



US DRIVE - Summer 2025/26

Program Overview, Process and Details

An Agency of the Government of Ontario

DESTINATION
ONTARIO

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PARTNERSHIP OVERVIEW

The US Drive campaigns are focused on seasonality and product experiences to encourage American roadtrippers to plan a trip to Ontario.

The purpose of this program is to:

- Leverage joint Destination Ontario and partner investments to target leisure US travellers to Ontario destinations and experiences
- Maximize Destination Ontario resources, tools and vendors to help deliver impactful campaigns, with optimized results and learnings for Destination Ontario and its partners
- Work together to drive results against our common business objectives and drive qualified leads

PARTNER URL: <https://tallshipsbrockville.com/>

OPTIMIZATION SELECTION: Landing Page Views

TRIP TYPE: Family Getaways

PARTNER SPECIFIC MARKET TARGETING: Western and Upstate New York, Southern and Central Michigan and Northern Ohio.





KEY DATES & DETAILS

Program	Submission Deadline	Mock-up Approvals	In-Market	Wrap-up Report
Spring Summer	April 10, 2025	Week of April 25	May 19 - June 29 Partner ads launch May 26	Week of July 20
Fall	July 3, 2025	Week of July 8	August 11 - September 21 Partner ads launch August 18	Week of October 19

Submission:

Please submit the requested details for your destination using the [program's intake form](#).

Please provide a singular landing page URL per season with trip/destination-specific content of most interest to the target market. As part of your submission, please include 7-10 images to support your destination for the selected season.

Approvals:

The DO team will provide ad mockups of the ad units for your approval. Your team will have 3 business days to approve or request changes to the mock-ups prior to the ads being submitted for deployment.

US DRIVE

CREATIVE CONCEPT & HALO MEDIA

CREATIVE PLATFORM BE HERE. DO THAT.

INSIGHT

Ontario to see that no one could possibly ever say they've "been there, done that" to everything.

IDEA

Let's entice Americans to come visit us by showing them all they have yet to do.

BE HERE. DO THAT.



Creative will be adapted for Facebook, Instagram, and Google Demand Gen
Landing Page URL: <https://tallshipsbrockville.com/>

**Destination Ontario** 
Sponsored · 



Experience the majesty of the Tall Ships Festival. Plan an unforgettable getaway and make new family memories this summer in Brockville!



tallshipsbrockville.com
Visit Brockville, Ontario
Be Here. Do That.

Learn more

**Destination Ontario** 
Sponsored · 



Step aboard the decks of legendary vessels, meet the crews, and hear stories of adventure, exploration and perseverance. Experience the Brockville Tall Ships Festival.



tallshipsbrockville.com
Plan Your Trip to Brockville, Ontario

Learn more

**Destination Ontario** 
Sponsored · 



At the Tall Ships Festival, witness the breathtaking sight of historic vessels as they gracefully navigate the St. Lawrence River. Plan your summer family getaway.



tallshipsbrockville.com
This Summer Visit Brockville, Ontario

Learn more

**Destination Ontario** 
Sponsored · 



Discover historical exhibits, art workshops, live demonstrations, a pirate-themed Kids Zone and more at the Tall Ships Festival in Brockville.



tallshipsbrockville.com
Visit Brockville, Ontario
Be Here. Do That.

Learn more

LIVE LINKS

FACEBOOK & INSTAGRAM

Facebook Live Link	Instagram Live Link
https://www.facebook.com/100064289547203/posts/pfbid017gf8AxwUByXu1p6UvCFvbMi1duftZXDdvCQaNkn2bBsWwxspUZo45ABaFikvSjl?dco_ad_id=120223587238920301	https://www.instagram.com/p/DJr_Hl5MiSm/
https://www.facebook.com/100064289547203/posts/pfbid03Wvmdotgyscy3LuVaq8MxKkMAC7hu3bmqBdkzyMGquJi mw54FiiP8ZWaJfQHTRRxl?dco_ad_id=120223587286220301	https://www.instagram.com/p/DJ7F-jPMIYh/
https://www.facebook.com/100064289547203/posts/pfbid02kUFEjNqZkGVAqW83ThfMS6ES2vw6K984K3cLMLMq5uMp8fstGvGEcjLHndJN7Kozl?dco_ad_id=120223587367080301	https://www.instagram.com/p/DJ7GJKxsxXu/
https://www.facebook.com/100064289547203/posts/pfbid0byEhu5fkvpLBaawDih9mYnY9rV3FfAzUpH6xbNBLEfxMqnbxEbpAmUx8tf4JnztI?dco_ad_id=120223587468390301	https://www.instagram.com/p/DJ7Gc-rgzvf/

MID-CAMPAIGN UPDATE



PERFORMANCE CHECK-IN

Campaign performance overview:

- Landings (Web sessions) as of June 11 - 66,714

Media Performance - *Driving efficient web traffic to partner sites (data pulled June 11):*

Overall, we are encouraged by what we are seeing and recommend staying the current course. Ad delivery and campaign spend are delivering on target.

