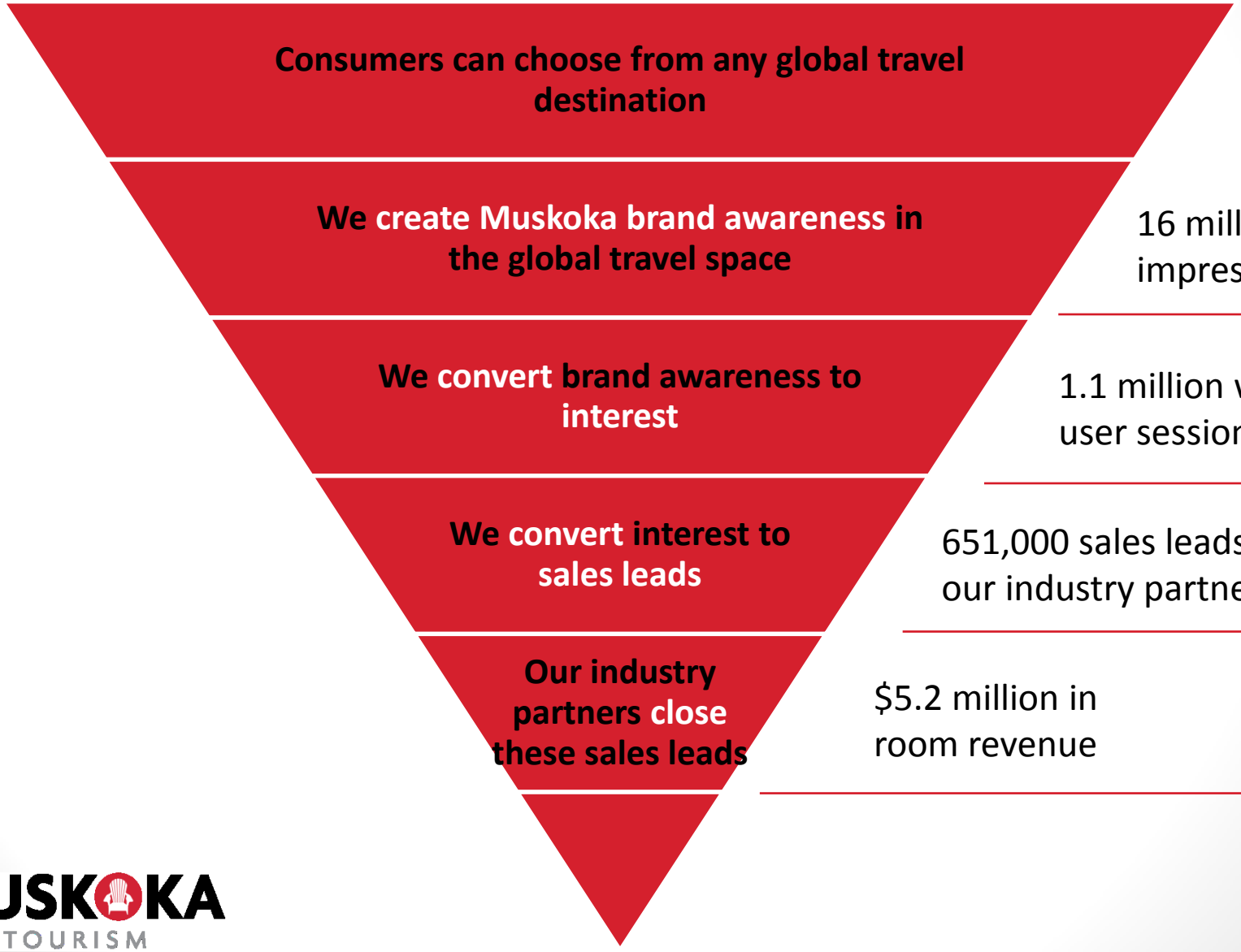
2018 Annual Report

Muskoka Tourism Marketing Agency

MUSKOKA TOURISM

Muskoka Tourism's Role In 2018



16 million impressions

1.1 million website user sessions

651,000 sales leads to our industry partners

$5.2 million in room revenue

MUSKOKA TOURISM

Muskoka Tourism Leadership Board of Directors

Chairperson
Luke Nixon-Janssen
Deerhurst Resort

Past Chairperson
Leah Leslie
JW Marriott The Rosseau Muskoka Resort & Spa

Vice Chairperson
Scott Doughty
Hidden Valley Resort

Vice Chairperson
Negin Company
Inn at Christie's Mill and Southeast Georgian Bay Chamber of Commerce

Secretary/Treasurer
Brian Hough
Baysville Marina &
North Granite Ridge Golf

Kelly Haywood
Huntsville Lake of Bays Chamber of Commerce

Don Smith
District Representative

Peter Cooper
District Representative

Jean-Ann Baranik
Muskoka Lakes Farm & Winery

Debbie Eccles
Sunset Cruises

Jonathon Massey
Residence Inn Gravenhurst

Kit Redding
Clear Lake Brewing Co

Randy Mitson
Algonquin Outfitters

Andrew Rusynyk
Hidden Valley Highlands Ski Area

Cameron Therrien
Santa's Village

Christine Kropp
Whimsical Bakery

Krista Storey
Gravenhurst Opera House

Sandy Lockhart
Gravenhurst Chamber of Commerce

Resource Members

Samantha Hastings
District of Muskoka

MUSKOKA TOURISM

Marketing Terms

Sessions - when a visitor enters our website, a session begins. In the simplest form, a session is a visitor to our website.

