



Muskoka Tourism Marketing Agency 2016 Marketing Plan



TABLE OF CONTENTS

	PAGE
EXECUTIVE SUMMARY	3
INTRODUCTION / GOALS / PRIORITIES	7
TARGET MARKETS	13
2016 MARKETING TACTICS	18



EXECUTIVE SUMMARY - Digital Consumer Advertising Programs

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Romantic Getaways	MTMA Lead With Partners	April 1 – December 30, 2016	Marketing Manager	- website visitors 14,792 - outbound links 7,827
Wellness	MTMA Lead With Partners	April 1 – December 30, 2016	Marketing Manager	- website visitors 5,917 - Increase outbound links 3,131
Muskoka Resident	MTMA Lead With Partners	April 1 – December 30, 2016	Marketing Manager	- website visitors 5,000 - outbound links 2,500
Last Minute Getaway	MTMA Lead With Partners	April 1 – December 30, 2016	Marketing Manager	- website visitors 6,250 - outbound links 3,307
Muskoka Wide GGW	MTMA Lead 4 Chambers of Commerce Celebrate Ontario	April – November, 2016	ED Marketing Manager	- Create an integrated strategy - Develop partnerships and community-based collaboration - Create a Muskoka Girlfriends brand - Develop a sustainable marketing plan
Muskoka Live Entertainment	MTMA Lead With Entertainment Partners	June 1 – November 30, 2016	Marketing Manager	- website visitors 10,000 - outbound links 5,291
Meetings Muskoka	MTMA Lead With Partners	January 1 – December 30, 2016	Marketing Manager	- 1 Inbound FAM tour - 1 outbound networking event - 2,500 visitors to Meetings Muskoka website - Increase RFPs to 60 for the year, constituting a potential 6,000 room nights - Grow partners from 11 to 14
Cycling Tourism	MTMA Lead District of Muskoka Ontario Government With Partners	Jan 1 – December 30, 2016	ED Marketing Manager	- Develop cycling friendly standards for Muskoka businesses and communities - Link together the growing network of designated bicycle routes in Muskoka. - Promote signature cycling routes and events for overnight stays - 15,000 highly qualified visitors to MTMA website - 8,100 outbound links to operator's websites



EXECUTIVE SUMMARY 2016 Visitor Services

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Hwy. 11 Travel Information Centre	Lead With members and regional stakeholders	362 days per year. 7 days a week/year round with extended summer hours	Travel Centre Manager ED	30,000 visitors / year - distribution of tourism material - travel counseling support - service phone and e-mail enquiries - ship fulfillment products - update MTMA digital content (web, social media) - MTMA member support - onsite advertising - Hwy 11 digital sign promoting Muskoka festivals and events with 262,800 messages per year (30 x 2 minute messages/hr. x 24 hrs x 365 days)
Port Severn Travel Information Centre (Bressette House)	Lead With members and regional stakeholders. Share space with SE Georgian Bay Chamber of Commerce	Weekends year round; 7 days a week July/August	Travel Centre Manager ED	2,000 visitors / year - distribution of tourism material - travel counseling support - service phone and e-mail enquiries - mail fulfillment products
Summer Student Program	Lead applicant Prov. & Federal job programs	Any 7 weeks from June - Labour Day	Travel Centre Manager ED	Secure 100% funding for 2 summer student jobs.
Retail Sales Hwy 11 Visitor Centre	Lead Co-op mkt. with regional partners	Year Round	Travel Centre Manager	- Showcase Muskoka products (art, books, clothing, food) - Expand Muskoka product lines.



EXECUTIVE SUMMARY - Marketing and Communications Programs

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Muskoka Visitor Guide	Leadership Role to bring 4 COC's together. National Post in charge of publication	Delivery February 2016	ED	- 141,000 copies \$146,000 ad sales - Primary print fulfillment piece
Muskoka Visitor Map	Lead Co-op marketing with members	Delivery February 2016	Marketing Manager	- 60,000 copies \$25,000 ad sales - Primary print fulfillment piece
Consumer Shows	Lead Co-op marketing with members	October 2016	Marketing Manager	- Showcase Muskoka at the Toronto Snowmobile Show
Website Launch & Ongoing Maintenance	Lead	July 2016 launch Year round maintenance	Marketing Manager	- New website launch in July 2016. New website will have a much improved functionality, most notably, being mobile friendly - Ongoing web content development
Unpaid Media	Lead	Year round	Marketing Manager	- Achieve a minimum of 6 unpaid media events
Image Bank	Lead	Year round	Marketing Manager	- Add new images from RTO 12
Radio Ad Campaign	Lead	June to October	Marketing Manager	- Contra agreement with Fresh 93.1 radio . - Execute \$9,900 worth of 30 second spots to build awareness
Muskoka Mobile App Maintenance	Lead	Year Round	Marketing Manager	- Maintain full function Muskoka apps for three mobile platforms



