

Lanark County releases tourism videos, launches international marketing campaign

The Tourism Department at Lanark County is pleased announce the culmination of a year-long project to produce five exciting tourism videos promoting key Lanark County visitor experiences. The videos are intended to inspire visitation to Lanark County, and will be released through an intensive digital marketing campaign throughout 2020.

“We’re so excited to launch this ambitious advertising campaign, and to have created such engaging videos that show the visitor how wonderful it is to visit Lanark County,” said Marie White, Lanark County Tourism Manager.

Tourism in Lanark County celebrates the people, places and experiences that are distinctive to the region. Tourism fosters community pride and encourages increased visitation as an economic driver. Lanark County is committed to fostering and promoting sustainable tourism for the prosperity of its communities. Tourism efforts are aimed at increasing both visitation and length of stay within Lanark County.

The new tourism videos will be launched throughout 2020 to markets in Ottawa, Eastern Ontario, Quebec, and parts of the United States (northern New York, Pennsylvania, and Massachusetts).

Created in partnership with Lanark County Tourism Association (LCTA), the videos will also be distributed on a regional level through Ontario’s Highlands’ (OHTO) marketing channels to reach a larger audience with an interest in tourism experiences in Ontario.

Filmed throughout the spring and summer of 2019 and produced by Positive Media Productions, the videos offer 30-second glimpses into the adventures to be found in Lanark County, from a visitor’s perspective, and highlight the following themes:

[Lanark County is the Maple Syrup Capital of Ontario, Canada](#)

(To be launched in March, 2020)

[Lanark County Festivals and Events, Ontario Canada](#)

(To be launched in May, 2020)

[The Seven Wonders of Lanark County, Ontario Canada](#)

(To be launched in June, 2020)

[Find that “Small Town Canada” feeling in Lanark County, Ontario](#)

(To be launched in July, 2020)

[Sweet Escape: The perfect getaway in Lanark County, Ontario, Canada](#)

(To be launched in September, 2020)

The videos will be launched through Post Media digital channels (specifically through the Ottawa Citizen) and are part of a \$15,000 advertising campaign expected to reach more than 500,000 people in 2020.

“By partnering with Tourism Organizations and engaging with an experienced advertising venue like the Ottawa Citizen we are maximizing our opportunities to reach our ideal audience.” White said.

The videos will be posted on Lanark County’s social media channels, including YouTube, Facebook, and Twitter, and shared by tourism partners across the county.

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For more information, contact:

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