


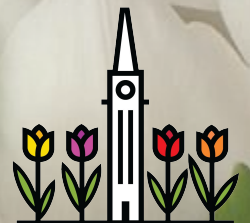
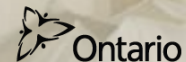


Final Event Report: Canadian Tulip Festival 2022

Celebrating 70 Years of the Canadian Tulip Festival



tulipfestival.ca | festivaldestulipes.ca | 



CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES



Introduction



For the first time in over two years, the Canadian Tulip Festival was back in person for its 70th Anniversary Platinum Jubilee, and attendees were thrilled! Even after this length of time away from the parks, the public's enthusiasm for the Canadian Tulip Festival never wavered, with over **750,000 attendees over 11 days and nights**.

Not only did the festival return with its beautiful tulip beds and classic events such as the walking tours and veterans' ceremony, but this year there was the added celebration of a royal visit from HRH Princess Margriet of the Netherlands. There were also new programs added that brought freshness and excitement to a 70-year-old Festival. The **'Tulips at Night'** programs were introduced – bringing in new events, new areas to explore, and new ways for the public to view the gardens. The 'Tulips at Night' programs included the incredibly well received 'Blacklight Boardwalk', the Movies and Tulips showings, and the 'Ghosts of the Glebe' nighttime walking tour.

Following the excellent reception to these new nighttime experiences, our intention is to repeat and even expand upon them in the 2023 festival.

Tulip bulbs sales remained a staple of the festival and continue to go strong.

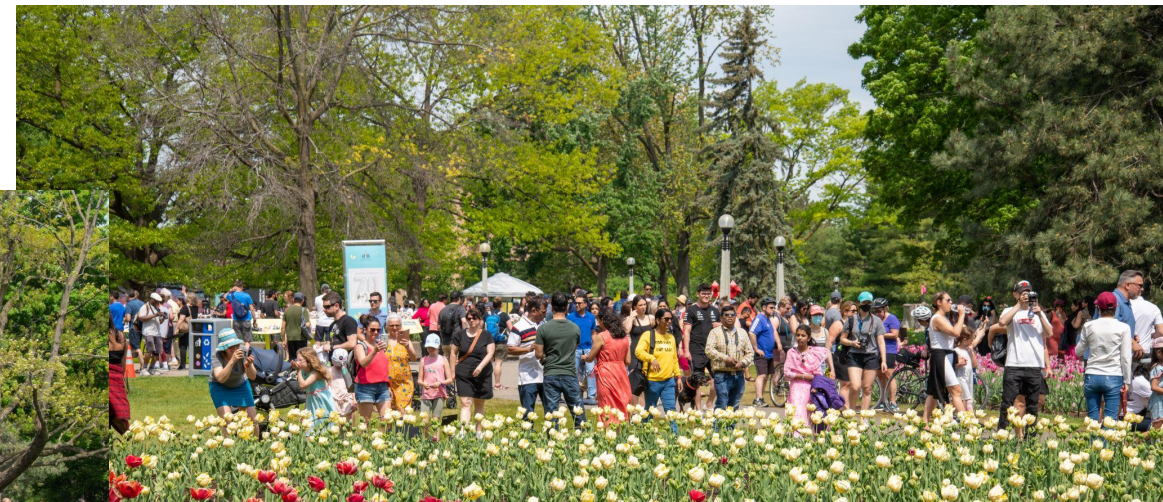
Vendors were delighted with their in-park sales. It was exciting to be reminded of the enduring quality, strength, and joyful energy brought by the Canadian Tulip Festival.



Crowds: Opening



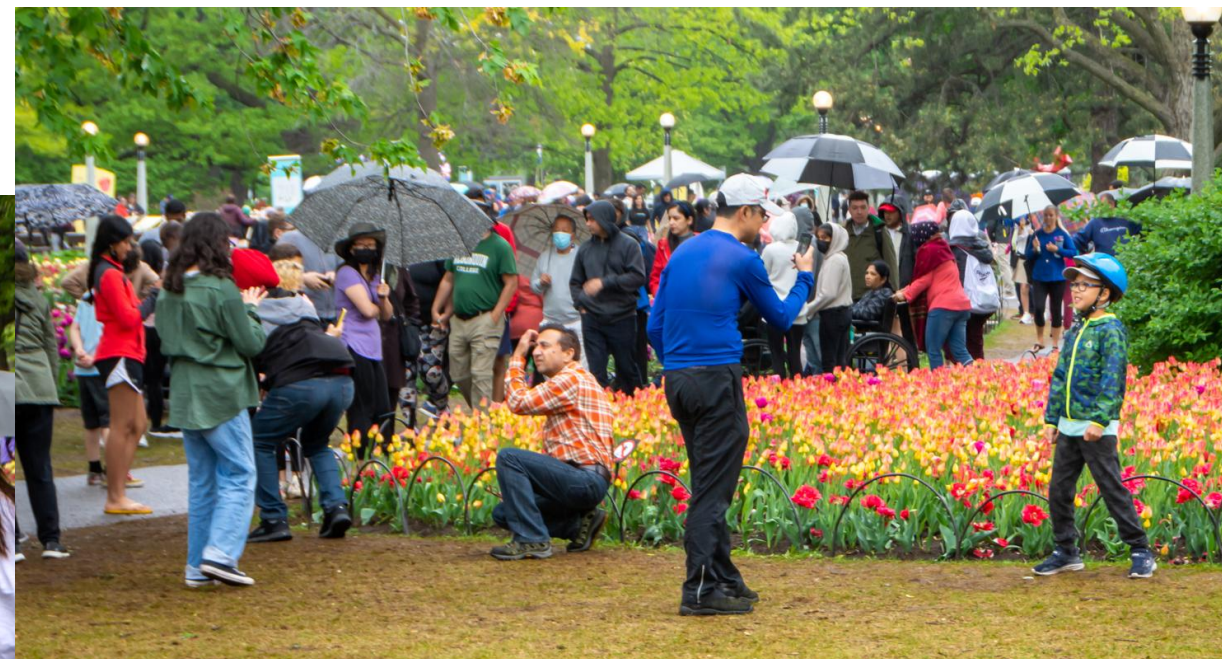
Crowds: Large Numbers



Crowds: All Ages



Crowds: Rain or Shine



Overall Festival Success: **Social Stats**



Organic Facebook

- Page Reach: 389,508
- Post Reach: 84,200
- Post Engagement: 21,800
- Video Views: 30,841
- Page Visits: 25,444