EXECUTIVE SUMMARY - Member Services

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Membership	Lead	Annual	ED Marketing Manager Travel Centre Manager	<ul style="list-style-type: none"> - Current 314 members - Maintain renewal level at 95% - Attract 16 new members (increase by 5%)
Spring & Fall Bulk Distribution	Lead Co-op marketing with members	May 2016 & August 2016	Travel Centre Manager	Offer direct mail program twice a year to 65 travel information centres in Ontario and US border states on behalf of 51 members. Full cost recovery.
Stakeholder Relationships	Lead or partner with stakeholder groups	Year round	ED Marketing Manager Travel Centre Manager	<ul style="list-style-type: none"> - Maintain contact with key stakeholder groups at least on a 1/4ly basis. - Engage stakeholders in MTMA activities - Workshops & networking opportunities - Prepare monthly newsletter



INTRODUCTION

The MTMA Board is pleased to present our 2016 marketing programs. This plan helps to align priorities and create synergy with our members and stakeholders. Now, more than ever before, coordination and cooperation are the watch words to ensure our success in a very competitive market place for visitors and their travel dollars. **The goal is bringing visitors to Muskoka first and often.**

The Muskoka Tourism Marketing Agency (MTMA) vision and mission statements guide all of our activities. Everything we do should be measured against how well it fits with our vision/mission.

Muskoka Tourism Vision

Muskoka Tourism will be the driving force behind Muskoka's tourism industry, as Ontario's most progressive Destination Marketing Organization.

Muskoka Tourism Mission

Muskoka Tourism will create marketing excitement that inspires visitors to choose Muskoka first and often as Ontario's "must-experience" destination.

Muskoka Tourism's single most important function is to market Muskoka as a tourism destination. Through creative, innovative marketing, Muskoka will become the "must-experience" destination in Ontario. It is our role to tell the story of Muskoka, "*once discovered, never forgotten*", to celebrate its history and to help define and protect its future. We will lead collaboration with tourism marketing organizations at all levels to maximize the effectiveness and reach of our marketing initiatives.

We are committed to working with our partners and stakeholders in a collaborative and progressive way. Our ability to engage tourism industry partners and provide leadership to one of Muskoka's largest industries and employers is essential. Strengthening our relationship with the District of Muskoka through a Performance and Accountability Agreement, establishing agreed upon key performance measures are important. MTMA is here to work on behalf of Muskoka's tourism industry and residents to improve our economic and social well being.



Marketing Goals

- Create marketing excitement that inspires visitors to choose Muskoka first and often

