

2018 Marketing Plan

Muskoka Tourism Marketing Agency

2018 Marketing Plan

The MTMA Board is pleased to present our 2018 programs. This information may help align priorities and create synergy with your activities. **The goal is bringing visitors to Muskoka first and often.**

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, 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.

Muskoka Brand

Positioning

Muskoka is the premiere Canadian destination, combining stunning nature and unforgettable outdoor experiences with attractions, culture and warm hospitality.



Brand Personality

Disarming, it has an element of sophistication and aspiration but surprises because at the core, it is friendly, outdoorsy, family-oriented and charming



Brand Promises

Safety | Accessibility | Something for the whole family | Inclusive | Small-town feel | Serenity | Comforts of home | Human scale businesses and towns | Diverse cultural offerings | Local flavour, not a tourist trap



Emotional Benefits

- A sense of place and belonging
- Inspiration
- Peace-of-mind
- Serenity
- Nostalgia
- No surprises — familiar, secure
- Proud that they have been here
- A “bucket” list destination



Functional Benefits

- Leisure
- Culture
- Education
- Rest and relaxation
- Family time
- Diverse physical activities
- “Cachet” vacation — something to brag about



Attributes + Features

1. Nature - natural beauty in the many lakes and rivers as well as the forests and parks and the diverse outdoor recreation
2. Urbanity – choice and quality of accommodations, restaurants, arts, culture, retail that visitors of all ages and inclinations can enjoy

2018 Marketing Priorities

Key Customers

- Pampered Relaxers
- Family Memory Builders
- Knowledge Seekers
- Up and Coming Explorers

Geographic Sources of Business

- Primary geographic market is GTA with increased emphasis on the 905 area code to include St. Catharines in the south to Bowmanville in the east.
- Northern Ontario as a developmental market and National Capital Region as a tertiary market

Revenue Generation

- Determine new sources of revenue to increase MTMA's marketing budget

2018 Marketing Priorities

Maintain Core Services

- Ongoing digital marketing campaigns are priority
- Print publications (Visitor Guide, Map)
- Meetings & Weddings
- Festival and Event Marketing Support
- Visitor Services
- Concierge Service
- Earned Media
- Image Bank
- Radio Campaign
- Bulk Literature Distribution
- Membership Development
- Retail Sales

2018 Marketing Priorities

Enhanced Areas of Interest for 2018

- **Cross market, collaborate and align with OTMPC / RTO 12**
Leverage resources, work together on shared priorities
- **UK Market Development**
Collaborate with partners at OTMPC to begin marketing into overseas markets
- **Airport Marketing Campaign**
Work with successful airline carrier. Collaborate with partners from RTO 12, OTMPC and Destination Canada to market Muskoka as a fly-in destination
- **Muskoka Brand Revitalization**
Continue implementation plan for the revitalized Muskoka Brand and programs that align with revitalized Muskoka brand including Paddling, Savour Muskoka, Live Entertainment (concerts as well as live music), Signature Muskoka Experiences, Festival and Event support

2018 Marketing Priorities

New for 2018

- **Leader in timely, shareable content marketing**
140+ pieces of content that matter to the visitor
- **Transaction Retargeting**
Taking web users as close to the transaction as possible
- **Diversified media mix**
Media mix that incorporates traditional and emerging media channels; Facebook ads, Google AdWords, television, radio, print, earned media

Target Markets

Pampered Relaxers

Key message: Relax and re-energize

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



Pampered Relaxers

Muskoka trip motivators/drivers

- Love the pampered resort life
- Quiet resorts to relax and re-energize
- Fine dining experiences with talented chefs
- Multitude of high-end sophisticated activities
- Access the outdoors in comfort

Product

- Getaways: romantic, spa, culinary, spring, summer, fall
- Activities: spa, fine dining, sightseeing, shopping, farmer's markets, beach, local flavours (food and drink), yoga, music, theatre
- Accommodations: Access to the outdoors in comfort, lakefront



Knowledge Seekers

Key message: Create your own path in Muskoka

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



Knowledge Seekers

Muskoka trip motivators/drivers

- Look to understand and appreciate the places they visit; history, landmarks, local flavour
- Knowledge experiences; museums, guided tours, self-guided tours
- Cultural experiences; theatre, studio tours, art galleries, studio tours
- Natural landmarks; Provincial Parks & National Park

Product

- Getaways: romantic, culinary, spring, summer, fall
- Activities: museums, theatre, art galleries, studio tours, fine dining, driving tours, self-guided tours, provincial parks, national parks farmer's markets, festivals / events, local flavours (food and drink)
- Accommodations: hotels, motels, b&b's, resorts, cottage resorts; access / nearby activities



Family Memory Builders

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

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 allow the family to have fun and build these lasting memories.