Organic Instagram

- Followers: 9,218
- Reach: 20,643
- Post Likes & Comments: 6,300

Overall Festival Success: Paid Advertising



Facebook and Instagram

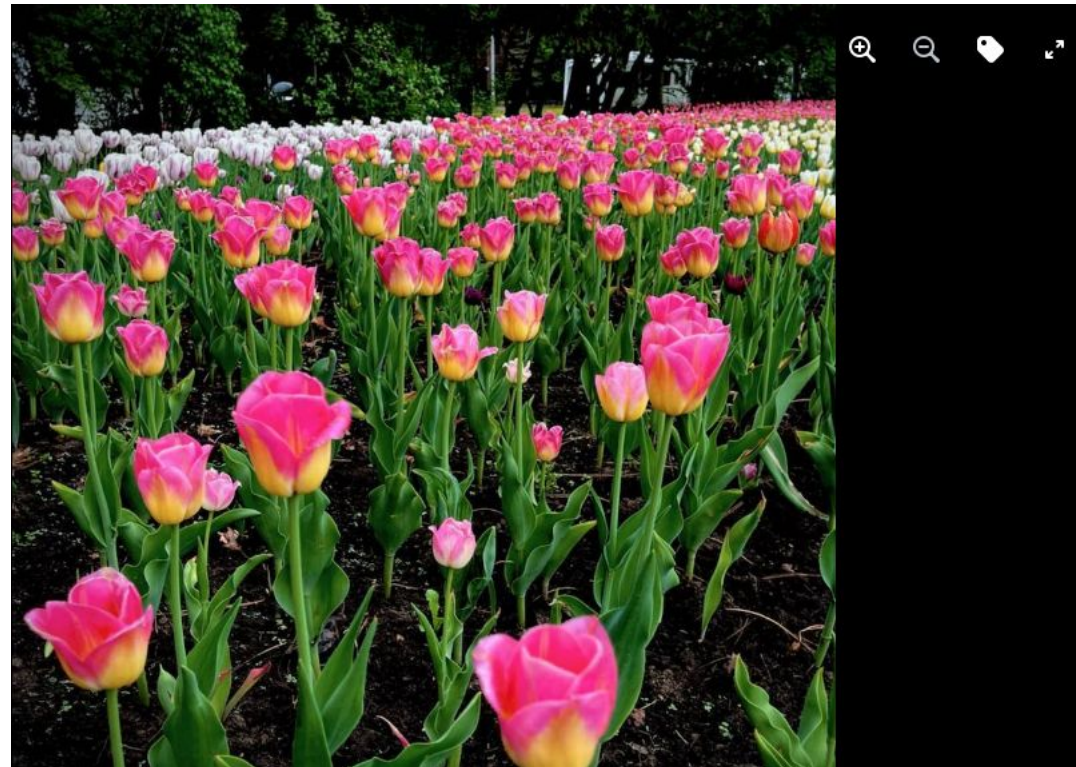
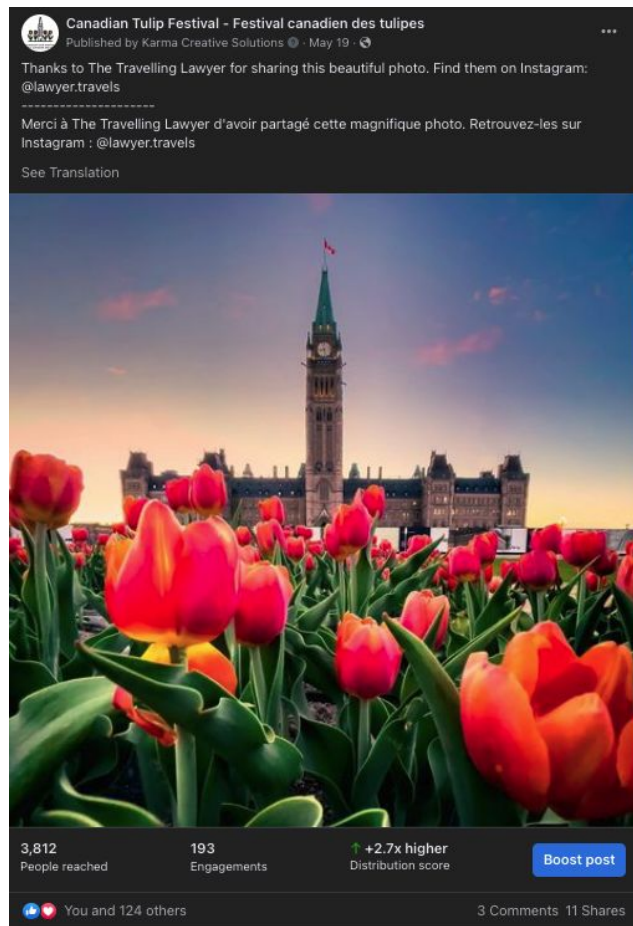
Reach: 1,796,085

Impressions: 7,073,847

Link Clicks: 35,936



Overall Festival Success: Sample Social Posts



Overall Festival Success: **Social Stats**



TulipTVTulipe on YouTube

- Subscribers: **over 1.1K**
- Videos Produced: **24**
- Total # of Video Views: **8,100**
- Hours of Video Watched: **201**



Overall Festival Success: Website Stats



Tulipfestival.ca - Main Stats

- Visitors: **156,251**
 - New Visitors - **149,923**
 - Returning Visitors - **6,328**
- Sessions: **221,079**
- Pageviews: **490,752**
- Top Pages: Festival Information, Tulips at Night, French Language Option, Tulip Legacy Walking Tour, Tulip Boutique, Fall Bulbs

Overall Festival Success: Website Stats



Tulipfestival.ca - Users

- Gender:
 - Female - **58.84%**
 - Male - **41.16%**
- Language Breakdown:
 - English - **84.39%**
 - French - **10.46%**
 - Other - **5.15%**
- Age Breakdown:
 - 18-24 - **15.17%**
 - 24-34 - **27.07%**
 - 35-44 - **24.84%**
 - 45-54 - **16.21%**
 - 55-64 - **9.96%**
 - 65+ - **6.74%**
- Top Countries:
 - Canada - **94.61%**
 - United States - **2.73%**
 - United Kingdom - **0.44%**
 - Germany, France, South Korea, India, Mexico, Portugal, Netherlands

Overall Festival Success: **Fall Bulb Campaign**



Naval Reserve Bulbs - **Data to Date**

HMCS Carleton - **sold 696** (remaining 4,304)

HMCS Scotian - **sold 683** (remaining 2,317)

HMCS Star - **sold 600** (remaining 2,400)

HMCS Donnacona - **sold 518** (remaining 4,482)

HMCS Discovery - **sold 533** (remaining 2,467)

HMCS Chippawa - **sold 580** (remaining 2,420)

- Total sold: **3,610**
- Pageviews: **11,626**
- Additional bulbs coming for Fall launch in September 2022



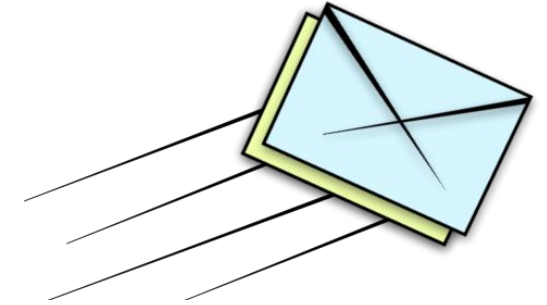
In partnership with | En partenariat avec



Overall Festival Success: Email Stats



Festival Email Totals



Total Sent	Total Opened	Total Successful Deliveries	Total Clicks
236,744	113,732	225,630	7,960

Overall Festival Success: Email Stats



Festival Email Stats - Breakdown

Email Name	Sent	Successful Deliveries	Opens	Link to Specific Stats
Program Email - April 25th	25,916	24,628	13,959	https://drive.google.com/file/d/1xbDDggq6_y2bODuilxW_54wBCIR9vpBy/view?usp=sharing
Via Rail Email - April 29th	26,324	24,923	13,345	https://docs.google.com/spreadsheets/d/1EkHwpfE4Pr6wKoBrJIKtBMPhsjxxx9b-5ddFMkqCG10/edit?usp=sharing
Program Email - May 4th	26,707	25,382	13,630	https://drive.google.com/file/d/1xjrVXE65yrOVvJiqvH0YCQR7iEra_dho/view?usp=sharing
KLM Email - May 11th	26,605	25,228	13,267	https://drive.google.com/file/d/1woMXiCLYczOPJB723vijA-0XTh2ydMAv/view?usp=sharing
Program Email - May 17th	26,526	25,203	12,784	https://drive.google.com/file/d/1RPz83M5kfiyD6PeZmajS9Our4dAtJky/view?usp=sharing

Overall Festival Success: Email Stats



Festival Email Stats - Breakdown

Email Name	Sent	Successful Deliveries	Opens	Link to Specific Stats
Program Email - May 18th	26,416	25,806	12,257	https://drive.google.com/file/d/1UMPUTI3hfUCwrWzroPJ9HExboDFtm0Xg/view?usp=sharing
Program Email - May 19th	26,262	24,960	11,764	https://drive.google.com/file/d/1Ht0t4xcS8q_JhifAK1GF_uhfK6wForHA/view?usp=sharing
Program Email - May 20th	26,143	24,811	11,486	https://drive.google.com/file/d/1S233gXNXSk5Rx6W4vxaaMgbUyZzi3KNC/view?usp=sharing
Program Email - Long Weekend	25,965	24,962	11,240	https://drive.google.com/file/d/1QakR2Gfu0DMzC5FqC3BHkRX6WGTjmh5j/view?usp=sharing

Vendors and Sponsors: Testimonials

CAA North and East

"On behalf of CAA North and East, thank you for your tremendous efforts during the Tulip Festival. Our staff on-site really felt like they were VIPs with the assistance provided by organizers etc."

