itineraries for incoming US clients for 2025-26
- Continued support and growth on multi-day itineraries with Toundra and Groupe Voyages for over 350 room nights and \$100k in economic activity generated
- Launched the enhanced "Industry" section on the new BoQ website that is specifically directed at the travel trade and corporate travel markets and aims to capture FAM interest

# EXPERIENTIAL



HELPING BUSINESSES CRAFT MEMORABLE AND IMMERSIVE EXPERIENCE PRODUCTS

## WE'RE REDEFINING TOURISM



THE WAY WE TRAVEL IS CHANGING, AND SO IS THE RELATIONSHIP BETWEEN VISITORS AND THEIR DESTINATIONS. EXPERIENTIAL TOURISM SEEKS TO CONNECT VISITORS TO THE LOCAL STORIES THAT ARE THE HEART OF A REGION. THESE EXPERIENCES ARE IMMERSIVE BY NATURE; THEY TEACH AND INFORM, ALLOW OPPORTUNITIES FOR PARTICIPATION AND INTERACTION, AND ULTIMATELY LEAVE PARTICIPANTS WITH SOMETHING UNIQUE TO TAKE AWAY. AN ADDED PLUS: THIS TYPE OF TRAVEL PRIORITIZES SUSTAINABILITY, RESPONSIBLE TOURISM PRACTICES, AND SUPPORTING LOCAL COMMUNITIES AND BUSINESSES.



you're doin' good!



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## MAKE A BEELINE

— at Just Bee Cuz Honey Farm — Belleville

Bee Our Guest, created by Just Bee Cuz Honey Farm owner and beekeeper Frances McParland, is more than just an apitourism experience—it's a way to reignite your connection with nature, community, and sustainable living. Imagine stepping into a world of thousands of bees buzzing around their hives—shielded by protective gear, of course—and getting hands-on by holding an actual frame filled with liquid honey as Frances guides you through the collecting process, sharing her knowledge of and passion for these essential pollinators.

Afterwards, try a honey-tasting session, followed by a zero-waste picnic lunch featuring locally sourced ingredients. Sustainability is at the heart of Bee Our Guest: before you depart, craft your own beeswax food wrapper and discover how this small action can help reduce waste.



feel the BUZZZZZZ!



VISIT [justbeecuz.com](http://justbeecuz.com)

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## IT'S HORSEPLAY

— at Fina Vista Farm — Quinta West



Experience equine enchantment with Horse Play Days, created by Camilla Willings, owner and master instructor at Fina Vista Farm, which is home to a herd of smooth-riding Paso Fino horses. Under the guidance of experienced instructors, you'll develop fundamental handling and riding skills in a full day of horse time, interacting with these magical creatures up close and forging a bond that goes beyond words.

After learning the basics, you'll head out into the wild. These guided trail rides through the fields and forests of the expansive farm are tailored for groups of four to eight people and are suitable for seasoned equestrians and first-time riders. To top it off, your day includes lunch in the rustic charm of the historic barn.



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VISIT [finavistafarm.com](http://finavistafarm.com)

## AND THERE'S MORE

...so stay tuned!



### LET'S GET GROWING

at Brambleberry Farm — Quinta West

Commune with nature, discover 21st-century agriculture practices, and get a taste of farmer Elaine's life as a second-generation berry grower as she works to create a legacy and protect her farm for future generations. Let's Get Growing is an adventure for the curious where you'll learn about the current state of farming in the Bay of Quinte.



### FARM TO FORK SUPPER CLUB

at Oliver Farms — Mopane

Oliver Farms' Great Room Supper Club offers intimate gatherings for up to 16 people in a beautifully renovated 190-year-old farmhouse. Guests enjoy five-course dinners served by guest chefs in the majestic great room, which is adorned with vaulted ceilings and antique chandeliers. For more adventurous diners, Feast in the Field offers a similar experience, with chefs serving deluxe food at wood-fired cooking stations around the farm.



