

QUEBEC CAMPAIGN SPRING 2025
FINAL RESULTS

An Agency of the Government of Ontario

DESTINATION
ONTARIO

PARTNERSHIP OVERVIEW

GOAL

- To target the Quebec market with select Ontario destination partners in spring 2025 to encourage planning for summer 2025 travel
- Leverage joint Destination Ontario and partner investments to increase consideration of and/or encourage repeat visitation to Ontario destinations and experiences of interest to Quebec leisure travelers

IN-MARKET TIMING

- April 14 – May 25, 2025

TARGET AUDIENCE

- **Geotargeting:** Montreal, and additional population centres in southern Quebec
- **Language:** French

TOTAL CAMPAIGN INVESTMENT: \$400,000

(incl. DO halo media, partner investments & DO matching)



HALO MEDIA

CREATIVE RECAP & PERFORMANCE

HALO MEDIA: VIDEO CREATIVE

Building off the momentum from the initial pilot campaign, Destination Ontario continued to leverage the creative concept, 'ON Y VA? ONTARIO' which plays on the idea of proximity and takes advantage of Ontario, being close to home or a short trip.

ON Y VA? is a simple question people ask each other before going places nearby, implying one can decide in the blink of an eye to go to Ontario as it is so close.



HALO MEDIA: VIDEO RESULTS

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



SOCIAL VIDEO ADS

Achieving cost-efficient reach



Meta

CPM

\$3.87



Reddit

CPM

\$5.27



Pinterest

CPM

\$5.37



DIGITAL VIDEO ADS

Brand building through storytelling and cost-efficient reach



La Presse

CPM

\$35.79



Québecor

CPM

\$23.00



Zefr

CPM

\$37.35



CONNECTED TV VIDEO ADS

Brand building through storytelling



Roku

CPM

\$22.66



Samsung

CPM

\$32.00

Channel	Amount Spent (CAD)	Impressions	CPM	CPV	CPCV	VCR	Video Completions
zefr	\$48,628	1,302,091	\$37.35	\$0.04	\$0.04	86%	1,121,644
roku	\$18,070	797,598	\$22.66	\$0.02	\$0.02	98%	779,788
quebecor	\$31,232	1,357,672	\$23.00	\$0.04	\$0.05	94%	691,811
lapresse	\$24,338	680,003	\$35.79	\$0.04	\$0.04	90%	617,821
samsung	\$32,907	1,028,341	\$32.00	\$0.03	\$0.07	47%	471,346
pinterest	\$15,000	2,795,468	\$5.37	\$0.01	\$0.06	19%	252,261
meta	\$36,000	9,313,579	\$3.87	\$0.04	\$0.24	15%	148,176
reddit	\$14,979	2,844,715	\$5.27	\$0.03	\$0.12	25%	124,621
Grand total	\$221,153	20,119,467	\$10.99	\$0.03	\$0.05	58%	4,207,468

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HALO MEDIA: SPONSORED CONTENT



LA PRESSE





Destination Ontario

**6 EXPÉRIENCES
INCONTOURNABLES EN
ONTARIO**

PHOTO DESTINATION ONTARIO

COMMANDITÉ XTRA

Accessible en seulement quelques heures de voiture, l'Ontario déborde d'aventures à vivre et d'endroits à voir au moins une fois dans sa vie. Alors que les vacances estivales se profilent à l'horizon, voici six expériences à ajouter à votre itinéraire. Souvenirs indélébiles garantis !

48,105
CONTENT PAGE VIEWS

0:47
AVG. TIME SPENT



le journal
de montréal



 » VOYAGES » CANADA

7 incontournables de l'Ontario pour un road trip estival



Lundi, 14 avril 2025 09:00
MISE À JOUR Lundi, 14 avril 2025 10:51

PARTAGE    

Présenté par

ONTARIO
Tant à découvrir

12,439
CONTENT PAGE VIEWS

2:43
AVG. TIME SPENT

PARTNER MEDIA

CREATIVE RECAP & PERFORMANCE

Creative adapted for Facebook, Instagram and Google Demand Gen.
Landing Page URL: <https://www.visitekingston.ca/rassembleuse>



Tourisme Ontario
Sponsored · 🌐

Du plaisir pour tous les âges aux souvenirs de famille qui durent toute une vie. Explorez comme un Kingstonien et découvrez des joyaux cachés, des festivals et plus encore.



ON Y VA ?

[visitekingston.ca](#)
De nouvelles aventures à Kingston
DécouvrezON

[Learn more](#)

 Like

 Comment

 Share



Tourisme Ontario
Sponsored · 🌐

Faites une visite guidée au lieu historique national du Fort-Henry, perché au sommet de la plus haute colline de Kingston. Vous y aurez des vues imprenables sur l'eau et la chance d'assister à des spectacles exaltants.



ON Y VA ?

[visitekingston.ca](#)
Remontez le temps et regardez l'histoire prendre vie à Kingston

[Learn more](#)

 Like

 Comment

 Share



Tourisme Ontario avec **Visit Kingston**
Sponsored · 🌐

Des moments fugaces aux souvenirs durables, des vieux favoris aux nouvelles aventures.



ON Y VA ?

[visitekingston.ca](#)
Souvenez-vous de cette fois-là à Kingston

[Learn more](#)

 Like

 Comment

 Share



Tourisme Ontario
Sponsored · 🌐

Vivez l'expérience Kingston. L'endroit, les gens, la fierté. Découvrez des visites guidées, de la musique en direct, des galeries, des musées et plus encore.



ON Y VA ?

[visitekingston.ca](#)
Culture inspirante à Kingston
DécouvrezON

[Learn more](#)

 Like

 Comment

 Share

PARTNER MEDIA RESULTS



Québec Spring 2025
Kingston Tourism

PR# 39432
FY Q1 - 2025/26

Apr 14, 2025 - May 25, 2025

Date of last data refresh: 06/09/2025 9:13:08 AM

DETAILS
Market: Quebec
Start Date: April 14, 2025
End Date: May 25, 2025
Category: City and Sightseeing
Budget: \$50,000

– Tourism –
KINGSTON

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

CAMPAIGN PERFORMANCE SUMMARY



CHANNEL OVERVIEW

COST EFFICIENCY
Assessing advertising costs

**DemandGen**
CPC
\$0.19

**Meta**
CPC
\$0.71

AD CLICK LANDING RATE
Tracking web traffic success

**DemandGen**
ACTL
88%

**Meta**
ACTL
68%

CONTENT ENGAGEMENT
Gauging user interaction with web content

**DemandGen**
Eng. Rate
7%

**Meta**
Eng. Rate
25%

CONTENT STICKINESS
Measuring average user engagement duration

**DemandGen**
Eng. Time
00:00:24

**Meta**
Eng. Time
00:00:35

A side-profile view of a line of Canadian Mounties in their iconic red uniforms and black hats with red and white pom-poms. They are holding drumsticks and playing large, light-colored drums. The background is a blurred stone wall.

MERCI

THANK YOU

MIIGWECH

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ONTARIO