Sales leads (Outbound Links) - the number of clicks from discovermuskoka.ca to one of our partner's websites (ie. accommodations, attractions, etc). An outbound link is a sales lead generated from our website

Reach - the total number of people who see an ad. For our purposes, reach reflects the number of people who see a Muskoka Tourism ad on Facebook

Impressions - an impression is counted each time our ad is shown. In theory, our ad can be served to the same person multiple times.

Reach X frequency of ad show = impressions

MUSKOKA TOURISM

2018 Highlights
Destination Marketing Digital Services

To promote the Muskoka brand, MTMA deployed extensive digital advertising campaigns:

Facebook / Instagram + Google Ads =

16 million impressions

- Facebook / Instagram Impressions: 15 million+
- Search Engine Ads Impressions: 1.02 million

MUSKOKA TOURISM

2018 Highlights
Destination Marketing Digital Services

Website Traffic

	Dec 1, 2016 – Dec 1, 2017	Dec. 1, 2017 – Dec. 1, 2018	Year Over Year Change %
User Sessions (Website Visits)	1,088,902	1,113,241	**+ 2%**
Sales Leads (Outbound Links)	601,773	651,194	**+ 8 %**

Muskoka Tourism leads Ontario's tourism industry in SEO strategy.
For search results on high competition keywords, we are consistently ranked as one of the top organic results. In nearly every case, no other DMO / RTO is listed on the first page.

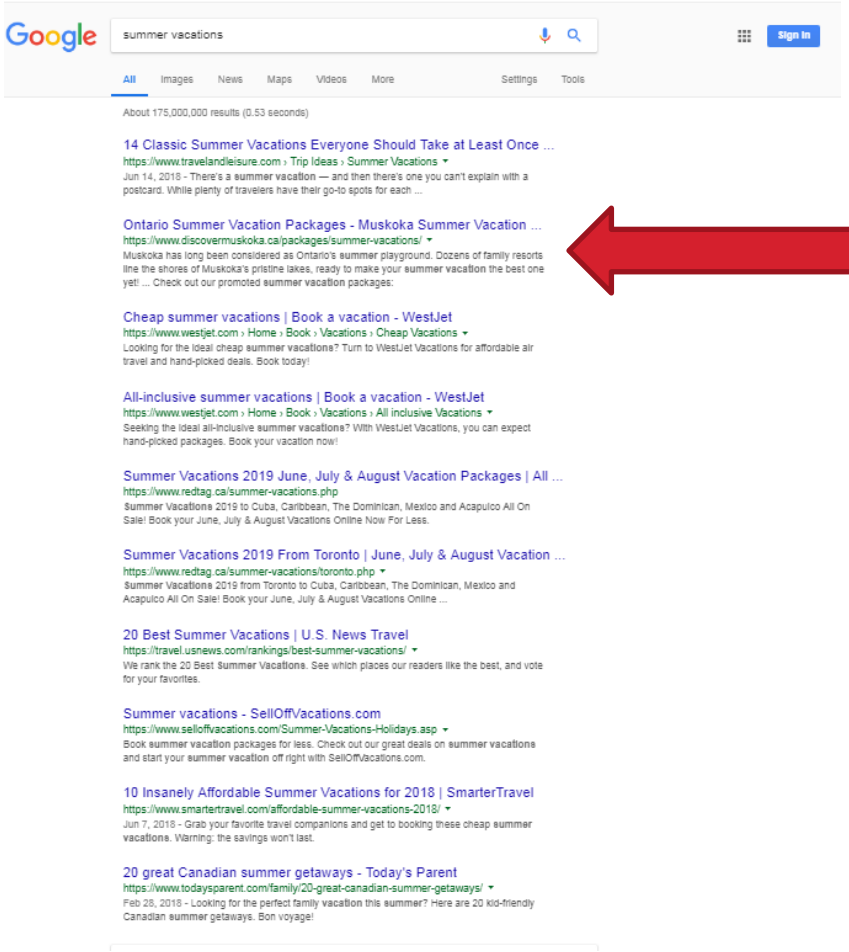
Examples of our SEO include (note, these show results from search queries originating from Toronto)

- Fall Getaways – 3rd in organic ranking
- Winter Getaways – 2nd in organic ranking
- Summer Vacations – 2nd in organic ranking

MUSKOKA TOURISM

2018 Highlights

Destination Marketing Digital Services



This is just one example of MANY that demonstrates how Muskoka Tourism's SEO strategy is tops among DMOs / RTOs in Ontario.

