



SOUTH EASTERN ONTARIO: OUTDOOR ADVENTURES SPOTLIGHT

FALL POST REPORT

DESTINATION
ONTARIO



CAMPAIGN OVERVIEW

This seasonal campaign focused on domestic fall travel experiences, anchored in the product spotlights of *Food & Drink*, *Outdoor Adventures*, *Arts & Culture*, and *Family Attractions*.

The campaign leveraged partner content to inspire Ontario consumers and encourage them to take an incremental trip in Ontario this fall.

In-market Dates: August 25 – October 12, 2025

Total Campaign Investment:

Total campaign budget: \$750,000

- Spotlight Partners x 15: \$375,000
- DO Partner Matching x 15: \$375,000

Individual Campaign Investment:

Total partner campaign budget: \$50,000 (\$25,000 partner investment + \$25,000 in DO matching funds)

THEMED SPOTLIGHT PARTNERSHIP MODEL

Destination Ontario's collaborative marketing system was designed with the objective of generating leads to industry by leveraging theme-aligned partner storytelling and connecting consumers directly with operators to promote shoulder season travel.



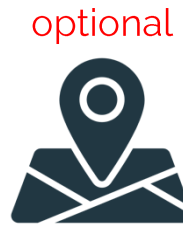
SELECTED THEME OF FOCUS

Partners selected from a menu of seasonal spotlight themes



IDENTIFIED OWNED CONTENT

Partners identified their owned planning content aligned with season and product theme



IDENTIFIED FEATURED OPERATORS

Partners selected featured operators, experiences or packages for traffic driving units

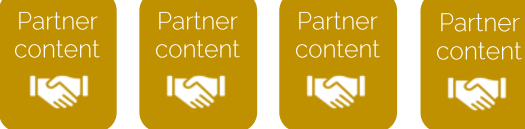


FALL PARTNER PARTICIPATION

FALL SPOTLIGHT CAMPAIGN
AUG 25 – OCT 12

Driving consumers to seasonally relevant content to inspire fall travel in Ontario

PRODUCT SPOTLIGHT FOOD & DRINK



Partner Partner Partner Partner
Destination Markham **Hamilton Halton Brant** **Ontario's Southwest** **Wines of Ontario**

PRODUCT SPOTLIGHT OUTDOOR ADVENTURES



Partner Partner Partner Partner Partner
Northeastern Ontario **South Eastern Ontario** **Ontario's Highlands** **Blue Mountain Village** **Kawarthas Northumberland**

PRODUCT SPOTLIGHT ARTS & CULTURE



Partner Partner Partner
Tourism Kingston **York Durham Headwaters** **Tourism Mississauga**

PRODUCT SPOTLIGHT FAMILY ATTRACTIONS



Partner Partner Partner
Durham Tourism **Explore Waterloo Region** **Niagara Parks**

CREATIVE RECAP

FEATURED ARTICLES – NEWSFEED ADS

Creative adapted for Facebook, Instagram and Google Demand Gen



Destination Ontario 

Sponsored · 

Travel along the scenic Long Sault Parkway this fall where the St. Lawrence and adjoining rivers and towns offer unique experiences for history buffs and water adventurers alike.



southeasternontario.ca
Waterway Adventure Guide: Cornwall & SDG Counties [Learn more](#)

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Destination Ontario 

Sponsored · 

Paddle, boat, camp, fish and explore. The things to do in the 1000 Islands Rideau Canal region this fall are as vast as its waterways.



southeasternontario.ca
Waterway Adventure Guide: 1000 Islands Rideau Canal [Learn more](#)

 Like  Comment  Share



Destination Ontario 

Sponsored · 

Located at the point where Lake Ontario flows into the St. Lawrence River—and where the Rideau Canal Waterway meets Lake Ontario—Kingston is very much a waterfront city that invites you to take advantage of everything its prime location has to offer this fall.



southeasternontario.ca
Waterway Adventure Guide: Kingston [Learn more](#)

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FEATURED ARTICLES – NEWSFEED ADS cont'd

Creative adapted for Facebook, Instagram and Google Demand Gen



Destination Ontario 

Sponsored · 

The neighbouring cities of Belleville and Quinte West, overlooking the Bay of Quinte, are popular destinations for pleasure boaters, anglers, cyclists and anyone looking for a vibrant waterfront scene this fall.



southeasternontario.ca

Waterway Adventure Guide: Bay of Quinte

Learn more

 Like  Comment  Share



Destination Ontario 

Sponsored · 

From active watersports like scuba diving among shipwreks to enjoying a meal with a waterfront view, and all pursuits in between, Brockville offers so many ways to enjoy fall on the St. Lawrence and the 1000 Islands region.