### RECONNECTING ONE SEED AT A TIME

at Kenhikie Seed Sanctuary — Tyendinaga

The Kenhikie Seed Sanctuary, located in Tyendinaga Mohawk Territory, began as a project to rescue an heirloom collection of indigenous seeds. The seed cycle, once central to the Rattsonhsigoniway way of life, follows the rhythms of the earth, sun, wind, and seasons—from birth to death to rebirth. Now, the sanctuary is allowing the community to learn traditions and reconnect to the land through this natural cycle—and to share these practices with others through the Reconnecting One Seed at a Time experience.



### ADVENTURE CYCLING

with bogeyquinta.bikes — Belleville

Venture off the asphalt and onto gravel roads and hidden trails for fall and holiday Adventure Cycling experiences complete with everything you need for a great ride: just bring your bike! Your ride guides, Adam and Laura, along with local makers, musicians, and more, will fill you in on some of the region's best-kept secrets as you pedal your way around back roads all over the BoQ. Get ready to challenge yourself, meet new friends, and fuel up with the good stuff.

VISIT [bogeyquinta.com/experiences](http://bogeyquinta.com/experiences)

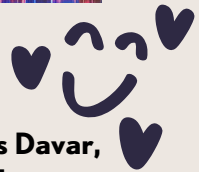
23 | BAY OF QUINTE EXPERIENCE GUIDE • 2023 EDITION





## RESULTS:

- Collaborated with Canadian experiential tourism consultant Celes Davar, of Earth Rhythms to launch year 2 of the BoQ Experience Crafting Program in January 2023
- Received 22 applications (December 2022) for new experience ideas from across our 5 partner communities
- 5 new experience partners chosen to receive \$5k funding + development support & 10 other applicants invited to join the BoQ Experience Crafting Workshop along with partner staff (total 22 applicants)
- 3-day Experience Crafting Workshop (April 2023) co-developed with Celes Davar and lead by Trevor Norris
- Supported and marketed 4 new bookable BoQ Experiences in market (Glanmore NHS's "Toymaker Time Machine, Wynn Farm's "Field To Vase", Just BeeCuz Honey Farm's "Bee Our Guest" and Wander Local's "Whiskey & Wingtips")
- Launched a dedicated BoQ Experiences page on the new BoQ website with booking links.
- Trevor attended IMPACT 2024 (Victoria BC) as a speaker on a panel DMO Focus: Driving Action in our Communities and highlighted BoQ's successes developing regenerative experience in our communities



# WORK IN QUINTE

A JOBS SITE CONNECTING LOCAL EMPLOYERS WITH QUALIFIED JOB SEEKERS



BEFORE



AFTER



## RESULTS:

- Officially adopted the platform in May 2023 from City of Belleville
- Strong rebranding was one of our first exercises
- 57% Social media growth across Instagram, Facebook and LinkedIn
- June 2023 -March 2024 Google Analytics: 9.1k users, 29k pageviews, and 78k events
  - Note: Google Analytics were not activated until we took over the site, so we have no comparable data.
- Resumes on the database increased over 100% to more than 1,400 all-time; almost 200 employers registered; over 430 jobs posted
- Began On-Air Job Fair advertising with Quinte Broadcasting - weekly radio + digital posts on their platforms for jobs
- Created InQuinte monthly digital ad buy
- Created a newsletter to send a weekly highlight of three job postings toward the end of each week to our audience of job seekers (contacts from the resume database) - An audience of over 250 grown in 3 months
- Three job fairs attended in fiscal 2023-24: Quinte Career Fair, Brighton and Napanee
- Partnerships created with Employment Service Providers, META, Career Edge and Loyalist Employment Services





# BAY OF QUINTE

## REGIONAL MARKETING BOARD

11 Bay Bridge Road, Suite 114  
Belleville, Ontario K8P 3P6

613-968-4427

[info@bayofquinte.ca](mailto:info@bayofquinte.ca)

[BAYOFQUINTE.CA](http://BAYOFQUINTE.CA)