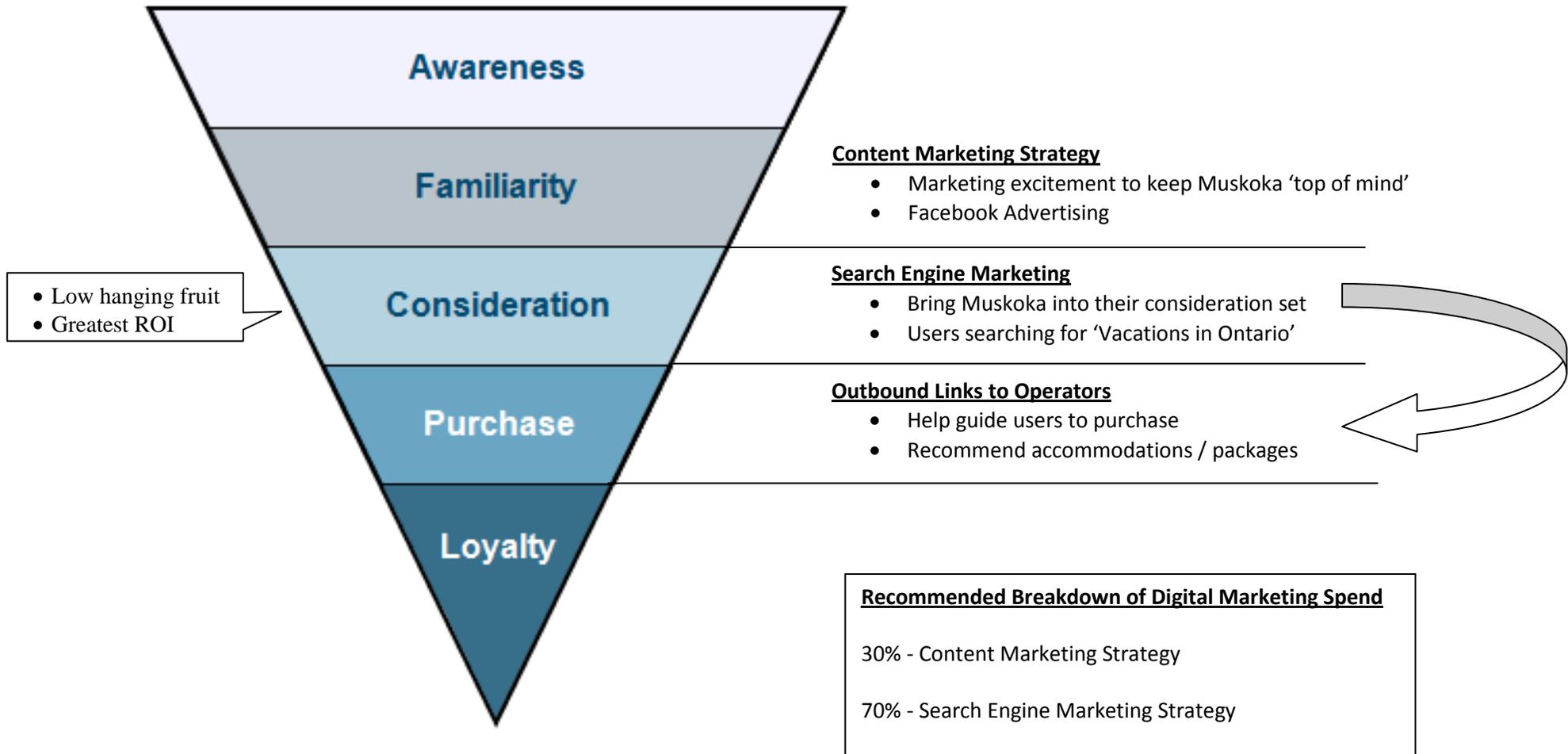
Marketing Objectives

- Increase unique visitors to MTMA's website by 15% to 593,000
- Increase outbound links to our partners by 15% to 365,000

Digital Marketing Strategy

- MTMA's digital marketing strategy consists of two major components; content marketing and search engine marketing
 - Content Marketing Strategy through Facebook Advertising will be used to build brand awareness and brand familiarity. This keeps the Muskoka brand 'top of mind' for our target markets
 - Search Engine Marketing Strategy through Google, Bing & Yahoo will be used to bring Muskoka into the consideration set of travellers that are closer to making a purchasing decision
 - Serve digital ads to users living in the GTA
 - Serve search engine ads to consumers who **have not chosen a destination**
 - These visitors represent the low hanging fruit and the greatest ROI, as they have decided they want to travel (making them closer to purchasing), but have not yet determined their destination.
 - An example of a search engine ad would be someone who is searching for a 'Fall Getaway in Ontario'
 - They know they want to go on a Fall Getaway in the immediate future
 - They know they want to travel in Ontario
 - They are actively looking for a destination. It is our role to introduce them to Muskoka as a destination, and help guide them to conversion





MUSKOKA TOURISM PRIORITIES FOR 2016

In consultation with our tourism industry partners, MTMA has identified the following priorities

- Expand digital consumer ad campaigns to support key market segments
 - Pampered Relaxers
 - Family Memory Builders
 - Knowledge Seekers
 - Up and Coming Explorers
 - Business Traveler
- Execute four seasonal campaigns. For the summer season, priority is early summer travel and mid-week travel
- Primary geographic market is GTA. Secondary geographic markets include Golden Horseshoe, S.W. Ontario
- Implement findings and recommendations from the Muskoka Brand Revitalization Project.
- Champion for change (redesign the MTMA website; combine visitor guides; visitor service delivery)
- Partner and deliver campaigns on approved vertical markets, (i.e. Wellness, Meetings Muskoka, etc.)
- Determine new sources of revenue to increase MTMA's marketing budget



MUSKOKA'S TOURISM INDUSTRY.....

For almost 150 years Muskoka has been a tourism icon in Ontario. Recent endorsements from National Geographic, Frommer's Guide, the Toronto Star, the Golf Channel, Conde Nast, the New York Times, Toronto International Film Festival, China Travel Network, Trip Advisor and many others have recognized and supported our tourism industry's efforts . Even with these prestigious testimonials and 3.0 million annual person visits to Muskoka, the competition for travel dollars has never been more intense, especially for Ontario's domestic market.