"This was the best Festival we have attended in a decade! Sales were phenomenal!"

Doozy Candles

Overall Festival Success: Testimonials

Sara Diaz

“Good morning, we were in attendance yesterday. My first time attending this beautiful festival, we had a lovely time. Greatly organized even got to see Princess Margriet ride by on a little golf cart with her staff. Thank you very much for a lovely day with my family.”

“We love coming to Ottawa during this event. The city is planted with something like a million tulip bulbs, which are centred in a few areas, like Commissioner's Park (and Dow Lake), and Lansdowne Park. We drove to several of the sites and walked around and it was INCREDIBLE. There are SO many gorgeous kinds of tulips it truly is astounding!”

Dana Ungar

Sharon Thurston

“Ottawa is so amazing with the tulips. The festival is the wonder of springtime and memorial gifts of tulip bulbs from a grateful Holland. The glorious display of tulips is my favourite memory of the festival.”

Overall Festival Success: Testimonials

Rebecca Winter

"We come down to Ottawa for the festival every few years. This year was no disappointment! Stunning colors, unbelievable flowers, mind-blowing aromas and wonderful displays."

"Just loved it. Thanks to the whole team of Tulip festival for their outstanding work!!"

Misbah Saleem

Michelle L Ecuyer

"I'm blown away by the variety of colours, shapes and sizes of this year's crop. There are even some with fringed tips-so chic! 🌷 It's truly a beauty to behold, and just one of many reasons I'm so enamoured with this beautiful city of mine. Bravo, @cdntulipfest. You've outdone yourself once again."

Sagar G. Prashant

"Amazing experience! Unforgettable and real beautiful visuals, no other place can be matched."



Program Results: Day Programs

The Tulip Boutique: Presented by The Tulip Team at RE/MAX



The Tulip Team at RE/MAX Tulip Boutique main landing page was featured very highly in our top 5 pages. The following information breaks down the individual Boutique English and French pageview statistics for the months of May 2022.

Fall Bulb Pages - 18,809
Main Boutique Landing Page - 15,064
Festival Merchandise Page - 3,896
Jon's Got Wood - 299
Woodwork by Romeo Page - 487
Golden Ages Botanical - 285
Barbara Simpson Art World - 298
Garden Rhymes - 188

Sophie Sharom Photography - 268
Douzy Candles Page - 202
LJ Renault Art Page - 286
Wanda's Wearables - 336

Total Pageviews - 40,418



In the Garden: **Live Check In**



Presented Through Facebook

Our Facebook Live Check-ins featured Executive Director Jo Riding and others in the park sharing Festival and bloom updates as well as some history and horticultural information.

There were a series of **six** 'Check In' videos, that were collectively viewed **10,306** times.

Link to Check In Facebook Live videos:

<https://www.facebook.com/CanadianTulipFestival/videos>



Tulips of Thanks: Supported by Bell Media and OLG



Celebrating Our Frontline Workers

Supported by **Bell Media** and **OLG**, the Tulips of Thanks program was well supported and received on Facebook. Call for nominations went out through social media and photos and videos were shared as many deserving frontline workers were honoured. Viewers could watch deliveries through Facebook Live and recorded videos on YouTube.

Total Reach: **19,500**

Total likes/reactions: **404**

Total Engagements: **2,592**

Total comments: **41**



Link to YouTube Playlist: <https://www.youtube.com/playlist?list=PL8NLvAb7X0II0XeolQCwpLSt1Odqgi0ap>

Tulip Legacy Walking Tour: Presented by Chartwell



A Highlight of the Festival

The Tulip Legacy Garden Tour **Presented by Chartwell Retirement Residences** provided visitors with in-depth historical and horticultural knowledge of the different tulip varieties within the festival grounds. These tours were one of our most popular features.

The website featured **15,457** Pageviews in English and **3,100** Pageviews in French. We hosted just over **1,500 live tourists** over our 11 days with 1,281 tickets sold.



TulipToons: Support by VAC



Tulips and Indigenous War Heroes

Created in both Languages and funded in part by **Veterans Affairs Canada**, the Festival brought stories of liberation, the beauty of tulips, and the bravery of Indigenous War Heroes to life for a whole new generation through a series of animated videos. These charming performances were once again a hit with many of our audience.

The playlist features **18** total TulipToon videos (Including French versions) with **862** total youtube views.

The full playlist can be viewed here:

<https://www.youtube.com/playlist?list=PL8NLvAb7X0IJKK0s52qBAz6mQaAghi1p3>



How A Bulb Gets to Market

54 views • May 18, 2022

2 DISLIKE SHARE DOWNLOAD SAVE ...



Tommy George Prince Indigenous War Heroes

37 views • May 17, 2022

3 DISLIKE SHARE DOWNLOAD SAVE ...



tulipfestival.ca | festivaldestulipes.ca

Canada

Ontario

Ottawa

NCC
CCN

Veterans Day Ceremony: Supported by VAC

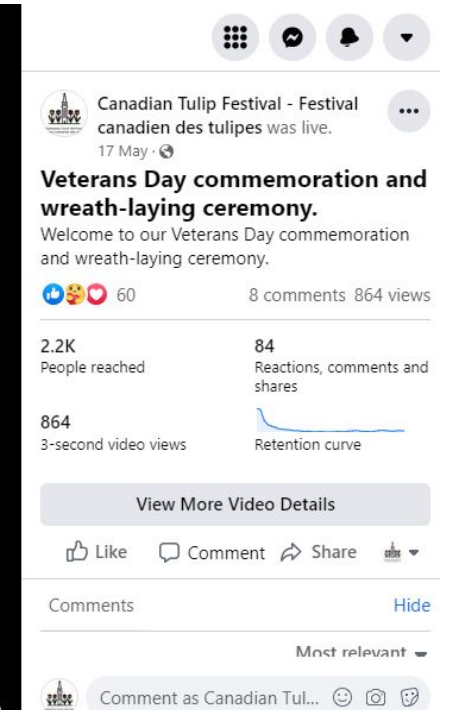
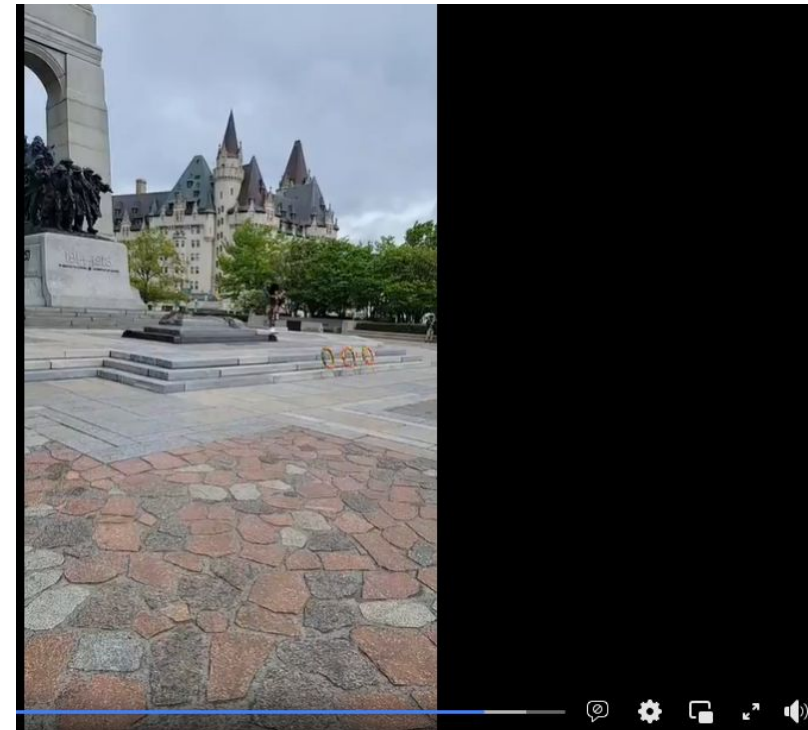


In Honour of the Fallen

Thanks to support by **Veterans Affairs Canada**, The Canadian Tulip Festival proudly honours veterans in its annual Veterans Day Ceremony at Beechwood National Cemetery. Viewers were able to watch the formal ceremony on Facebook Live.