Muskoka Tourism is the #2 organic search listing for the **hyper competitive** search term 'summer vacations'. This image depicts searches originating from Toronto.

There are **no** DMOs / RTOs listed on the first page of search engine results.

This is a BIG accomplishment, and an area where Muskoka is leading all like organizations **throughout the entire province**.

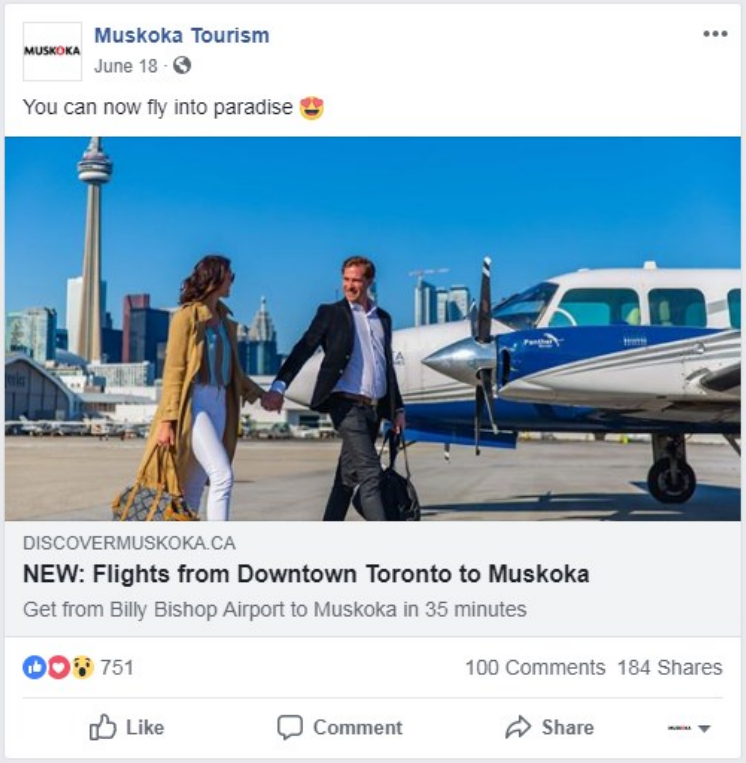
MUSKOKA TOURISM

2018 Highlights

Muskoka Airport Marketing

Post Details 1898953090171110

Reported stats may be delayed from what appears on pos



Performance for Your Post

121,244 People Reached

1,534 Reactions, Comments & Shares

1,004 Like	699 On Post	305 On Shares
57 Love	47 On Post	10 On Shares
8 Haha	3 On Post	5 On Shares
42 Wow	25 On Post	17 On Shares
1 Sad	1 On Post	0 On Shares
2 Angry	2 On Post	0 On Shares
230 Comments	138 On Post	92 On Shares
190 Shares	184 On Post	6 On Shares

8,861 Post Clicks

0 Photo Views	6,942 Link Clicks	1,919 Other Clicks

MUSKOKA TOURISM

2018 Highlights
Muskoka Airport Marketing

Working with key partners and stakeholders:

- Muskoka Airport Board of Directors
- District of Muskoka officials
- FLYGTA
- Tourism partners

Muskoka Tourism took the lead marketing role in promoting Muskoka Airport's scheduled flight service:

- Webpage promoting flights has been read 10,000+ times
- Radio ads playing in key geographic markets
- Earned Media coverage from a Muskoka Tourism led PR campaign
- **Based on successful pilot project results, FLYGTA is planning to resume service in 2019**

Earned Media

Working with Jesson + Co we were able to generate significant earned media about FLYGTA's scheduled flights to Muskoka from downtown Toronto. Take a look at some of the buzz we've been able to make:

Toronto Star
Vacay.ca
Travelpulse
Paxnews
Travelpress
Travel Industry Today

MUSKOKA TOURISM

2018 Highlights
Video Marketing

If you need me … #illbeinmuskoka campaign

- 20 videos were released

TOTAL 1.54 MILLION VIEWS

Cutting-edge story-telling format that is being used by some of the world's top content producers including VICE and Huffington Post

- Muskoka Tourism is one of the few DMOs to lead the way on this
- Destination Canada and Destination Ontario are using this cutting-edge story-telling format in their video materials

Video Views to date:

- 1.22 million views on Facebook
- 312k views on Instagram
- TOTAL 1.54 MILLION VIEWS

