



Destination Guide for Sportsmen

The powerful link that ties your business to the consumer



NEW DESTINATIONS COMING ONLINE THIS FALL

Outdoor recreation is major business. Fishing alone is a \$2.1-billion business in Ontario; just part of the bigger \$66 billion tourism industry in this province. Sportsmen are sophisticated travel planners, spending hours of time on the internet and scouring publications months in advance of their trips. They are the kind of tourists that come back time and again, with a view to improving the quality of their experience each time. Good referrals are a big part of choosing destinations for this well connected group of visitors. Lures & Tours is now one of their recommended and in demand resources, ever since our first issue for Lake Simcoe and Lake Couchiching in central Ontario. Prompted by feedback from anglers in the U.S. and Canada who use Lures & Tours regularly, we are bringing the same format to other select destinations.

The Lures & Tours concept is simple: To connect people to your business and highlight the services you provide, via "The Dynamic Duo" of the Lures & Tours Web Site and Destination Guide Booklet.

THE WEB SITE

Benefits for business and visitors include:

- Listings are sorted into Business Categories by region.
- Find matches with the keyword **Search** feature.
- Listings expand to full webpage style descriptions.
- GPS coordinates on listings
- Online Weather Conditions & Marine Reports.
- Seasonal Fishing, Competition & Boating Reports.
- Fresh content that attracts return visitors.
- New listings are featured on the home page.

A comprehensive directory of local businesses and services. Fast and colorful displays of your information.

VISIBILITY

Lures & Tours is actively involved with provincial and regional tourism organizations; we sponsor angling clubs; promote fishing events both for competition and public awareness — and we maintain links with numerous fishing industry stakeholders directly and through website cross promotion. The Lake Simcoe & Lake Couchiching booklet is stocked at all Ontario Travel Information Centres, at regional tourism offices and our advertisers. Online booklets for all markets can be downloaded from the Lures & Tours website.

WHO LISTS WITH LURES & TOURS?

Accommodations – Restaurants and Entertainment – Fish Hut Rentals – Professional Fishing Charters and Guides – Marinas – Bait & Tackle Shops – Rental and Repair Shops – Campsites – Gas Stations – Pharmacies – Medical Services – Food Markets – Realtors – Banks and other services for people who live or visit here.



WHAT HAPPENS WHEN YOU LIST WITH LURES & TOURS?

- Your directory listing will be created and added to our website Business Directory. As a new listing, your business name will be placed on the home page of Lures & Tours, with a link directly to the ad describing your business.
- You will be contacted by Lures & Tours to request that you proof your new directory listing for accuracy.

WHAT VALUE DO YOU RECEIVE WITH YOUR WEBSITE LISTING?

- Your listing is designed with standard website features including:
 - Your logo, photos and graphics
 - Contact information (address, phone/fax, e-mail)
 - Business information you provide: product lists, menus, hours of operation, services, etc.
 - Live links to your e-mail address and to your existing business website, if you have one.
 - We place keywords in the page so your business is included when a visitor uses our Search feature
 - Images and logos that need improvement can be enhanced by our in-house designer.
- Your business is placed in multiple directory categories if you provide more than one service, eg.
 - a motel with a restaurant > 1) Accommodation & 2) Food, Places to Eat
 - a marina with ice hut rentals > 1) Marinas & 2) Ice Hut Operators
- Your website listing can be updated throughout the year, **at no additional cost to you**, for example:
 - changes to your hours of operation, contact information, menus or pricing.
 - specials, event dates, or miscellaneous new information you want added or changed.

COST:

*A 1 year listing in the website directory and the downloadable version of the booklet costs \$250
(plus tax where applicable)*

OUR COMMITMENT TO YOU:

Lures & Tours is proactive in its approach to serving business and fishing related tourism. We like to learn about your business to find what makes you unique. The more we know, the more we can work together on improving your exposure.

OUR COMMITMENT TO THE CONSUMER:

The Lures & Tours Destination Guide can be freely downloaded from our website. Online booklets are kept current so you are aware of additional businesses and services as the online booklets grow. The website Directory will have comprehensive descriptions and contact information for you to reach businesses.

OUR COMMITMENT TO THE LAKES:

We participate actively in business and government initiatives that are interested in outdoor sportmen and value what the outdoors has to offer all of us.

Call to request the 2008 Advertising Price List and discuss your advertising options.

Sales and Marketing: Rosa Sharpe, rosa@luresandtours.com Cell: 905-251-5624

Web and Creative design: Charlie Ross, charlie@lurestandtours.com Cell: 905-251-5623

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