Reach: 2,200
Engagements: 323

Likes/reactions: 70
Comments: 8



Daily Tulip Contest: Presented by VIA Rail



Winning from Coast to Coast

There is nothing like the beautiful scenery you see when travelling by train and we want to give you a chance to explore our beautiful country with VIA Rail when the time is right!

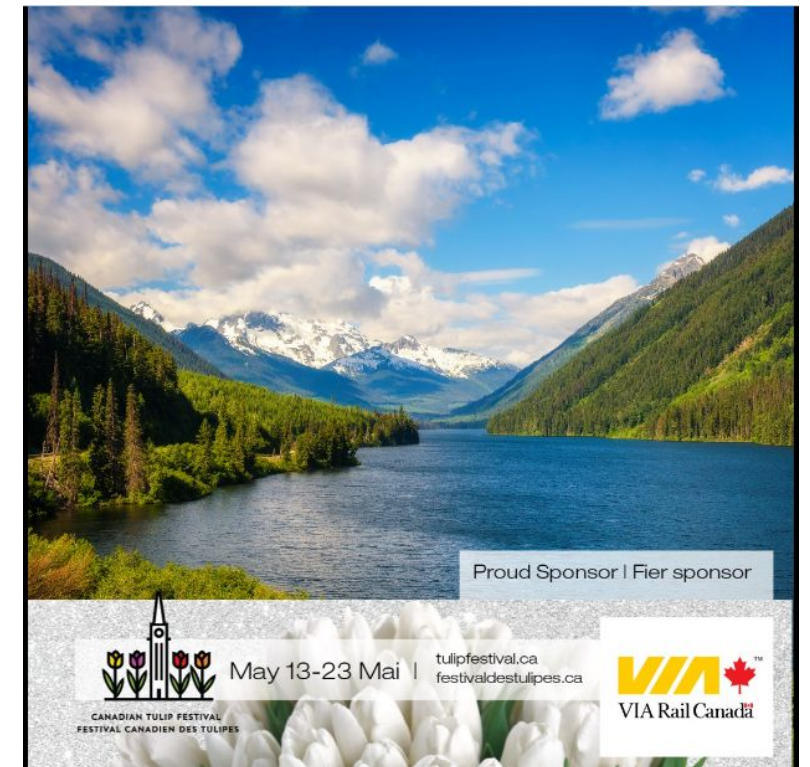
Thanks to the generosity of VIA Rail, The Canadian Tulip Festival gave away 1 **VIA Rail** travel voucher valued at \$350 every day from May 13-23. The contest was held on Facebook.

Total Reach: **16,552**

Total Engagement: **18,619**

Total likes/reactions: **3,663**

Total Comments: **7,587**



Tulip Bingo: Presented by Chartwell



Back by popular demand

Tulip Bingo was held Daily in Commissioners Park, weather permitting, with an array of daily prizes from the Festival's Community Partners. Visitors enjoyed TULIP BINGO in the park every day during the festival from 2pm - 4pm daily, with this classic game of chance, while supporting the Canadian Tulip Legacy with a donation of \$5 per playing card.

Reach: **268,865**

Impressions: **354,512**

Link Clicks: **161** (campaign was set to maximize reach)



Tulip Town: Presented by NEO Financial



For Kids of All Ages

Guests could take a break in the south end of Commissioner's Park and let the kids let loose in a fenced play area that included: Tulip Chalk Wall Activity, GIANT Chess, GIANT Checkers, GIANT Connect 4.

Tulip Town Organic & Paid Posts

Reach: **10,176**

Likes/comments/reactions: **119**

Shares: **10**



Flower Cart Station: Presented by Nissan



Organic Posts and Paid Ads

Organic (4 posts)

Reach: 6,650

Likes/comments/reactions: 61

Shares: 10

Ads

Reach: 126,625

Impressions: 130,087

Link clicks: 24 (campaign was set to maximize reach)

Canadian Tulip Festival - Festival canadien des tulipes ...
Published by Karma Creative Solutions · May 11 ·

Visit our proud partner [Nissan](#), and get your Tulips to GO! 🌷 You will find them in Commissioners Park at Dow's Lake, May 13 - 23, with their all-new 2022 Frontier & Pathfinder, FULL of flowers!

Visitez notre fier partenaire Nissan, et obtenez vos Tulipes à emporter! 🌷 Vous les trouverez au parc des Commissaires au lac Dow, du 13 au 23 mai, avec leurs tout nouveaux Frontier et Pathfinder 2022, remplis de fleurs!

See Translation



2,662 People reached 25 Engagements +1.4x higher Distribution score Boost post

Canadian Tulip Festival - Festival canadien des tulipes ... X
Sponsored ·

Visit our proud partner Nissan Canada, and get your Tulips to GO! 🌷 You will find them in Commissioners Park at Dow's Lake, May 13 - 23, with their all-new 2022 Frontier & Pathfinder, FULL of flowers!



Like Comment Share

First Aid and Pet Water Station: Presented by CAA



Organic Posts and Paid Ads

Organic (6 posts)

Reach: 13,995

Likes/comments/reactions: 264

Shares: 31

Ads

Reach: 106,171

Impressions: 106,171

Link clicks: 27 (campaign was set to maximize reach)



Day Programs: Testimonials

Jeff Woznow

“The sales carts are lovely!”



“By all means take the Legacy Walking Tour. Our guide Josh made the 45-minute walk hearing the story of the festival absolutely delightful. The blooms were at or just past their peak, after the few 30C days last week, but the park has a beautiful setting, and the colours spectacular. Make sure you visit Ottawa and see this springtime attraction.”

Gabriel Kampf

Garry Willows

“[Tulips of Thanks is] a lovely gesture for our frontline hero[es]!”

Thanks for the [live check in] videos. Hopefully I’ll be there in person sometime. You did a great job!

Marvin Doran



Program Results: Tulips At Night

Tulips At Night: Supported by Ottawa Tourism



A New Nighttime Experience

Supported by **Ottawa Tourism**, this year we introduced a new series of nighttime programs: Tulips at Night, a Blacklight Boardwalk, Movies & Tulips, and our Ghosts of the Glebe Walking Tour. All these programs were very well received by our visitors. The Blacklight Boardwalk was especially popular with rave reviews from guests both in-person and online. We hope to keep these programs and even expand them for 2023.

Facebook Organic Posts

Reach: 28,350
Engagements: 464

Instagram Organic Posts

Reach: 9,587
Engagements: 343



Nighttime Experience: Supported by Ottawa Tourism



Paid Advertisements

Impressions: 1,517,073

Reach: 1,079,570

Link clicks: 2,366



Tulips At Night Support: Rideau Carleton Casino



Future Hard Rock

The new Tulips at Night programs would not have been possible without the Corporate Sponsorship of the Rideau Carleton Casino - Future Hard Rock. With the support of the Rideau Carleton Casino the Canadian Tulip Festival was able to incorporate solar power. With solar powered lighting on select tulip beds in Commissioners Park, we are able to provide both entertainment and safety at night for our guests. The lighting was a key component of bringing our Tulips at Night experience to life!

