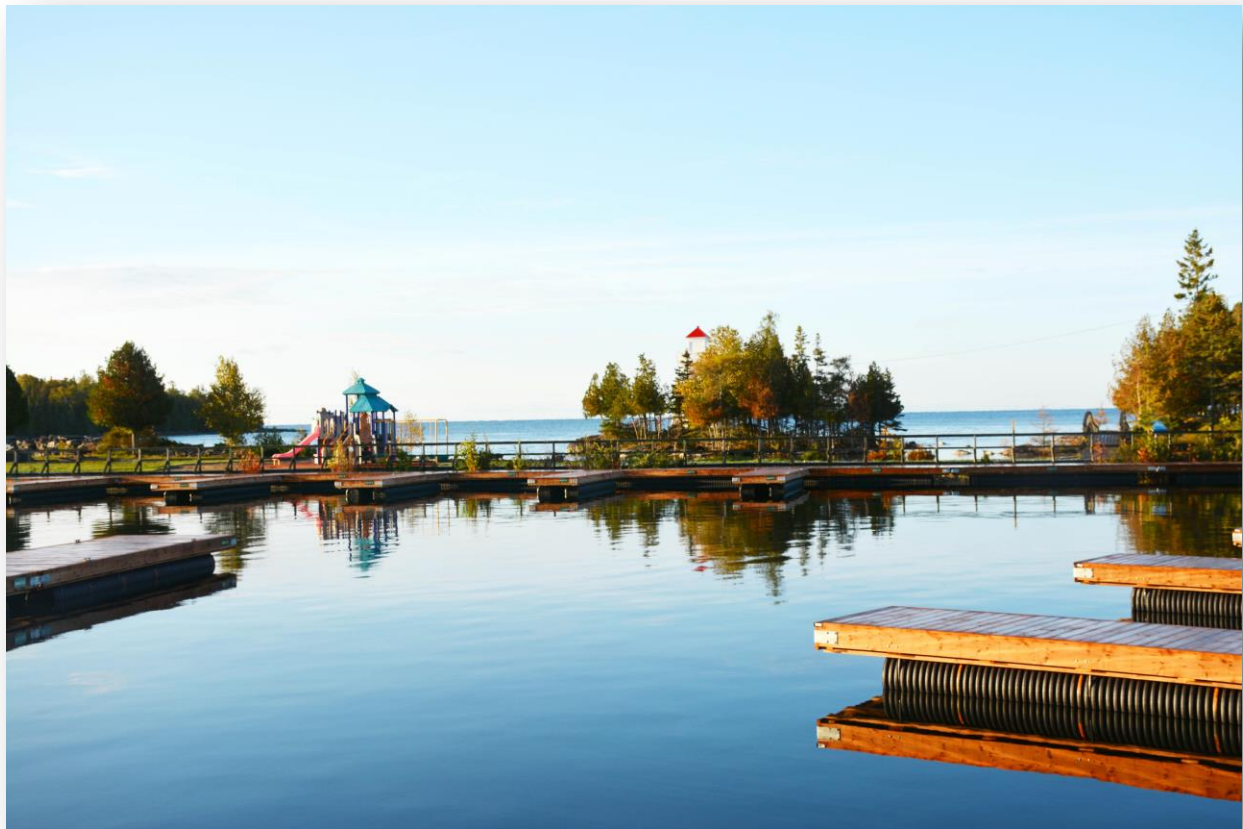




## **Destination Manitoulin Island Tourism, Leisure, and Commerce Centre (DMI) ANNUAL Membership BENEFITS**

Destination Manitoulin Island provides our whole district with numerous timely products and services which have proven to generate great publicity, and therefor increase on-going revenue for our Membership.

*Photo Below: New DMI Centre Harbour Front View in South Baymouth – Busiest Gateway to Manitoulin Island!*



### **About DMI**

The Destination Manitoulin Island Tourism, Commerce, and Leisure Centre is located at the most scenic Harbour Front Marina Building in South Baymouth, ON. Statistically, South Baymouth is the busiest gateway to Manitoulin Island during shoulder and peak seasons. The DMI Center operates full-time during the shoulder and peak tourism seasons, “Mid-May to late October,” and in the off-season operates on a part-time basis in order to be a highly responsible and sustainable non-profit, 100% professional volunteer staff and membership guided organization.

The DMI business model has evolved over the past few years in order to be both more sustainable and best reflect the fast pace global Internet savvy marketing times in which we live.

DMI as the only Island DMO (Government or, Officially Recognized Island-wide Destination Marketing Organization), is strategically structured to compete in all sectors of the Tourism Industry on the local to International levels. As DMO, DMI has many influential and highly resourceful Industry Partners such as, but not limited to, ITO, DO, DNO, NeONT, NOTO, TIAO, etc. DMI partners are invaluable in co-marketing efforts.