MUSKOKA TOURISM

2018 Highlights

Video Marketing

Downtown Huntsville Paddling Adventure
52K views · July 27

The Bog to Bottle Tour, a Canadian Signature Experience
41K views · July 20

Muskoka has a Pop-up Shopping Village
60K views · July 19

Bracebridge Waterfall Tour
70K views · July 11

The Famed SS Bigwin
55K views · August 13

Limberlost Forest & Wildlife Reserve
51K views · August 10

Hunter's Bay Trail in Huntsville
81K views · August 9

Riverside Bike Park Adventure
45K views · August 2

Jet Surfboarding in Muskoka
84K views · July 6

The Tree Museum. Hiking & art together at last!
63K views · August 17

MUSKOKA TOURISM

2018 Highlights

Video Marketing

The Chapel Gallery in Bracebridge
36K views · August 22

An engineering marvel, The Big Chute (Lock 44)
86K views · August 18

Visit Muskoka Roastery's Interactive Showroom
48K views · August 29

The Georgian Bay Biosphere Reserve
53K views · August 28

The Muskoka Wharf in Gravenhurst
54K views · August 23

2018 World Water Ski Show Championships
109K views · August 23

Huckleberry Rock Lookout Trail at Sunset
74K views · August 31

The Lake of Bays Scenic Drive
59K views · September 12

2018 Fall Colour Report
52K views · September 18

KayJee Funk takes the Cranberry Plunge
32K views · October 23

MUSKOKA TOURISM

2018 Highlights
Content Marketing

We stand out in a hyper-competitive channel, and our content delivery is differentiating us from the 50+ tourism marketing organizations in Ontario

- Our timely, shareable content program has an average CTR (click-through rate) of 1.71% vs the travel industry average of 0.90%
- Our content marketing program has an average CPC (cost-per-click) of $0.32 vs the travel industry average of $0.63

MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- Muskoka has a new AUTENTICO Italian Restaurant
- New helicopter sightseeing tours
- 56th Annual Muskoka Arts & Crafts Summer Show
- 3 events to check out in Downtown Huntsville this summer
- Where to brunch this Mother's Day
- Taboo Muskoka has a new Culinary Weekend
- Muskoka named one of the top Honeymoon Destinations
- Our 24 hour maple adventure in Muskoka
- 3 things to do in Muskoka, March 23 - 25
- Muskoka maple beer now on tap in Muskoka
- Muskoka Maple Trail kicks of March 9
- Things to do this March Break
- Things to do Family Day Weekend
- Muskoka cracks list for 'Top Signature Winter Experiences'
- Where to dine this Valentine's Day
- Snowmobile trail green-lit for GO in Muskoka
- It is winter carnival season in Muskoka
- What is new at Johnston's this winter
- Sawdust City now features Ronnie's Woodfire Pizza
- New fatbike festival in Muskoka, February 2018

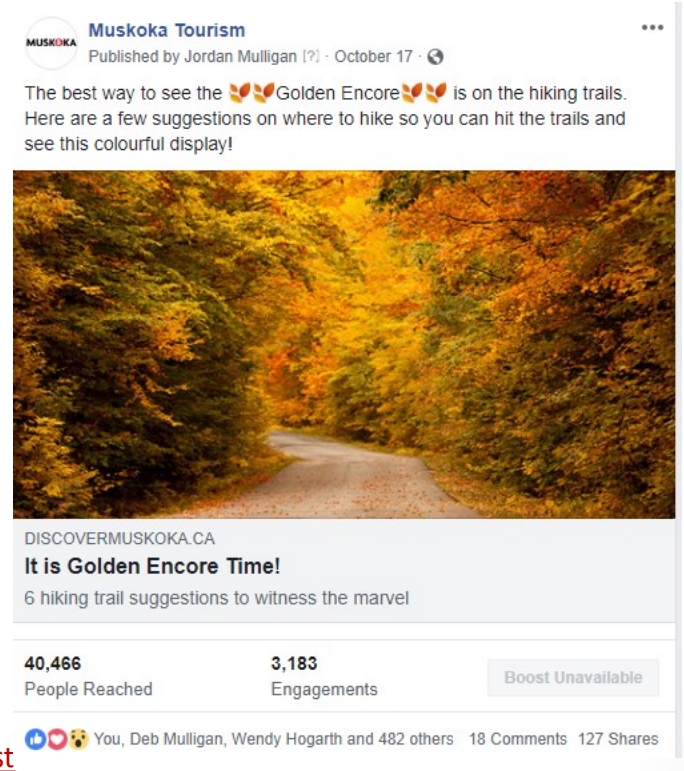
MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- Food, Drink and Fun at Flavours of Muskoka Chautauqua
- Muskoka's Most Talked About Piece of Art has a New Home
- Live Music, Every Wednesday in Huntsville
- 3 Events to Check out this Summer in Gravenhurst
- 38th Annual Summer Vintage Boat Show
- Canada Day Fireworks, Festivities & Fun
- Muskoka's First (and only) Axe Throwing
- Art Experiences with Muskoka Chautauqua this Summer
- 2018 Pirate & Princess Themed Cruises
- We've Found the Bevvy of Summer '18
- 2 Car Shows this Father's Day Weekeend
- 84th Season of Summer Theatre in Muskoka Kicks-off
- Happy 150th Birthday Bala
- Muskoka Lakes has a new Lookout Trail
- Taboo Muskoka Stay & Play Contest
- Audiences are Raving about THE WORLD GOES ROUND
- Muskoka fun begins with catching your first fish at Rocky Crest
- The Famed SS Bigwin
- Limberlost Forest & Wildlife Reserve



MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- Muskoka's First Ever Pop-Up Wedding Event
- Huntsville has got your Jazz
- Muskoka's new Cable Park Attraction
- Muskokacon - New Comic Convention in Muskoka
- Catch a Lakeside Concert at Music on the Barge
- Mystery performer to take stage August 9
- Cottage Springs Distillery Hosting a Beach Patio
- The Bog to Bottle Tour, a Canadian Signature Experience
- Muskoka has a Pop-up Shopping Village
- Bracebridge Waterfall Tour
- Jet Surfboarding in Muskoka
- NEW: Flights from Downtown Toronto to Muskoka
- 2 Waterfall Road Trips to Take this Spring
- *Just the Two of Us* Things to do this Winter
- 10 Must-do Winter Activities
- See Georgian Bay from a Whole New Vantage Point
- Hunter’s Bay Trail in Huntsville
- Riverside Bike Park Adventure
- Downtown Huntsville Paddling Adventure

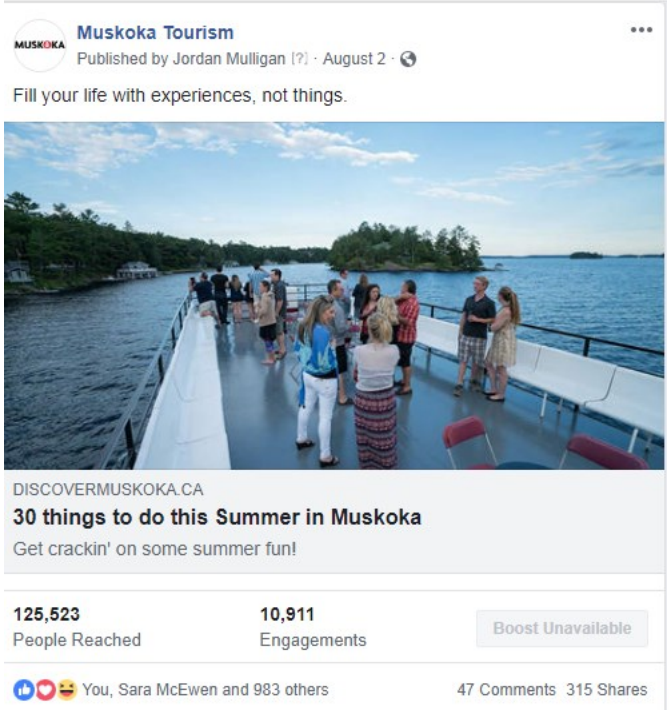
MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- Travel back in Time at Muskoka Heritage Place
- Cruise World-Renowned Georgian Bay
- 30 Things to do this Summer in Muskoka
- What's new at Santa's Village
- Take the 'Summer Edition' of the Bog to Bottle Tour
- Go on a Zip Lining and Aerial Adventure in Muskoka
- One of Muskoka's Grandest Traditions
- Take a Guided Paddle of Muskoka's Most Famous River
- Cruise & Dine Thursdays in July & August
- Severn Lodge Creating a new Dining Tradition
- Take a Guided Tour of Algonquin Park
- Peerless II, the Best Kept Secret in Muskoka
- Peter's Players 2018 Concert Line-up
- Kee to Bala Announces 2018 Summer Line-up
- 2018 Concert Line-up for Huntsville Festival of the Arts
- SOUVENIR kicks of the 84th Season of Summer Theatre
- Toronto to Muskoka Flight Schedule Expanded
- New Summer GO Train / Bus Service to Muskoka
- Dockside Festival of the Arts