- 2.9 million person visits and \$416 million in annual visitor expenditures (2012) ¹
- The accommodation, food service sector is the # 1 employer in 5 of the 6 municipalities in Muskoka ²
- Tourism accounts for 20% of all jobs and 57% of the District's economic base²
- Employment in primary industries and the manufacturing sector is expected to decline in Ontario and Muskoka ²
- Over the next decade employment in the tourism sector is projected to increase.²
- The tourism industry provides social benefits and quality of life experiences for Muskoka residents that go well beyond the normal capacity of a small rural community in northern Ontario with a year round population base of 60,000 people.
- The assessed value of commercial fixed roof accommodation in Muskoka (\$ millions)*

<u>Community</u>	<u>Assessed Value*(as of Sept 2011)</u>
Bracebridge	\$17.5 M
Georgian Bay	\$19.1 M
Gravenhurst	\$51.4 M
Huntsville	\$77.7 M
Lake of Bays	\$42.6 M
Muskoka Lakes	<u>\$178.8 M</u>
Total	\$378.1 M
- Continued investment in Muskoka's tourism industry supports one of the District's largest economic drivers.

1. Stats Canada (International and Canadian Travel Surveys)
2. District of Muskoka Economic Strategy 2008, Malone Given Parsons



Challenges facing Muskoka's tourism industry include....

- Increased competition for domestic travel dollars has created a very crowded and noisy market place. Approximately 90% of Muskoka's visitors are from Ontario. There are at least 47 Ontario communities competing for the same traveler and aggressively promoting their respective destinations.
- Muskoka is no longer one of the top ten tourist destinations in Ontario.
- Changing demographics. The 2011 census found that 45% of Toronto residents had a mother tongue other than English or French. Muskoka's outbound marketing efforts and our market readiness here at home to welcome new Canadians becomes more important.
- Seasonality. Increased marketing resources and effort are required to position Muskoka as a year round travel destination.
- Increased competition on the global stage. Ontario's travel account deficit is spending by Ontario residents to visit international destinations continues to grow. These are travel dollars that could be spent at home.
- Tepid increases in average annual occupancies and average room rates in 2015.
- The low occupancy rates realized in the Muskoka resort sector stems primarily from the seasonal nature of room night demand.³



Target Market - Pampered Relaxers

This segment is defined by an orientation toward pampering and resort life experiences.

This often involves beach experiences and waterfront accommodations. For this segment, vacations are a time to relax and reenergize often through high end sophisticated activities. They have some affinity to the region beyond nature.

- Middle aged couples
- Average Annual House-hold Income: \$105,554 (above average)
- Average Annual House-hold Travel Budget: \$4,232 (above average)
- Average Number Of Trips In Past 12 Months: 2.8
- Average Trip Length (In days): 6.4 (above average)
- Average Party Size Per Trip: 3.0

Key message: Relax and re-energize

Muskoka trip motivators/drivers that appeal to Pampered Relaxers:

- Pampered resort life, exceptional service, indulgent spas, beaches
- Savour Muskoka – discover some of Ontario’s finest dining experiences
- Sophisticated activities and tours – dinner cruises, fall driving tours, museums/art galleries, Muskoka Lakes Winery, craft breweries
- Sightseeing – points of interest, waterfalls, fall driving tours, hiking trails
- Access the outdoors in comfort and style – resorts offer canoeing/kayaking, boating, cycling and other outdoor activities

Product

Type of getaways that appeal to Pampered Relaxers: Romantic getaways, spa getaways, weekend getaways, New Year’s packages, summer vacations, Culinary & Dining getaways, fall getaways, Resorts with outdoor activities they can experience in comfort.

Promotion

Core programs: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Digital advertising mediums: Facebook, Google Adwords

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer



Target Market - Knowledge Seekers

Travelers in this segment are looking to appreciate and understand the places they visit. Their trips are typically about expanding their knowledge and stimulating their minds rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and often focus on sight-seeing, museums, galleries and historical sites.

- Older couples
- Average Annual House-hold Income: \$102,480 (above average)
- Average Annual House-hold Travel Budget: \$4,713 (above average)
- Average Number Of Trips In Past 12 Months: 3.1
- Average Trip Length (In days): 8 (above average)
- Average Party Size Per Trip: 2.7

Key message: Create your own path in Muskoka

Muskoka trip motivators/drivers that appeal to Knowledge Seekers:

- Savour Muskoka – discover some of Ontario’s finest dining experiences
- Museums, historic sites, art galleries, performance venues, cultural activities
- Sight-seeing and visiting nature sights: points of interest, waterfalls, Algonquin Park
- Touring: Fall Driving Tours, Outdoor art gallery
- Festivals and Events

Product

Type of getaways that appeal to Knowledge Seekers: Romantic getaways, winter packages, Culinary and dining getaways, fall getaways, spring getaways, summer vacations. Type of activities that appeal to Knowledge Seekers: art galleries, museums, fine dining, historic boat cruises, nature sightseeing, yoga classes, winery/brewery tours, live performances

Promotion

Core programs: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre
Digital advertising mediums: Facebook, Google Adwords

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer



Target Market - Family Memory Builders

This is a segment driven by families with children <18. They want a playful vacation that is centred around building family memories and strengthening bonds. Activities such as theme parks (Santa's Village) allow the family to have fun and build these lasting memories. Strategically, Family Memory Builders will enable us to grow the next generation of Muskoka visitors.