For more information on any of these initiatives you can contact the DMI office or, visit our website.

### More Benefits!

Internationally, DMI proudly markets Members through our over **1 MILLION HITS annually** website, and popular Social Media platforms. [destinationmanitoulinisland.com](http://destinationmanitoulinisland.com) promotes local Businesses, to Associates, and Industry Partners by way of images and descriptions with hotlinks to their individual websites.

DMI has successfully transitioned into an optimal DMO for the entire District of Manitoulin Island which includes Killarney. Our 'new' Island three lands branding stems from an International Industry proven strategy meant to entice travellers to stay three days, whereby encouraging them to 'Explore, Embrace, and Enjoy' the entire Island – the Eastern, Middle, to Western Lands.

DMI *Freely* designs, publishes-on-demand, and distributes the most comprehensive sought-after tear-off Island tourist maps both on and off-line, and on and off the Island! International Travel Agencies to local tourism centres request, and distribute 10's of thousands of our unique DMI *Snapshot* Maps annually.

*"...We LOVE your new DMI look, location on the waterfront, and your Island Lands map was a fantastic resource!! Thank you for all your help and we will definitely return with more friends and family next year. ☺"*

*Summer of 2020: Jen, Toronto, ON*

DMI has expanded to include the marketing and promotion of the local Official Made on Manitoulin Island Brand Products in combination with the Taste of Manitoulin and the Island-wide Cross-Cultural Culinary Tourism initiative.

Shop@Home also is a DMI worthy local marketing campaign – Loyalty Message.







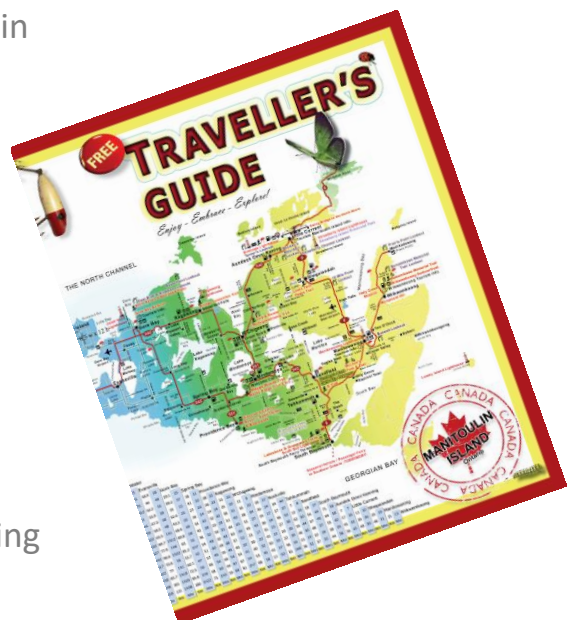
**STAY** - Accommodations: DMI's vacancy list service remains very popular among Members and travellers alike. DMI provides the best front-line referral service by creating a daily vacancy list through contacting each Member daily (in peak season and/or as requested), for their availabilities. Between drop-in visitors, to phone calls/texts, and emails our great DMI Volunteer Staff and Summer Students are more than busy making referrals.

DMI also promotes Manitoulin through two high traffic Hwy Bulletin Board Signs. One is located near Sault St. Marie, and the other in the Parry Sound Area. Both signs have proven to successfully inform travellers of, and (re)direct them to, the District of Manitoulin Island.

DMI has been, and will continue to train staff, volunteers, and any others whom would like to obtain the best Island-wide Tourism Training with Complimentary Industry Resources!  
*DMI is committed to offering summer employment to our young people on Manitoulin.*

### **Some Other DMI Limited Space and Exclusive Opportunities:**

- Member promotional material distribution including packaging of business to business referral materials for those with their own 'select in-house' information areas for guests
- Opportunity to advertise at the DMI Centre, and on our indoor Tobermory Terminal wall sign
- Opportunity to participate in and/or advertise in our research backed, high return on investment, Fairs and Trade Shows (Local to national)
- Opportunity to advertise your special event at the DMI Centre, plus on our POPULAR Website and Social Media Platforms
- Opportunity to display and sell your Made on Manitoulin Island Products at the DMI Centre
- Opportunity to participate in DMI's Taste of Manitoulin Cybre Café on the Bay
- Opportunity to participate in a variety of ongoing tourism workshops
- Opportunity for additional high-profile Ad space on our DMI Website Homepage
- Opportunity for Ad space in the interactive DMI Traveller's Guide



DMI offers a growing and diverse range of opportunities for marketing and commerce. For more information, please contact our sales representative directly by emailing:

[dmitourism@gmail.com](mailto:dmitourism@gmail.com)

Thank you – Miigwech for your interest in DMI.