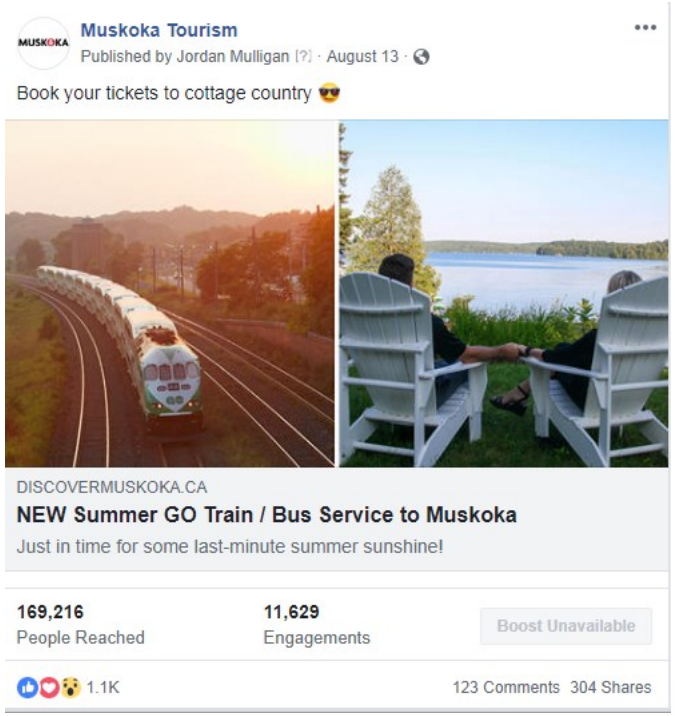
MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- Woodfired Pizza with a view in Muskoka
- The Tree Museum. Hiking & art together at last
- An Engineering Marvel, The Big Chute (Lock 44)
- Contest Alert: Algonquin Golden Encore
- Go on a Culinary Escape at Sherwood Inn
- The Chapel Gallery in Bracebridge
- 2018 World Water Ski Show Championships
- The Muskoka Wharf in Gravenhurst
- The Spirit of Tom Thomson Weekend Getaway
- 1 Resort with 3 Exceptional Restaurants
- The Georgian Bay Biosphere Reserve
- Visit Muskoka Roastery's Interactive Showroom
- Huckleberry Rock Lookout Trail at Sunset
- Go on a Romantic + Culinary Escape
- Watershed Wonders at Muskoka Discovery Centre
- Go Paddling in World-Famous Algonquin Park
- Peter's Players Fall Dinner Cruise
- First Annual Macaroni Festival in Downtown Huntsville
- The Lake of Bays Scenic Drive
- 2 Awesome Adventures with Algonquin Outfitters



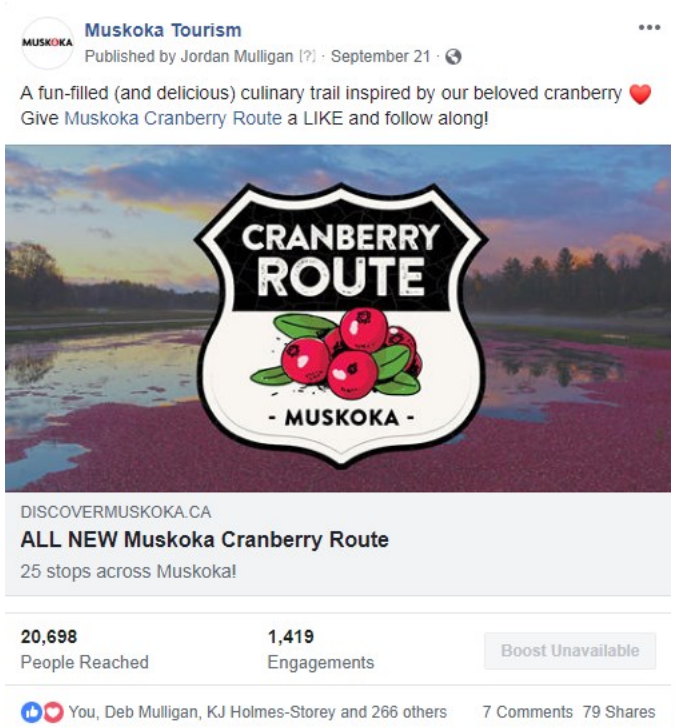
MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

- GREATER TUNA – Now Playing
- Take the Muskoka Autumn Studio Tour
- 2018 Fall Colour Report
- ALL NEW Muskoka Cranberry Route
- Doors Open in Gravenhurst
- Culture Days Activities in Muskoka
- Muskoka Lakes Farm & Winery
- The Ultimate Fall Cruise Experience
- 6 Great Shows to Round out the Year
- The 15k Wedding Package at Rocky Crest
- NEW View the Lakes Muskoka Chain Tour
- Book your Muskoka Steamships Fall Cruise
- Fall Colours have ARRIVE in Muskoka
- Bala Cranberry Festival is this weekend
- Welcome the Tom Thomson Boat Cruise
- Halloween Spooktacular at Santa's Village
- What's up Muskoka? October 9 – 14, 2018
- Take a Fall Boat Ride to an Unforgettable Dinner
- What's up Muskoka? October 15 – 21, 2018
- It is Golden Encore Time!