Rideau Carleton Casino - Future Hard Rock Campaign Stats:

Reach: 39,767

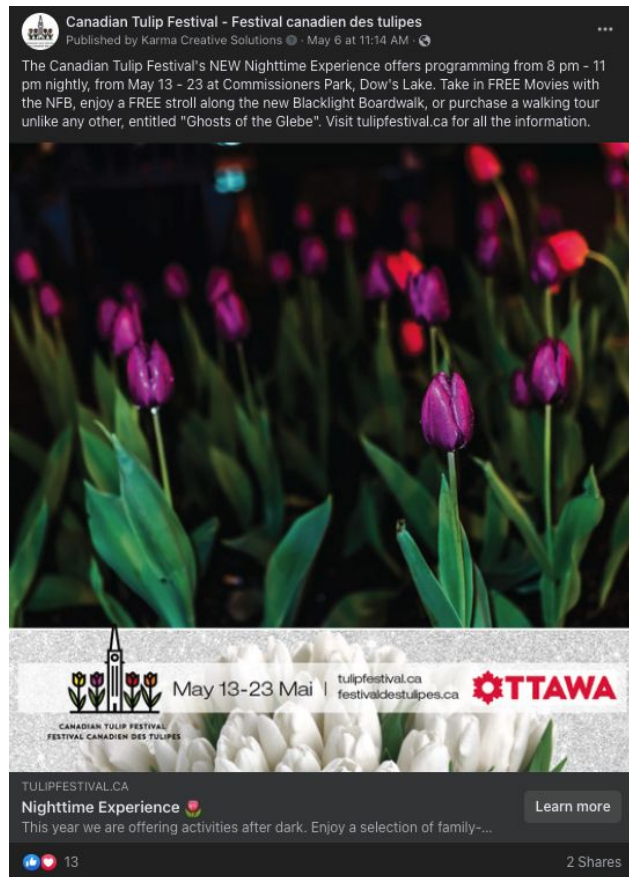
Impressions: 95,891

Link clicks: 1087

RIDEAU CARLETON
CASINO



Nighttime Experience: Sample Posts



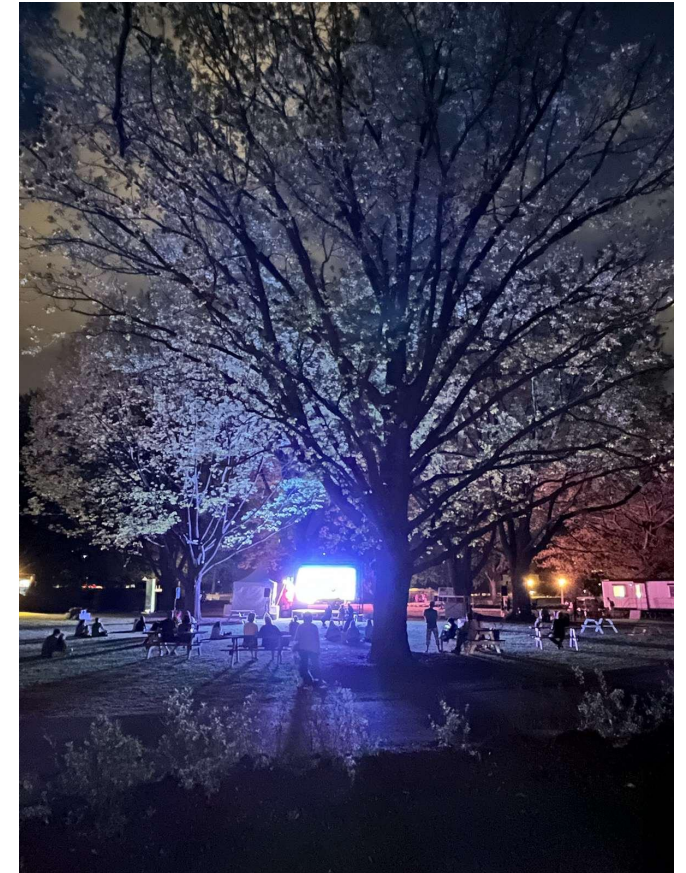
Nighttime Experience: Movies & Tulips

<https://tulipfestival.ca/movies-tulips/>

Our objective was to offer free family-friendly programming with the Festival's themes of heritage and horticulture every night in Commissioner's Park, weather permitting. And because of support from **Ottawa Tourism**, we made it happen.

We achieved our goal, hosting over 1,500 people over 11 days, with absolutely no complaints in regards to the programming or the facilities available for Movies & Tulips.

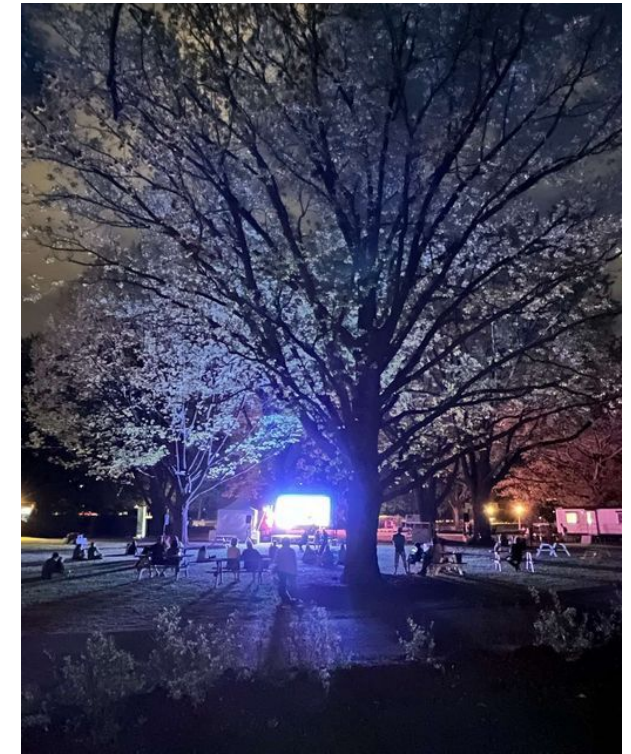
Our hope was to entertain even more folks, however as this was a new initiative, word of mouth took some time to spread. Equally we see an opportunity to have matinees now that Day-Screen technology has improved, allowing us to grow this feature into a new and welcome tradition.



Tulips At Night: **Movies & Tulips**

- Ottawa Shorts - **Total evening attendance: 100**
- Environmental Feature - **Total evening attendance: 180**
- Franco-Favourites - **Total evening attendance: 35 (Rainy)**
- Indigenous Shorts - **Cancelled due to rain**
- Veterans Day - **Total evening attendance: 200**
- Honouring Co Hoedeman - **Total evening attendance: 65**
- Future Farming - **Total evening attendance: 80**
- Dutch Feature - **Total event attendance: 300**
- Nature Feature - **Total evening attendance: 80**
- Classic Shorts - **Total evening attendance: 350**
- The Great Lakes - **Total evening attendance: 120**

TOTAL MOVIE & TULIP ATTENDANCE: 1,510 people



Nighttime Experience: Movies & Tulips



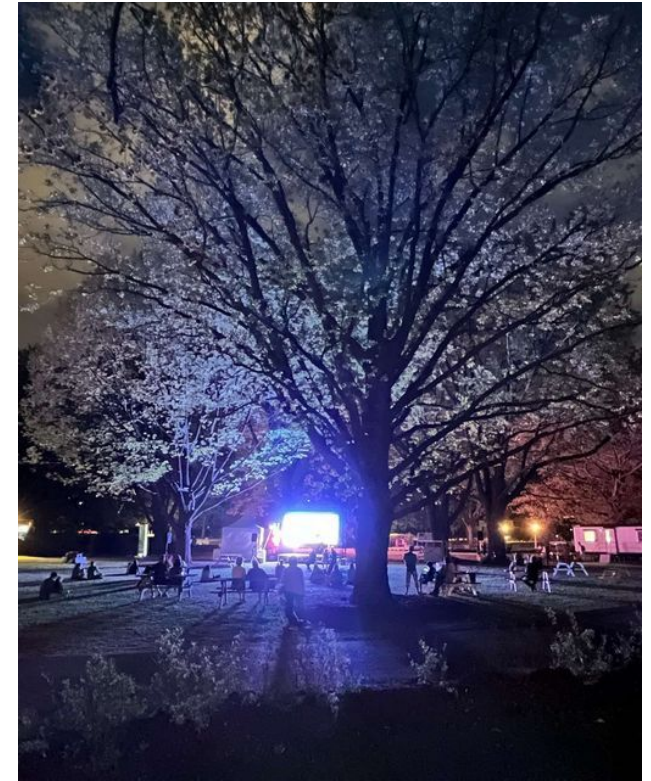
Organic Post Results

Facebook impressions: 20,800

Facebook engagement: 431

Instagram impressions: 5,864

Instagram engagement: 238





CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES

Nighttime Experience: Movies & Tulips



Paid Advertisement Results

Impressions: 54,078

Reach: 31,080

Link Clicks: 86



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Canada



Ontario

Ottawa



Nighttime Experience: Ghosts of the Glebe

<https://tulipfestival.ca/ghosts-of-the-glebe-walking-tour/>

Our objective was to provide a unique walking tour to explain why the tulips are here in Ottawa, and to make the story of real sacrifice more personal for our guests. Supported in part by **Ottawa Tourism**, we welcomed over 200 guests on the Tour over 11 days, with 2 evenings closed due to weather.