southeasternontario.ca

Waterway Adventure Guide: Brockville

Learn more

 Like  Comment  Share



Destination Ontario 

Sponsored · 

Gananoque is a great jumping-off point for exploring the St. Lawrence River and the 1000 Islands. This fall, rent a kayak, hop on a cruise, or see the islands from above on a helicopter tour.



southeasternontario.ca

Waterway Adventure Guide: Gananoque

Learn more

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FEATURED ARTICLES – STORY ADS

Creative carried through stories and reels on Facebook and Instagram



**WATERWAY ADVENTURE
GUIDE: CORNWALL & SDG
COUNTIES**

📍 South Eastern Ontario

 #Discover**ON**

[🔗 LEARN MORE](#)



**WATERWAY ADVENTURE
GUIDE: 1000 ISLANDS
RIDEAU CANAL**

📍 South Eastern Ontario

 #Discover**ON**

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**WATERWAY ADVENTURE
GUIDE: KINGSTON**

📍 South Eastern Ontario

 #Discover**ON**

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FEATURED ARTICLES – STORY ADS cont'd

Creative carried through stories and reels on Facebook and Instagram



**WATERWAY ADVENTURE
GUIDE: BAY OF QUINTE**

📍 South Eastern Ontario

 #Discover**ON**

[🔗 LEARN MORE](#)



**WATERWAY ADVENTURE
GUIDE: BROCKVILLE**

📍 South Eastern Ontario

 #Discover**ON**

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**WATERWAY ADVENTURE
GUIDE: GANANOQUE**

📍 South Eastern Ontario

 #Discover**ON**

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CAMPAIGN PERFORMANCE

PARTNER MEDIA RESULTS



ON Fall 2025
South Eastern Ontario

PR# 39629
FY Q2 - 2025/26

Aug 25, 2025 - Oct 12, 2025

✓

Date last refreshed: Oct 16, 2025, 9:18:02 AM | Pacing: 0% of flight remaining; -0% of budget remaining; achieved 127% of leads target.

DETAILS

Market: Ontario
Start Date: August 25, 2025
End Date: October 12, 2025
Budget: \$50,000
60% DemandGen, 40% Meta



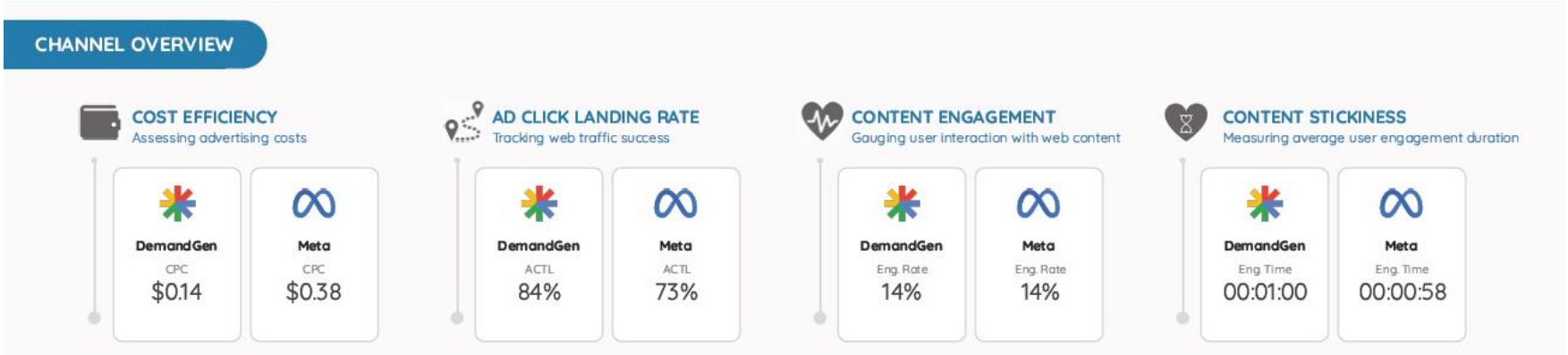
METRIC

Landings:
Ad Click-to-Landing (ACTL):
Engagement Rate:
Engagement Time:
Outbound Link Clicks:

DEFINITION

GA4 sessions (a group of website user interactions that occur within a given time frame)
Percentage of Total Landings to Total Ad Clicks
% Total sessions that lasted 10+ seconds, triggered a conversion event or generated a page view
Average time users spent interacting and engaging with web content (User Eng / Eng Session)
An action that takes users from the primary website to a different website or domain

Google DemandGen media optimized on Landing Page Views to enhance traffic volume.
Product category: Outdoor



A scenic view from the deck of a boat moving across a body of water at sunset. A large Canadian flag is flying from a pole on the left side of the frame. The sun is low on the horizon to the right, creating a bright, shimmering reflection on the water's surface. The boat's white railing is visible in the lower-left foreground. The sky is a mix of soft orange and pale blue.

Thank you.

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