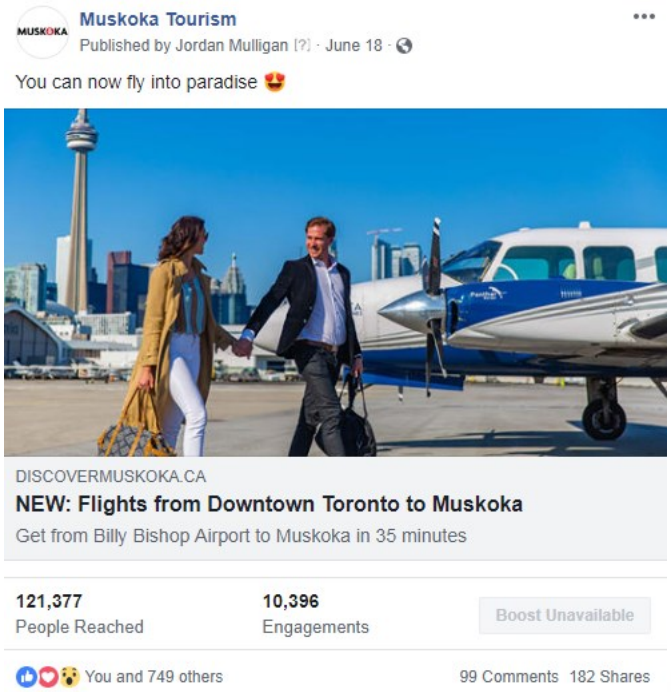
MUSKOKA TOURISM

2018 Highlights

Content Marketing

138 published pieces of content and counting

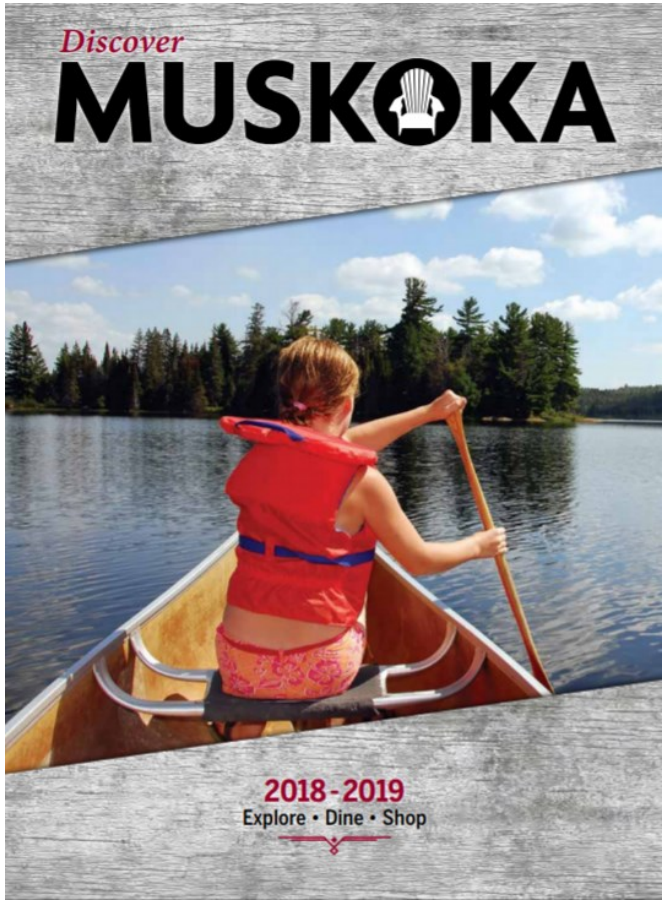
- Join Paranormal Muskoka for a Tour at Woodchester
- 'Man Fire Food' Celebrity Chef Coming to Muskoka
- What's up Muskoka? October 22 – 28, 2018
- 2018 Huntsville Girlfriends Getaway
- Get Spooky in Muskoka!
- KayJee Funk takes the Cranberry Plunge
- Planning the Office Holiday Party?
- What's up Muskoka? October 29 – November 4, 2018
- 2018 Christmas Markets & Shopping Parties
- FUNKFEST named Event of the Year
- What's up Muskoka? November 5 – 11, 2018
- Shopping Deals this Girlfriends' Getaway Weekend
- Bottle Service at Rende Italian Market
- What's FUN in Muskoka? November 12 – 18, 2018
- Santa Claus Parades in Muskoka
- What's FUN in Muskoka? November 19 – 25, 2018
- Fire & Ice Nights Announced for 2019
- You've gotta see these 12 Paddle Art pieces
- Matt Mays concert tickets now available!
- What's FUN in Muskoka? November 26 – December 2018



MUSKOKA TOURISM

2018 Highlights

Muskoka-Wide Collaboration + Product Development



2018 Visitor Guide:

The third edition of the Muskoka Visitor Guide continues to be a leading example of how Muskoka Tourism and our local stakeholders are aligned and collaborating to grow tourism. The Visitor Guide is a model partnership between Muskoka Tourism and our five Chambers of Commerce.

- 140,000 copies distributed, making it the largest single magazine in Muskoka by a factor of 5.
- The creative direction features dramatic photography, strong editorial content and improved paper stock.
- Distributed through high traffic visitor information centres in Ontario and US border states, as a newspaper insert in key GTA markets and extensively within Muskoka.

