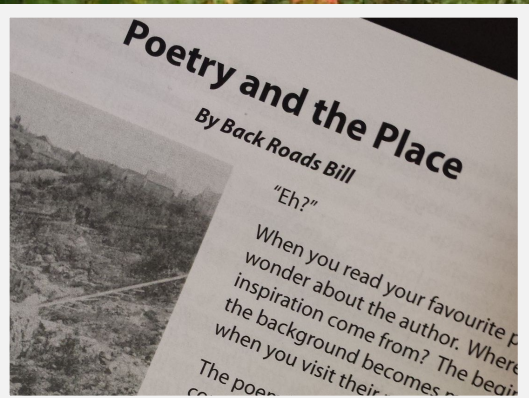
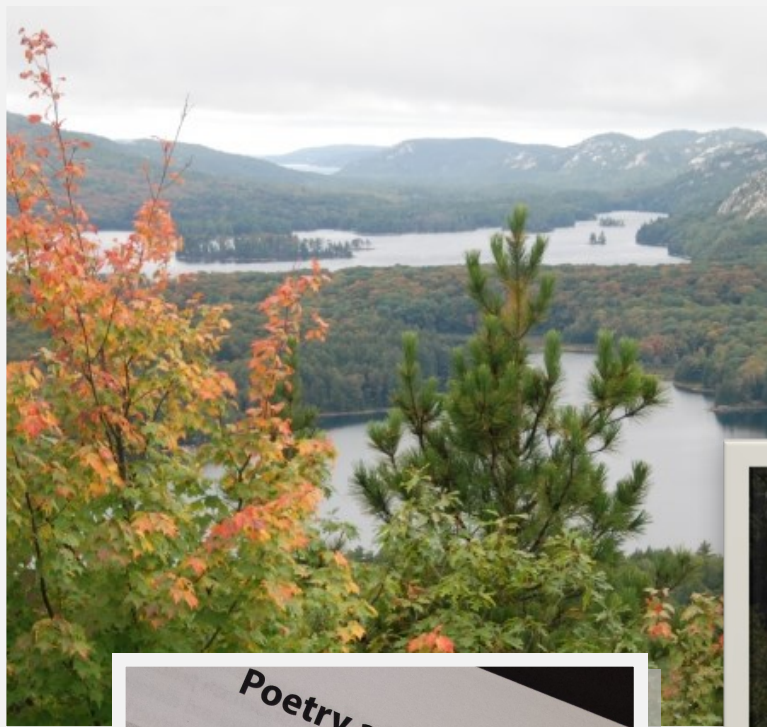


PROMOTE YOUR TOURISM ASSETS IN ALL FOUR SEASONS



BACK ROADS BILL will come to your community THE COMPLETE TOURISM PACKAGE



Video, maps and stories produced by
the Canadian Ecology Centre

Aligns with digital
strategies for content
development

- Video
- Maps (*Google Earth and GPX*)
- Stories

Google: Back Roads Bill CBC or NE Tourism
Back Roads Bill for other media examples.

www.steertonnorthernontario.ca

wilstonsteer@gmail.com

705-744-1715, ext. 570





Dear Tourism Stakeholder,

Back Roads Bill wants to come to your community.

Align your tourism assets with the digital strategy. Visitors are looking for “value added” experiences to be part of your package.

There are many “gems” in our backyards and we have to get visitors into our communities and beyond to see the beauty of Northern Ontario in all four seasons. We are looking for those unique vistas, trails, waterfalls, rock formations; those natural and cultural features that need a “boost.” Your trails and access points are important parts of the “minute and a bit” video with Back Roads Bill. Also, you will want a sighting of the Northern One-Horned Sasquatch in your area!

First step. Send Back Roads Bill a story or destination idea.

These videos, story, maps, photos and digital files (GPS and KMZ) can be linked to all social media and you will want to track the progress. The production of this package is through the Canadian Ecology Centre, a non-profit outdoor education centre (www.canadianecology.ca). Let’s talk about how to leverage dollars.

Please circulate to your tourism partners. The .pdf can be found at www.steertonorthernontario.ca under the **ABOUT** tab.

Google: Back Roads Bill Northern Ontario tourism or Back Roads Bill CBC.

Sincerely,

Back Roads Bill

bill@canadianecology.ca

wilstonsteer@gmail.com

705-744-1715, ext. 570

Text 707-840-0848



The Canadian Ecology Centre
Centre écologique du Canada