

Lanark County Tourism highlights communities through hyper-local tourism campaign

The tourism department of Lanark County is pleased to announce the launch of a hyper-local tourism campaign promoting Lanark County as a place to “Explore your Own Backyard.” The campaign targets residents of Lanark County and encourages locals to re-discover places and experiences close to home.

“We are so pleased to be able to support our municipal partners and showcase our beautiful region to our own residents,” said Marie White, Lanark County Tourism manager. “Now, more than ever it’s important to rediscover our own community, and we are so fortunate here in Lanark County to have such fantastic places to explore.”

The tourism campaign is launched in partnership with municipal partners of Beckwith, Carleton Place, Drummond/North Elmsley, Lanark Highlands, Mississippi Mills, Montague, Perth, Smiths Falls, Tay Valley and will also support promotions by tourism partners at Destination Ontario and Ontario’s Highlands Tourism Organization.

Lanark County’s campaign, launched on July 1, 2020, leverages marketing momentum initiated by the Ontario’s Highlands Tourism Organization’s [Love Letter campaign](#), posting a [video](#) inviting residents to share what they love about Lanark County on Instagram using the hashtag **#LanarkLoveLetter**.

Social media amplification will continue to support the local economy in Lanark County by highlighting businesses that are open and operating through editorial, while also providing ideas for local excursions and information needed, such as public restroom locations and availability.

Enhancements to the tourism website include fresh content and imagery that builds on the “Explore Your Own Backyard” theme by highlighting local travel. The homepage also features a new, locally designed, interactive county map image which links to community profile pages that share “Things to Do” to make a memory in each municipality. New 30-second audio clips have been developed in partnership with local radio to share the cultural and historical significance of each community.

Local experiences include outdoor offerings such as llama walks, cider tastings, haunted walks, equine yoga and more. Content has been shared with Destination Ontario, Ontario’s Highlands Tourism Organization and the Lanark County Tourism Association.

Since July 1, Lanark County Tourism has already reached over 101,000 people and gained over 170 new followers on social media. That’s a total of over 500 new followers this year alone. The hyper-local campaign will continue until the end of the year and may be extended until December 2021.

An increase in information requests has also been noted. The tourism department has filled over 80 requests for mailed information packages, which is as many as was sent out in all of 2019.

In addition, the Lanark County Tourism department continues to coordinate media familiarization tours for travel writers recognized by the Travel Media Association of Canada and in partnership with Le Boat and other tourism partners. Tourism maps and brochures continue to be distributed by visitor centres across Lanark County and Ontario.

For more information about Lanark County Tourism's activities in 2020 please contact Marie White at tourism@lanarkcounty.ca

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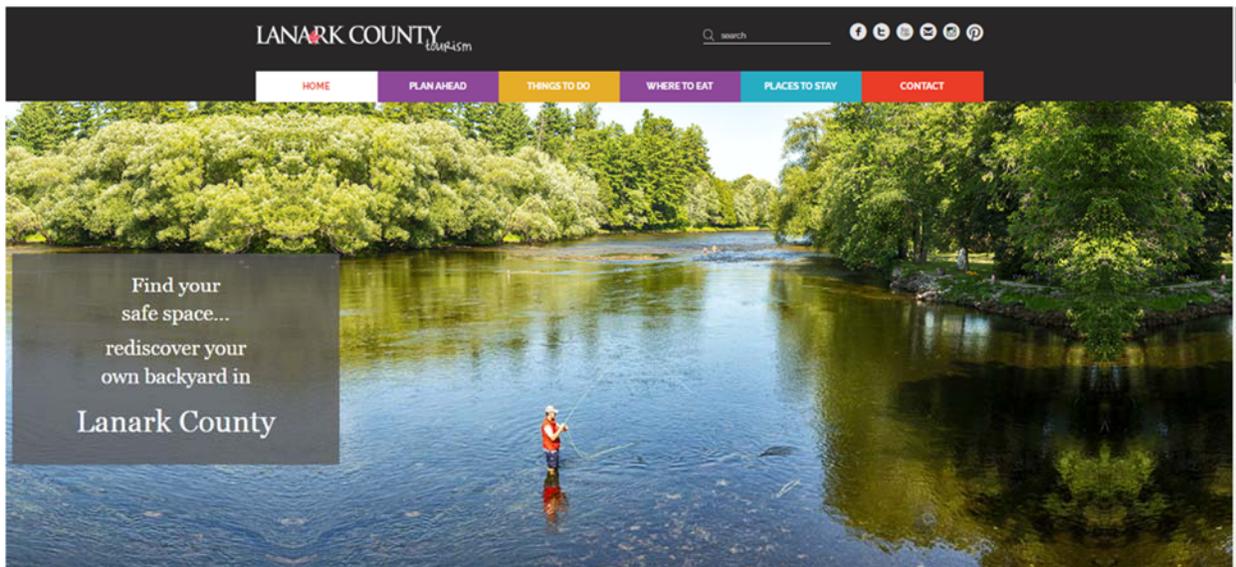
Twitter: @LanarkCounty

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Hashtags: #LanarkCounty #MapleCapital

Image: <https://www.dropbox.com/s/nzd8019bcypbdsx/Homepage.png?dl=0>



OHTO Video: https://youtu.be/eV_3pteAVOQ