MUSKOKA TOURISM

2018 Highlights

Muskoka-Wide Collaboration + Product Development

Muskoka Cranberry Route

Partnering with the Township of Muskoka Lakes, Muskoka Lakes Chamber of Commerce and over 25 private organizations to develop a new-to-market culinary trail:

- Through our involvement, Muskoka Tourism has been able to make this initiative Muskoka-wide
- Launched a new website that drew over 7,000 unique visitors and 15k page views
- Launched an official Facebook and Instagram Page, accumulating 1,200 followers
- Multi-channel; print, social and web.
- Professional photographers were hired to build a pool of marketing assets for subsequent years. 300+ high quality photos shared with partners

MUSKOKA TOURISM

2018 Highlights

Muskoka-Wide Collaboration + Product Development

Muskoka Maple Trail

Now in its third year, Muskoka Tourism partners with the Huntsville / Lake of Bays Chamber of Commerce and 25+ private businesses to create this off-season, attraction / culinary trail

- Through our involvement, Muskoka Tourism has been able to make this initiative Muskoka-wide
- Multi-channel; print map, social and web
- Muskoka Tourism worked with JESSON + COMPANY, a PR firm out of Toronto, on a Maple Trail media FAM. Coverage included:
  - Today's Parent
  - MSN.ca
  - Wdish
  - O Canadiana
  - Daily Hive - Muskoka Maple Ale

MUSKOKA TOURISM

2018 Highlights

Muskoka-Wide Collaboration + Product Development

Employee Attraction Marketing Programs:
Tourism operators in the region struggle to find qualified staff. Muskoka Tourism was able to provide its marketing services on a number of initiatives to assist operators with this Muskoka-wide issue.

- Led a digital marketing campaign targeting University Students with a call to action to apply for a summer position.
  - 18 total partners
  - 11,894 clicks to see who was hiring
  - 7,270 outbound links from our website to the "Now Hiring" page of partner websites
- Muskoka Tourism partnered with 7 tourism operators in the area to host a Toronto job fair
  - Over 50 attendees at the job fair
  - Over a dozen contracts were signed on the spot for summer employment

MUSKOKA TOURISM

2018 Highlights

Muskoka-Wide Collaboration + Product Development

Muskoka Signature Experiences:

In its 2nd year, the Muskoka Signature Experience program has been a real success story. Blending social, web, and print, this cross-channel program is blending traditional and new medias.

- From year 1 to year 2 of the program, we increased our partners in the program from 31 to 40
- The only Muskoka-wide co-op marketing campaign targeting things to do
- PRINT: Muskoka Signature Experience Print Map – 60,000 copies. Visitor feedback highlights how this print piece has become a tremendously useful (and powerful) tool for vacationers looking for things to do in the area
- WEB: Website Landing page had over 4,500 views
- SOCIAL: Content Marketing Program – 30+ pieces produced and published through Muskoka Tourism channels

MUSKOKA TOURISM

Visitor Information Services

Visitor Traffic on Hwy 11

Hwy. 11 Visitor Centre	2011	2015	2016	2017	2018
Visitor Count	59,411	33,299	31,553	27,963	25,287

Google Reviews

Muskoka Tourism
1342 Ontario 11 N, Kilworthy, ON

4.5 ★★★★½ 57 reviews

"Very friendly & helpful"
Pauline & Anna, Germany

- On Hwy 11, Muskoka Tourism provides visitor information and rest area services 7 days a week from 9:00 AM to 5:00 PM with extended hours in July and August until 7:00 PM.
- Since 2011, we have seen a **57% decrease** in annual traffic to our Visitor Information Centre. Over the same timeframe, traffic to our website has seen 371 % growth to 1.1 million user sessions. It is important to recognize the shift in consumer behaviour, and use this information to make sound business decisions.
- In 2017, with support from the South East Georgian Bay Chamber of Commerce and Georgian Bay Township, we opened a self-serve travel information kiosk at the Petro Canada station in Port Severn.

MUSKOKA TOURISM

Welcome to our new Members in 2018

- Surf Skate Fly
- Cotton Co.
- More than Just Art Inc
- Carol Pollock
- Field of Greens
- Tour Muskoka
- Bonnie Lake Resort
- WildernessAdventures.CA
- Northern Escapades Mini Putt
- The Shipyards Muskoka Market Place
- Westlawn B&B
- Muskoka Soul
- Lynda Lynn
- Pura Vida Soul Institute
- Gourd Collectibles
- Rende Italian Eatery
- Glen Manor Cottages
- Flight Helicopter Tours
- Michelle Vyn Artist & Writer
- Karen Robinson Gallery
- Scott Cameron Photography
- FLYGTA
- L1fe Outdoors ATV
- The Potter's Studio & Gallery
- Algonquin Art Centre
- Muskoka Falls Trailer Park & Campground
- Zeltkalns Photography
- Jayne's Cottages
- Mina Hamidi

MUSKOKA TOURISM

Thank you for your support

MUSKOKA TOURISM