- Middle aged with families
- Average Annual House-hold Income: \$82,159 (below average)
- Average Annual House-hold Travel Budget: \$2,213 (below average)
- Average Number Of Trips In Past 12 Months: 2.3 (below average)
- Average Trip Length (In days): 4.9
- Average Party Size Per Trip: 4.1

Key message: A fun-filled vacation for the whole family. Building memories that will last a lifetime

Muskoka trip motivators/drivers that appeal to Family Memory Builders:

- Culinary: All inclusive packages or packages that promote family dining together
- Nature and sight-seeing: waterfalls, hiking trails, lookouts, points of interest
- Amusement/theme park: Santa's Village and zip-lining
- Lakefront accommodations and activities
- Recreational boating and fishing

Product

Type of getaways that appeal to Family Memory Builders: Winter getaways, Christmas getaways, All-inclusive summer vacations, summer vacations, March Break getaways, August long weekend getaways, Victoria Day getaways, Family Day Getaways

Type of activities that appeal to Family Memory Builders: Santa's Village, water activities, nature sight-seeing activities

Promotion

Core programs: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Digital advertising mediums: Facebook, Google Adwords

*Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer



Target Market - Up & Coming Explorers

Love nature and adventure. This is a youth-oriented group that is on its way up in the world. These travellers are emerging into a new life-stage, often characterized by greater affluence and new opportunities. Visible minorities and immigrants often fall into this segment. Travel is not about connecting with family or friends. While these people often want to be adventurous and energetic their travel experiences often start with what is nearby and typically with core tourist attractions. Ontario is popular with this group and visitation is typically very recent.

- Younger demographic, often with families. Visible minorities often fall into this segment
- Average Annual House-hold Income: \$88,361
- Average Annual House-hold Travel Budget: \$4,637 (above average)
- Average Number Of Trips In Past 12 Months: 3.5 (above average)
- Average Trip Length (In days): 4.6 (below average)
- Average Party Size Per Trip: 2.8

Key message: Experience Muskoka's jaw-dropping beauty and the region's exhilarating adventures

Muskoka trip motivators/drivers that appeal to Up and Coming Explorers:

- Outdoor activities: canoeing, kayaking, treetop trekking, snowmobiling, dog sledding, boating, horseback riding, cycling
- Nature and sight-seeing: waterfalls, hiking trails, lookouts, points of interest
- Enjoy spending time on the beach
- Culinary experiences, promoting dining credits/packages

Product

Type of getaways that appeal to Up and Coming Explorers: Winter getaways, Lakefront vacations, summer vacations, fall getaways, culinary, romantic

Type of activities that appeal to Up and Coming Explorers: hiking and sight-seeing, canoeing/kayaking, treetop trekking, 'outdoor adventures'

Promotion

Core programs: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Digital advertising mediums: Facebook, Google Adwords

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places



Target Market – Business & Group Travelers

Targeting the lead planner of upcoming group events to showcase Muskoka as a possible destination and create an opportunity for Muskoka properties to bid on their business. Specific group travel includes, but is not limited to:

- Business Group Travel including corporate meetings, executive retreats, conferences, teambuilding retreats and company retreats
- Weddings
- Social Groups including family reunions, club meetings, anniversaries, church groups

Key message: Unparalleled service, jaw-dropping beauty, your attendees will love their time in Muskoka

Muskoka trip motivators/drivers that appeal to Business & Group Travellers:

- Outdoor activities for guests offer a different experience than the city: canoeing, kayaking, treetop trekking, snowmobiling, dog sledding, boating, horseback riding, cycling
- Experienced onsite planners make it easier on the meeting planner to plan the event
- Something 'off the beaten path'

Product

Everything groups require is all available on-site including: event planner, accommodation, dining and/or cooking options, outdoor activities, etc. Muskoka also has a large number of things to do off-site, if the group is looking for more attractions and outings to organize

Promotion

Core program mediums: website

Advertising mediums: Facebook, Google Adwords

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places



2016 Digital Marketing Tactics

Name of Program: Romantic Getaways

Description: There is a tremendous opportunity to align Muskoka as a romantic destination. Romantic vacation packages are a year round opportunity, and can help increase visitors to Muskoka during the non-peak times of year. These experiences speak to 3 of our 4 target markets; Knowledge Seekers, Up & Coming Explorers, and Pampered Relaxers. This opportunity also aligns with Muskoka's revitalized brand 'civilized nature'. Romantic getaways are in high demand. MTMA's romantic getaways page is the highest trafficked getaway page on MTMA's website, having 40,000 views over the last year. The next most trafficked getaway page is 23,000.