Demand Gen:

- Ad clicks: 70,713
- CPC: \$0.19
- Click-to-landing: 88%
- Avg Engagement time: 0:34

Meta:

- Ad clicks: 6,136
- CPC: \$1.39
- Click-to-landing: 72%
- Avg Engagement time: 0:57

CAMPAIGN WRAP-UP

CAMPAIGN PERFORMANCE

HALO MEDIA

DIGITAL VIDEO

Combination of :06, :15 and :30 video ads across multiple platforms in all US Drive markets

AWARENESS SUMMARY

Spend (CAD) \$703,124 \$695,700	Impressions 34,228,258 26,615,000	CPM \$20.54 \$26.14	CPCV \$0.04 \$0.04	VCR 80% 69%	Video Completions 18,752,004 18,370,480
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DO AWARENESS OVERVIEW



SOCIAL VIDEO ADS

Brand building through storytelling



Meta

VCR
33%



Pinterest

VCR
44%



Reddit

VCR
12%



DIGITAL VIDEO & CONNECTED TV ADS

Achieving cost-efficient reach and video views



Adara

VCR
89%



Amazon

VCR
99%

Magnite

Magnite

VCR
99%

NETFLIX

Netflix

VCR
97%

ROKU

Roku

VCR
99%



Samsung

VCR
98%



Zefr

VCR
100%



Zeta

VCR
98%



YouTube

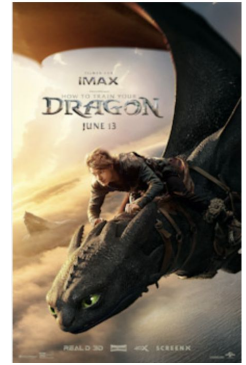
VCR
65%

CINEMA CONNECTING WITH MOVIE GOERS



The 30s ad spot was shown to movie goers in Buffalo, Cleveland - Akron, Detroit, Flint-Saginaw-Bay City, Lansing, Rochester & Toledo.

The buy was during 'lights down' and was placed ahead of the upcoming release trailers



DYNAMIC EXCHANGE RATE OVERVIEW

Findings from the DO conducted [U.S. Pulse study](#) (completed March 19–25, 2025) underscored the importance of value in attracting U.S. drive market travellers to Ontario. The study revealed that these travellers are particularly value-conscious, seeking destinations that deliver strong returns on their travel investment—through exceptional customer service, a variety of engaging attractions, and affordable travel options.

The study's opportunity analysis identified a “favourable exchange rate” as a key driver of travel decisions. U.S. drive market travellers tend to be more budget-sensitive, so the strength of the U.S. dollar against the Canadian dollar increases their purchasing power—making Ontario a more appealing destination. Highlighting this benefit can help attract more cost-conscious visitors.

In response, Destination Ontario launched an out-of-home (OOH) billboard campaign that featured a live display of the CAD/USD exchange rate. This real-time messaging is designed to keep the value proposition top of mind for U.S. consumers and reinforce Ontario's affordability. 12 billboards were activated across Buffalo, Detroit and Cleveland.



Detroit Free Press article -

<https://www.freep.com/story/money/personal-finance/susan-tompor/2025/06/12/billboards-in-three-u-s-cities-brag-about-travel-bargains-in-canada/84076952007/>

NY Post article

<https://nypost.com/2025/06/21/us-news/canadian-tourism-industry-get-s-proactive-as-us-visitors-drop/>

CBC - <https://www.cbc.ca/news/business/u-s-canada-travel-tourism-1.7556277>

CAMPAIGN PERFORMANCE

PARTNER MEDIA

BROCKVILLE MEDIA RESULTS

[LINK TO DASHBOARD](#)

CAMPAIGN PERFORMANCE SUMMARY

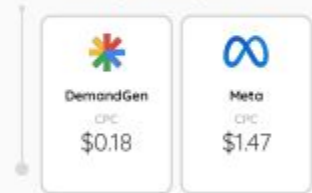


CHANNEL OVERVIEW



COST EFFICIENCY

Assessing advertising costs



AD CLICK LANDING RATE

Tracking web traffic success



CONTENT ENGAGEMENT

Gauging user interaction with web content



CONTENT STICKINESS

Measuring average user engagement duration



Channel	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
google	\$30,029	5,827,372	2.80%	\$0.18	163,266	89%	144,614
meta	\$20,000	2,514,899	0.54%	\$1.47	13,606	71%	9,708
Grand total	\$50,029	8,342,271	2.12%	\$0.28	176,872	87%	154,322