

# Case Study

## Ontario Tourism



### Situation

Tourism Ontario wanted to understand if any consumers in the U.S. and other parts of Canada were talking about vacationing in Ontario. They wanted to know where these conversations were happening, what they were talking about and why. They also wanted to know the most popular locations and attractions being discussed and how to reach them.

### The Solution

MediaBadger conducted an in-depth analysis of Social Media and other digital media channels to provide a 360° view of tourism chatter for Ontario. Our research uncovered new vertical market opportunities, age and gender and geographical targeting information. The resulting 150 page report with graphs and detailed links was provided to the client.

The incredible volume of data and insights MediaBadger provided was vital to their strategic planning and budget preparations.

### The Result

Through our research Tourism Ontario was able to share this key information and insights within their department and with the marketing agencies retained to help them with campaigns. We also provided a set of strategic recommendations for engaging in Social Media channels.



Social Intelligence + Strategy