We will use two digital marketing strategies for our 'romantic' vertical market; content marketing (30% of spend) and search engine marketing (70% of spend)

Content Marketing (Facebook Ads) - Create engaging content that is shareable and exciting. Possible content topics include:

- The Most Romantic Things to Do in Muskoka
- What Makes Muskoka the Most Romantic Destination in Ontario

Search Engine Marketing (Google, Bing & Yahoo Search Query Ads) – Serve ads to users who are **searching for romantic vacations, but have not yet determined their destination**. Possible search keywords include:

- Romantic Getaways in Ontario
- Romantic Resorts in Ontario
- Romantic Destinations Ontario

Timeline: April 2016 to March 2017



Name of Program: Wellness

Description: Wellness Retreats provide an excellent opportunity for off-peak season travel, specifically during May – June, and September – October. On MTMA’s website, our Yoga & Wellness Retreats web page had 7,500 page views over the last year, all from organic traffic. There is potential to include culinary, yoga, and shopping as part of the packaging options. A wellness program would consist of packaging workshops with operators, as well as CPC digital ads on Facebook and Google.

We will use two digital marketing strategies for our ‘wellness retreats’ vertical market; content marketing (30% of spend) and search engine marketing (70% of spend)

Content Marketing (Facebook Ads) - Create engaging content that is shareable and exciting. Possible content topics include:

- Wellness in Muskoka – Take a peek at these great retreats for you and your Gal Pals

Search Engine Marketing (Google, Bing & Yahoo Search Query Ads) – Serve ads to users who are ***searching for wellness retreats in Ontario, but have not yet determined their destination.*** Possible search keywords include:

- Yoga Retreats Ontario
- Girlfriend Retreats in Ontario
- Girlfriend Getaway Weekends in Ontario

Timeline: April 2016 to March 2017



Name of Program: Year Round Muskoka Resident Engagement

Description: Inform and encourage Muskoka residents (year round and second home owners) to participate in all the great activities that can be taken advantage of when friends and relatives arrive. MTMA would provide year round information about family activities, dining opportunities, attractions and more. By creating a grassroots marketing campaign, Muskoka residents will become more engaged with Muskoka’s tourism industry and spend more locally. The program also encourages Muskoka residents to become brand ambassadors, sharing information with friends via word of mouth, as well as digitally through social media.

We will use one digital marketing strategy for our ‘Muskoka Resident’ vertical market; content marketing (100% of spend)

Content Marketing (Facebook Ads) - Create engaging content that is shareable and exciting. Possible content topics include:

- ‘Locals know’ contesting
- 250 Things to See & Do in Muskoka

Timeline: June 2016 to December 2016

Name of Program: Last Minute Getaways

Description: In May 2015, MTMA launched its Last Minute Availability as an online feature on the website. Over the course of 6 months, the initiative has been hugely successful. The ‘Last Minute Availability’ page on our website has had over 17,000 page views during that time frame. This new program reflects the changing travel behaviour of consumers in the marketplace, with more and more people looking for shorter getaways at the last minute. What is most important to note about this initiative, is that visitors who are searching for ‘Last Minute Cottage Rentals’ are very far down the buying funnel, and very close to making a purchase decision. By providing consumers with one, easy to use reference, we make it simpler for them to choose Muskoka as a last minute vacation destination.

We will use one digital marketing strategy for our ‘Last Minute Getaways’ vertical market; search engine marketing (100% of spend)

Search Engine Marketing (Google, Bing & Yahoo Search Query Ads) – Serve ads to users who are ***searching for last minute getaways in Ontario, but have not yet determined their destination***. Possible search keywords include:

- Last Minute Vacations in Ontario
- Last minute weekend getaways in Ontario



Project Name: Muskoka Live Entertainment

Description: Under the direction of the established Muskoka Live Entertainment working group, MTMA will provide the lead role in a collaborative marketing program that will highlight Muskoka's entertainment scene and encourage Muskoka residents, second home owners, and visitors to attend one or more shows in 2016. Potential programs may include internal and external co-op advertising projects in digital and print media.