We presented 3 “Ghosts” portrayed by live actors stationed throughout the park, with sound and lighting cues to enhance the guests’ experience. In between tours the ghosts acted as living statues, and provided thought-provoking entertainment for thousands of free guests.



Nighttime Experience: Ghosts of the Glebe



Organic Post Results

Facebook impressions: 7,800

Facebook engagement: 108

Instagram impressions: 2,900

Instagram engagement: 115



Nighttime Experience: Ghosts of the Glebe

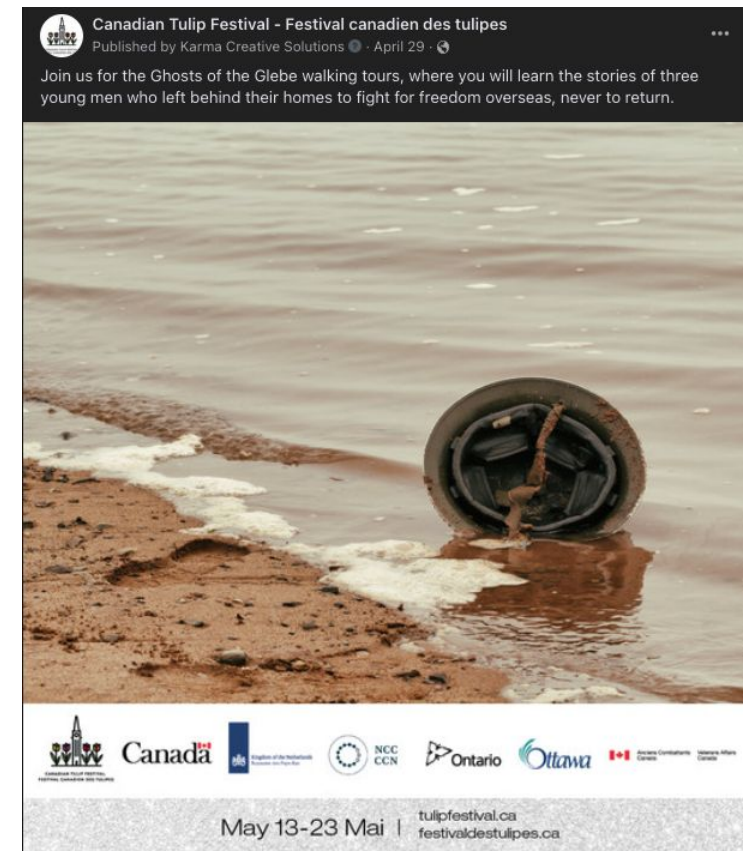


Paid Advertisement Results

Impressions: 219,621

Reach: 106,960

Link Clicks: 809



Nighttime Experience: **Blacklight Boardwalk**

<https://tulipfestival.ca/blacklight-boardwalk/>

Our objective was to entertain and educate guests about the importance of pollinators, while they enjoyed 1km of UV-lit gardens along the Dow's Lake Boardwalk, free of charge.

Estimated total Boardwalk attendance was 310,000. We did not receive a single complaint about the Boardwalk's content and presentation.

What came as a surprise was how popular the boardwalk was in the daytime as well! There was a steady stream of traffic every day for 11 days, except for during adverse weather conditions which occurred twice.



Nighttime Experience: **Blacklight Boardwalk**



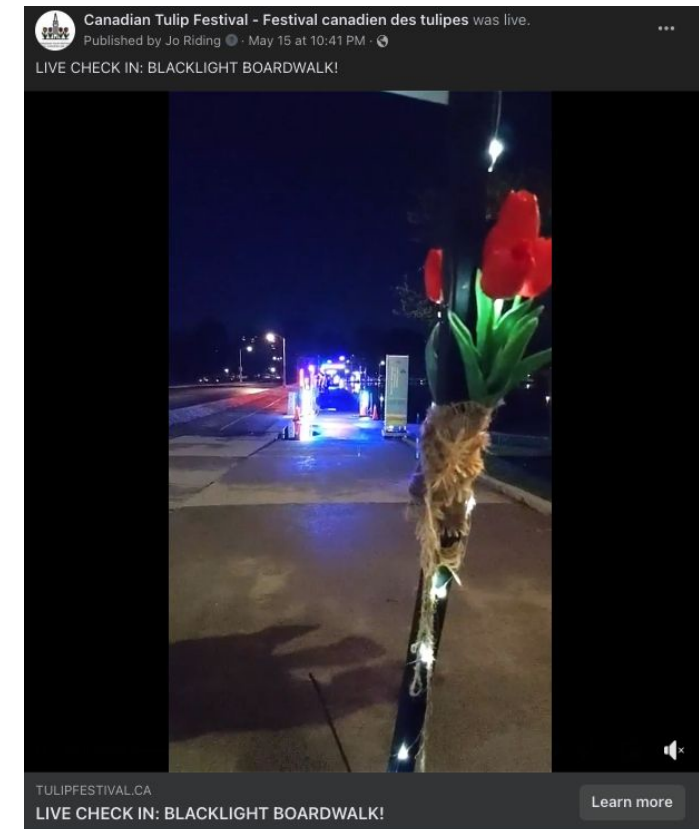
Organic Post Results

Facebook impressions: **17,900**

Facebook engagement: **1,182**

Instagram impressions: **4,300**

Instagram engagement: **190**



Nighttime Experience: **Blacklight Boardwalk**



Paid Advertisement Results

Ad Impressions: 44,465

Ad Reach: 18,793

Link Clicks: 55



Nighttime Experience: **Blacklight Boardwalk at Night**



Nighttime Experience: **Blacklight Boardwalk at Night**



Rave Reviews: **Blacklight Boardwalk**

“I wanted to reach out to thank you for all of the hard work you’ve done for the Tulip Festival, and especially at Dows Lake. For years (over a decade...and nearly 20 years prior with my father before me) we have been preaching how Dows Lake can really be a highlight and a gem of the Tulip Festival.

And it has always been good, but always missed that “wow” factor. Until now. Scott has been keeping me apprised every step of the way, and I was so excited for this year. So last Friday evening, my very pregnant wife and I went to Dows Lake to check it out. I think this might be the best Dows Lake has ever looked, for any festival. And I’ve been there full time for 13 years now, but I’ve been around Dows Lake, even just renting pedal boats and whatnot, for going on 25 years.

So I’ve seen a lot, and this is the best I’ve seen.

Again, it is really beyond awesome, so I wanted to take a moment to extend my sincere gratitude. And if we can make next year even bigger, you have our support and buy-in! All the best,”

Kyle Simourd, Vice President
Mask Management

Nighttime Experience: Testimonials

Catherine Laderoute

“It is so beautiful during the day but at night - magnificent!”