We will use one digital marketing strategy for our 'Muskoka Resident' vertical market; content marketing (100% of spend)

Content Marketing (Facebook Ads) - Create engaging content that is shareable and exciting. Possible content topics include:

- Live Entertainment this Week in Muskoka

Timeline: June 2016 to November 2016

Project Name: Meetings Muskoka

Description: Under the direction of Meetings Muskoka working group, MTMA will provide the lead role in a collaborative marketing program that will highlight Muskoka's meetings business. Over the past 1.5 years, this program has circulated close to 40 RFPs, that constituted almost 4,000 potential room nights. Potential activities for the 2016 program include inbound FAM tours, outbound Networking events, and digital ad campaigns on Google.

Partners: Industry Partners, MTMA

Timeline: Year Round



Project Name: Muskoka Cycling

Description: Muskoka cycling focuses on: market readiness; digital promotion of Muskoka as an overnight cycling destination for recreational riders; and cross promotion for overnight stays through major Muskoka cycling events (2016 Iron Man, Mountain Equipment Coop Muskoka Ride, Spin the Lakes, etc). On the market readiness side, develop six Muskoka wide workshops to: identify standards, infrastructure and service needs of cycle tourists; develop a checklist which communities can assess existing and future cycle tourism infrastructure; create toolkits for different business types to attract cyclists; identify marketing and volunteer efforts towards expanding cycle tourism and connect signature rides in Muskoka <http://www.ontariobybike.ca/>. Digital efforts will enhance existing cycle content on our website and implement pay per click campaigns focusing on overnight stays. Promote overnight stays through cross marketing partnerships with major cycling event organizers.

Partners: Industry Partners, MTMA, District of Muskoka, Ontario Trillium Foundation or RED

Timeline: May 2016 to December 2016.

Expected Results: Develop cycling friendly standards for Muskoka businesses and communities. Link together the growing network of designated bicycle routes in Muskoka. Promote signature cycling routes and events for overnight stays. Serving highly targeted ads, bring 15,000 highly qualified visitors to MTMA website, resulting in 8,100 outbound links to operator's websites.

2016 Marketing Tactics

Project Name: Website Development

Description: To support the recommendations from the **Brand Revitalization project**, MTMA will launch a new, responsive, mobile friendly website in 2016 with an HTML 5 format and new architecture.

Partners: MTMA, FedNor

Budget: \$38,000

Timeline: February to April 2016

Expected Results: Website improvements will advance MTMA KPIs 1 and 2. In 2016, increase unique visitors by 15% to 593,000 and increase outbound links by 15% to 365,000. Approx. 40% of current traffic is from a mobile platform and it is expected traffic will continue growing from mobile devices



Name of Program: Muskoka Mobile App

Project Description: Maintain mobile apps optimized for three platforms (iPhone, iPad and Android). Features include Interactive mapping and GPS capabilities; the ability to search by what's closest to you; a function for saving 'favourites', news, blogs and social media updates; directory and background info by region. App content is pulled from MTMA website. Banner ads will appear on the apps and pay for service on cost recovery basis.

Partners: MTMA and members.

Budget: \$1,436 for hosting and maintenance. Full cost recovery through banner ad sales.

Timeline: Ongoing.

Expected Results: In a normalized year a minimum of 4,000 downloads. App users will be visitors planning a trip; visitors while they are here; second home owners and year round residents. 20% of current MTMA website users access content from mobile devices. The projected growth in traffic from handheld devices will be exponential and replace lap tops and desk top PCs as the preferred platform.

Project Name: Summer Student Program

Description: MTMA is the applicant to secure funding for three summer student positions through employment programs offered by the Provincial and Federal Governments.

Partners: Muskoka Tourism

Budget: \$9,000 from federal and provincial government.

Timeline: 7 week period from June to September.

Results: Subject to funding confirmation provide travel counseling services , offer extended hours of operation during the summer and roving ambassador.

Project Name: Spring and Fall Bulk Literature Distribution

Description: Ship Muskoka Tourism member brochures to over 65 strategic travel information centres in Ontario and U.S. border states (AAA, CAA, Ontario Travel Centres, etc). Also ship Muskoka Tourism Travel Guides and maps.

Partners: Muskoka Tourism members.

Budget: \$9,000 revenue. \$6,300 shipping cost. Surplus \$2,700

Time Line: Spring Bulk – May 2016 - Fall Bulk August 2016.

Expected Results: Provide a low cost service to members who ordinarily would not have their literature sent to key travel information centres in Ontario and the U.S.



Project Name: Member Engagement

Description Continue to build communications and relationships with members with emphasis on small family operated businesses and non-members of Muskoka Tourism. Target groups include: Chambers of Commerce; Muskoka associations (Savour Muskoka, arts/culture groups, North Muskoka Resort Association, BIAs, Community Futures, RTO 12 etc); federal and provincial agencies; elected officials (federal, provincial, municipal); and municipal Economic Development Officers. Create an effective regular communication piece. Attend meetings, host events.

Partners: MTMA; regional stakeholders and members.

Budget: \$2,000. Staff time.

Timeline: Year round.

Expected Results: Regular communications with members (newsletter, e-mails); Create networking/professional development opportunities; Celebrate members; recognize achievements; create awareness and where possible engage stakeholder groups in MTMA activities (networking, workshops); prepare monthly newsletter.

Project Name: Membership Development

Project Description: Current membership base is 314 businesses and regional stakeholders. The focus is on membership retention and a 5% increase new membership growth (16 new members).

Partners: MTMA members.

Budget: Estimated member revenue of \$60,000.

Timeline: Ongoing.

Results: Maintain membership renewals at 95% and seek 32 new members.

Project Name: Consumer Show

Description: Respond to partner demand and organize a Muskoka presence at major consumer shows in Toronto. Attend the Snowmobile & ATV show in October 2016.

Partners: Snowmobile Show - District 7 Ontario Snowmobile Federation and their members

Budget: \$1,500

Time Line: Snowmobile shows Oct. 2016.

Expected Results: On a fee for service literature distribution for Muskoka Tourism members at three large consumer shows. Demonstrate a leadership role by creating co-op marketing opportunities with key stakeholders in Muskoka.

Project Name: Unpaid Media

Description: Seek out and capitalize on unpaid media opportunities.

Budget: \$0. Staff time.

Time Line: Ongoing

Expected Results: Achieve a minimum of 6 unpaid media articles in 2016.



Project Name: Radio Advertising Campaign

Project Description: Corus Entertainment (Fresh 93.1 radio) will provide 427 x 30 second spots in summer and fall promoting Muskoka driving traffic to our website.

Partners: Corus Entertainment, Muskoka Tourism members

Budget: Total contra value \$9,900 \$0 cost to MTMA.

Timeline: summer and fall 2016.

Expected Results: Broadcasting at 100,000 watts Fresh 93.1 has a wide market reach into central Ontario appealing to adult contemporary listeners.

Project Name: Muskoka Brand Revitalization

Description: Implement findings and recommendations from the Muskoka Brand Revitalization project. In partnership with a Tourism Stakeholder working group (municipal Economic Development Officers, Chambers of Commerce, BIAs, RTO 12), MTMA will take the lead role in coordinating the tourism brand strategy and supporting tactics for Muskoka.

Partners: MTMA, RTO 12, FedNor, OMAFRA, Regional Stakeholders

Budget: \$62,000 (2015 \$10,000 and 2016 \$52,000)

Timeline: Project completion March 2016.

Expected Results: Create an overarching brand concept that participants can incorporate into their own independent activities, along with recommended tactics and a Muskoka *Brand Handbook*.

Project Name: Image Bank

Description: Maintain and update an inventory of 2,000 HD video clips and 2,900 still images. Fulfill requests from media, partners and stakeholders to download image bank content.

Budget: \$0. Staff time.

Time Line: Ongoing

Expected Results: The image bank averages 224 downloaded images per year. Grow this level of activity and update with new images.

Project Name: 2016 Visitor Guide

Description: New. Combine existing visitor guides from 4 Chambers of Commerce and MTMA into one publication with a print run of 141,000 copies, 96 pages plus covers. Change editorial direction to reflect lifestyle magazine format with feature articles showcasing Muskoka experiences sought by key customer types.

Partners: Muskoka Tourism members, 4 Chambers of Commerce

Budget: Ad revenue \$146,000. Production costs \$131,000. Net profit \$15,000.

Time Line: Ad sales begin October 2015, proof to the printer February 2016 and delivery March 2016.



Expected Results: Distributed as a newspaper insert twice a year in key GTA markets and as fulfillment piece. Improve on the current publication with increased emphasis on winter activities.

Ongoing - Name of Program: 2016 Muskoka Map

Description: Update where necessary and print 60,000 copies.

Partners: Muskoka Tourism members.

Budget: Ad revenue \$25,000. Production costs \$13,000. Net profit \$12,000

Time Line: Ad sales begin February 2016, proof to the printer May 2016, and delivery June 2016.

Expected Results: Generate referrals to Muskoka Tourism website, members and phone enquiries