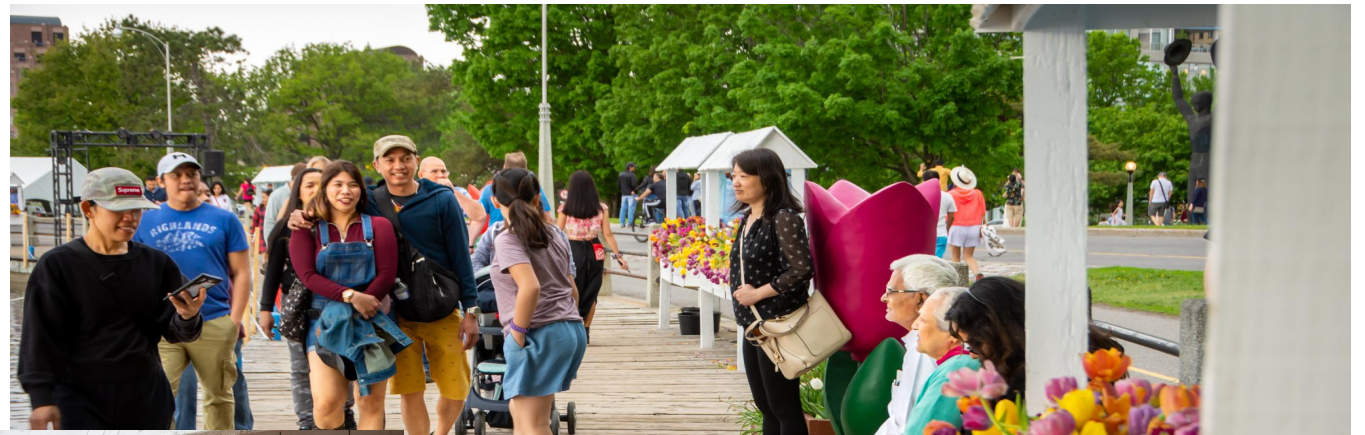
“Thank you and bless you all for an incredible amazing night, you are all the best, the movies and the lights on the tulips - wow”

Vicky Allen

“Got some really amazing photos last night! Blacklight-ing the pollen was an amazing idea!”

Paige Runolfson

Blacklight Boardwalk: In the Day



Blacklight Boardwalk: In the Day





Media Logs: Earned & Paid



Earned Media Coverage:

108 Million Potential Audience

Press Release Visibility Report:
March 17, 2022

https://drive.google.com/file/d/1rTkPq6tVTm15ajw4usUtc519AdK_F1EP/view?usp=sharing

Press Release Visibility Report:
May 10, 2022

https://drive.google.com/file/d/1E8gDBLfqXlw61q_l03TaPGZkMwTFCAh_/view?usp=sharing

Earned Media Coverage:

Media outlet: CTV News

Date: Published May 13, 2022, 4:13 p.m. EDT

Headline: Canadian Tulip Festival begins in Ottawa

Link: <https://ottawa.ctvnews.ca/canadian-tulip-festival-begins-in-ottawa-1.5902422>

Media outlet: CTV News

Date: Published May 9, 2022, 6:07 p.m. EDT. UPDATED: May 10, 2022

Headline: The Canadian Tulip Festival is back with a very special guest

Link: <https://ottawa.ctvnews.ca/the-canadian-tulip-festival-is-back-with-a-very-special-guest-1.5895561>

Media outlet: City News

Date: May 21st, 2022 9:47 a.m.

Headline: Canadian Tulip Festival wraps up at end of Victoria Day long weekend

Link: <https://ottawa.citynews.ca/local-news/canadian-tulip-festival-wraps-up-at-end-of-victoria-day-long-weekend-5395031>

Media outlet: City News

Date: May 13th, 2022 9:09 a.m.

Headline: Canadian Tulip Festival returns in-person for 70th anniversary

Link: <https://ottawa.citynews.ca/local-news/canadian-tulip-festival-returns-in-person-for-70th-anniversary-5364430>

Earned Media Coverage:

Media outlet: City News

Date: Mar 17, 2022 6:45 PM

Headline: Canadian Tulip Festival returning for 70th year in Ottawa

Link: <https://ottawa.citynews.ca/local-news/canadian-tulip-festival-returning-for-70th-year-in-ottawa-5172263>

Media outlet: Toronto Star

Date: May 6, 2022

Headline: Ottawa in bloom: The Canadian Tulip Festival celebrates its 70th anniversary with nearly one million bulbs and a slate of new activities

Link:

<https://www.thestar.com/life/travel/2022/05/06/ottawa-in-bloom-the-canadian-tulip-festival-celebrates-its-70th-anniversary-with-nearly-one-million-bulbs-and-a-slate-of-new-activities.html?rf>

Media outlet: Toronto Star

Date: May 12, 2022

Headline: Dutch princess returns to Ottawa, where she was born during Second World War

Link: <https://www.thestar.com/politics/2022/05/12/dutch-princess-returns-to-ottawa-where-she-was-born-during-second-world-war.html>

Media outlet: Toronto Star

Date: April 16, 2022

Headline: Ours to Discover: Enjoy springtime in Ottawa

Link: <https://www.thestar.com/autos/2022/04/16/ours-to-discover-enjoy-springtime-in-ottawa.html>

Earned Media Coverage:

Media outlet: Ottawa Citizen

Date: May 15, 2022

Headline: In speech opening Canadian Tulip Festival, Princess Margriet reflects on Russian invasion, calls for celebration of 'precious' freedom

Link:

<https://ottawacitizen.com/news/local-news/in-speech-to-open-canadian-tulip-festival-princess-margriet-reflects-on-russian-invasion-in-call-to-celebrate-precious-freedom>

Media outlet: Ottawa Citizen

Date: May 14, 2022

Headline: PHOTOS: Princess Margriet of the Netherlands and her husband, professor Pieter van Vollenhoven at the Tulip Festival.

Link: <https://ottawacitizen.com/gallery/photos-princess-margriet-of-the-netherlands-and-her-husband-professor-pieter-van-vollenhoven-at-the-tulip-festival>

Media outlet: Ottawa Citizen

Date: May 14, 2022

Headline: A short history of Ottawa's famous Canadian Tulip Festival, as told by newspaper archives

Link: <https://ottawacitizen.com/news/local-news/a-short-history-of-ottawas-famous-canadian-tulip-festival-as-told-by-newspaper-archives>

Media outlet: CBC

Date: May 12, 2022

Headline: Princess Margriet to make public appearance at Tulip Festival this weekend

Link: <https://www.cbc.ca/news/canada/ottawa/princess-margriet-netherlands-tulip-festival-public-appearance-ottawa-1.6449772>

Earned Media Coverage:

Media outlet: Cision

Date: May 10, 2022

Headline: HRH Princess Margriet of the Netherlands to Open 70th Edition of Canadian Tulip Festival

Link: <https://www.newswire.ca/news-releases/hrh-princess-margriet-of-the-netherlands-to-open-70th-edition-of-canadian-tulip-festival-838000986.html>

Media outlet: Cision

Date: March 17, 2022

Headline: Canadian Tulip Festival Returns for Platinum Jubilee

Link: <https://www.newswire.ca/news-releases/canadian-tulip-festival-returns-for-platinum-jubilee-883881864.html>

Media outlet: Time Out

Date: May 10, 2022

Headline: The world's largest tulip festival is back this month in Canada

Link: <https://www.timeout.com/usa/news/the-worlds-largest-tulip-festival-is-back-this-month-in-canada-051022>

Media outlet: Telegraph-Journal

Date: May 14, 2022

Headline: Princess Margriet opens Canadian Tulip Festival in Ottawa

Link: <https://tj.news/telegraph-journal/101873706?ref=rss>

Earned Media Coverage:

Media outlet: ToDo Canada

Date: May 9, 2022

Headline: Ottawa's Flagship Festival Celebrating Tulips Begins This Friday

Link: <https://www.todocanada.ca/canadian-tulip-festival-in-ottawa-begins-this-friday/>

Media outlet: ToDo Canada

Date:

Headline: THINGS TO DO AT THE CANADIAN TULIP FESTIVAL

Link: <https://www.todocanada.ca/city/ottawa/event/canadian-tulip-festival/>

Media outlet: Travel Top6

Date: May 13, 2022

Headline: Experience Tulips in Ottawa at the 2022 Canadian Tulip Festival

Link: <https://traveltop6.com/travel-guides/experience-tulips-in-ottawa-at-the-2022-canadian-tulip-festival>

Media outlet: Matador network

Date: May 4, 2022

Headline: How To See the World's Biggest Tulip Festival in Ottawa, Canada

Link: <https://matadornetwork.com/read/canadian-tulip-festival/>

Earned Media Coverage:

Media outlet: Narcity Ottawa

Date: May 10, 2022

Headline: Ottawa's Tulip Festival Starts This Weekend & Princess Margriet Will Kick Things Off

Link: <https://www.narcity.com/ottawa/ottawas-tulip-festival-starts-this-weekend-princess-margriet-will-kick-it-off>

Media outlet: Narcity Ottawa

Date: March 18, 2022

Headline: Ottawa's Tulip Festival Is Returning with 300,000 blooms & Flowers That Glow In The Dark

Link: <https://www.narcity.com/ottawa/ottawas-tulip-festival-is-returning-with-300000-blooms-flowers-that-glow-in-the-dark>

Media outlet: Toronto Gardens

Date: May 26, 2022

Headline: THE 70TH CANADIAN TULIP FESTIVAL, 2022

Link: <https://www.torontogardens.com/2022/05/the-70th-canadian-tulip-festival-2022.html/>

Media outlet: Ottawa Sun

Date: May 13, 2022

Headline: A short history of Ottawa's famous Canadian Tulip Festival, as told by newspaper archives

Link:

<https://ottawasun.com/news/local-news/a-short-history-of-ottawas-famous-canadian-tulip-festival-as-told-by-newspaper-archives/wcm/3b6ed812-a8f1-4c16-b643-588c7eda20c7>

Earned Media Coverage:

Media outlet: Ottawa Sun

Date: May 15, 2022

Headline: Princess Margriet reflects on Russian invasion, calls for celebration of 'precious' freedom in speech to open Canadian Tulip Festival

Link:

<https://ottawasun.com/news/local-news/in-speech-to-open-canadian-tulip-festival-princess-margriet-reflects-on-russian-invasion-in-call-to-celebrate-precious-freedom/wcm/a2eb62e4-0a53-44b4-938b-89a2081d2355>

Media outlet: Yahoo Finance (same article as Cision)

Date: March 17, 2022

Headline: Canadian Tulip Festival Returns for Platinum Jubile

Link:

https://ca.finance.yahoo.com/news/canadian-tulip-festival-returns-platinum-180000934.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAG98Dau2_GTz0VV4OetOxUUKsdB-1dOrNVKL3GD023Pk2xf5kYK_-Z5m8AtRHRpVBiHy8LsUIV69K6vvrk-x7l_zLSo4fhVp5ptQ_oC_3_sl_HPqYyCkDHjr4zx6CeQ4SwiVoAMDQpXmJGEx9gqrKF3Msaw-siLt3JAB1C2fBNyl

Media outlet: Unique News Online

Date: May 12, 2022

Headline: Canadian Tulip Festival Ottawa 2022: From History, Significance, to Theme, All You Need to Know

Link: <https://www.uniquenewsonline.com/canadian-tulip-festival-ottawa-2022-from-history-significance-to-theme-all-you-need-to-know/>

Earned Media Coverage:

Media outlet: Curiosity

Date: March 18, 2022

Headline: World's largest tulip festival returns to Ontario with new events under the stars

Link: <https://curiosity.com/canadian-tulip-festival-2022/>

Media outlet: Fulcrum

Date: May 23, 2022

Headline: Photo Essay: Tulips in full bloom for the Canadian Tulip Festival

Link: <https://thefulcrum.ca/news/photo-essay-tulips-in-full-bloom-for-the-canadian-tulip-festival/>

Media outlet: WPBS

Date: May 21, 2022

Headline: Canadian Tulip Festival | WPBS Weekly: Inside the Stories

Link: <https://www.wpbstv.org/canadian-tulip-festival-wpbs-weekly-inside-the-stories/>

Media outlet: Hamilton News

Date: May 6, 2022

Headline: Ottawa in bloom: The Canadian Tulip Festival celebrates its 70th anniversary with nearly one million bulbs and a slate of new activities

Link:

<https://www.hamiltonnews.com/community-story/10620301-ottawa-in-bloom-the-canadian-tulip-festival-celebrates-its-70th-anniversary-with-nearly-one-million-bulbs-and-a-slate-of-new-activities/>

Earned Media Coverage:

Media outlet: Travel Awaits

Date: Not listed

Headline: The Unique Story Behind Ottawa's Famous Tulip Festival

Link: <https://www.travelawaits.com/2750144/how-to-visit-ottawa-tulip-festival/>

Media outlet: Durham Region

Date: May 6, 2022

Headline: Ottawa in bloom: The Canadian Tulip Festival celebrates its 70th anniversary with nearly one million bulbs and a slate of new activities

Link:

<https://www.durhamregion.com/community-story/10620301-ottawa-in-bloom-the-canadian-tulip-festival-celebrates-its-70th-anniversary-with-nearly-one-million-bulbs-and-a-slate-of-new-activities/>

Media outlet: OttTimes

Date: March 17, 2022

Headline: Canadian Tulip Festival Returns In Ottawa for Platinum Jubilee

Link: <https://otttimes.ca/news/ottawa/canadian-tulip-festival-returns-in-ottawa-for-platinum-jubilee/>

Sponsored Media Coverage:

Bell Media:

April 30-May 23, 2022

Television Support:

- (1) Interview opportunity on CTV Morning Live
- (1) Interview opportunity on CTV News at Noon

Radio Support:

- Pre-recorded radio sponsorship promos (:30 seconds) to raise awareness of Canadian Tulip Festival activations & events: 4x/daily on Pure Country 94, TSN 1200, MOVE 100, News Talk 580 CFRA (combined total: 384 sponsorship promos)
- (2) Interview opportunities on News Talk 580 CFRA
- (1) MOVE City Spotlight video segment with Katherine Dines

Sponsored Media Coverage:

Bell Media Digital Support:

- Social media support: (tagging Canadian Tulip Festival accounts on each platform)
- CTV Morning Live: 5 posts weekly on Twitter, 1 post weekly on Instagram, 2 posts weekly on Facebook
- News Talk 580 CFRA: 10 posts weekly on Twitter, 1 post weekly on Instagram, 2 posts weekly on Facebook
- MOVE 100: 10 posts weekly on Twitter, 1 post weekly on Instagram, 2 posts weekly on Facebook
- Community event listing on CTV Ottawa, Pure Country 94, TSN 1200, MOVE 100, News Talk 580 CFRA websites with direct link to events page



Sponsor Opportunities:

- Timeline
- Key Contacts
- Vision for 2023



Timeline

CTF23 - DATES TO REMEMBER

Action Item	Deadline
• Wrap Up Report Presentation	• August 23
• Sponsorship Renewal Outreach	• Sept - Oct.
• Confirmation of all Sponsors	• Nov. 15
• 1st Payment Installment (50% of Sponsorship value)	• Dec. 30
• Sponsor Marketing Assets to CTF	• Mar. 1/23
• 2nd Payment Installment	• Apr. 15/23
• CTF23	• May 12-22, 2023

CTF23 - WHO TO REACH

Contact

Sponsorship Renewals/Agreements:

Lois Graveline
Fundraising & Sponsorship Manager
lois@tulipfestival.ca
(613) 282-0344

Production & Planning:

Jo Riding
Executive Director
jo@tulipfestival.ca
613-567-5757 Ext. 102

Digital & Marketing Assets:

Janna Glenn
Director of Operations
janna@tulipfestival.ca
613-567-5757 Ext. 101



Vision 2023:





Closing

It was thrilling to see the enduring love the public has for the 70th Anniversary Platinum Jubilee of the Canadian Tulip Festival. Even after two years away, guests were eager to return.

Canadians and international visitors alike were overjoyed to be able to once again attend the festival in person. Despite unprecedented times over the last couple of years, the beauty and energy of the Canadian Tulip Festival was a much-needed lift for all.

With the classic events returned, new popular programs in place, and ever-increasing public enthusiasm the success of the 2022 Canadian Tulip Festival is only to be matched by next years' festival in 2023.