- 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



Family Memory Builders

Muskoka trip motivators/drivers

- Lakefront family resorts with beaches and water activities
- Family amusement park; Santa's Village
- Family dining experiences, whether its resort dining or self-catering cottages with kitchens & BBQs
- Outdoor nature activities and sightseeing

Product

- Getaways: family, summer, Christmas / NYE, Family Day, March Break
- Activities: theme park, attractions, beaches, boating, canoeing, hiking, biking, fishing, ice skating, horse-drawn sleigh rides, skiing, snowshoeing, dining
- Accommodations: resorts, cottage resorts, lodges, camping and RV parks



Up & Coming Explorers

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

Youth-oriented group that is on its way up in the world. 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.
- 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



Up & Coming Explorers

Muskoka trip motivators/drivers

- Love Nature. Love Adventure
- Proximity to GTA
- Looking for those well-known / core tourist attractions
- Multitude of exciting outdoor activities
- Beautiful natural landscapes

Product

- Getaways: adventure, couples, culinary, winter, spring, summer, fall
- Activities : hiking, zip-lining, canoeing, atv'ing, biking, local flavours, fall lookouts, dog sledding, ice climbing, skating, snowshoeing
- Accommodations: Access to or nearby nature and outdoor activities



Marketing Programs

Executive Summary

Digital Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Search Engine			
Google Adwords	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Campaigns to include Last Minute Getaways, Best Travel Destinations in Canada, Getaways, Group Travel, Fall Colours, US & UK • Average CPC \$1.18 • Website visitors 72,033 • Outbound links 36,565
Content Marketing			
Timely, Shareable Content Marketing	MTMA Lead	Year Round	<p>Assumption: FedNor Communications Intern to be hired April 2018</p> <p>Release 140 pieces of quick-read content (500 words, read time 1.5 minutes), focusing on highly shareable tourism news</p> <ul style="list-style-type: none"> • CTA for booking engine on each piece of content • Examples include: 'Santa's Village Opens this Weekend' or 'Arrowhead Ice Skating Trail releases their Fire & Ice schedule' • Share in a weekly newsletter with all stakeholders, encouraging stakeholders to share relevant news with their audiences • Boost each piece of content on Facebook with advertising dollars • Expected Page Views: 35,000 • Expected Outbound Links: 17,766

Executive Summary

Digital Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Cornerstone Content Marketing	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Long form content marketing. Create and share 10 pieces of cornerstone content (average 5 minute read) • Example of long form content marketing includes our piece on 'Bakeries & Fall Colour Tours' • Content that aligns with Muskoka Brand, and inspires visitors • Boost each piece of content on Facebook with advertising dollars • Expected Page Views: 25,000 • Expected Outbound Links: 12,690
Content Retargeting	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Showing content to people based on their interest • Ex. web user visits the golf section of our website. Days later they are shown an ad in their Facebook newsfeed about the '5 best golf holes in Muskoka' • Call to action on each piece of retargeting content to book now • Expected Page Views: 20,000 • Expected Outbound Links: 10,152
Muskoka Live Entertainment	MTMA Lead Partner with Live Ent. Producers	June 1 – Nov 30	<ul style="list-style-type: none"> • Work with our entertainment partners to promote shows, strengthening Muskoka's reputation for entertainment and theatre performances • Cost sharing: Content pushed out through Muskoka Tourism channels, MTMA matches contribution from entertainment partners. No charges for ad admin • Expand outbound ads to include live music offerings • Website visitors 6,250 • Outbound links 3,173

Executive Summary

Digital Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Video Marketing	MTMA Lead	Jan – Oct	<ul style="list-style-type: none"> • ‘You Been’ video marketing campaign • Create 6 new videos highlighting hidden gems in Muskoka • Expected website visitors: 24,000 • Expected Video Views: 350,000
Transaction Retargeting			
Last Minute Getaways	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Serve ads to visitors of our website who have visited a “Where to Stay” page • Ads lead to our Last Minute Getaways section to see what’s available over the next 14 days • Website visitors 2,267 • Outbound links 1,151
Booking Engine	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Serve ads to visitors of our website who have visited a “Where to Stay” page • Ads lead to our booking engine for a look at rates and availability • Website visitors 2,000 • Outbound links 1,015
Display Ads			
Weddings	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Digital ads to recently engaged people • Digital ads on wedding-related network of websites • Remarketing ads to visitors of our weddings page • Website visitors 1,316 • Outbound links 668

Executive Summary - Marketing & Communications Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Muskoka Visitor Guide	Leadership role to bring partners & publishers together	Delivery March 2018	<ul style="list-style-type: none"> • 141,000 copies • Primary print fulfillment piece
Muskoka Signature Experiences	MTMA Lead Partner with Members	Delivery Feb 2018	<p>Content Marketing</p> <ul style="list-style-type: none"> • 20 pieces • Expected page views: 25,000 • Expected outbound links: 12,690 <p>Website Traffic</p> <ul style="list-style-type: none"> • Expected page views: 15,000 <p>Print Map:</p> <ul style="list-style-type: none"> • 60,000 copies
Digital Marketing Summary	MTMA Lead	Year Round	<p>Outlined in EXECUTIVE SUMMARY - Digital Marketing</p> <ul style="list-style-type: none"> • Google Adwords • Content Marketing • Transactional Retargeting Ads • Display Ads • Video Marketing

Executive Summary - Marketing & Communications Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Airport Marketing	MTMA to partner with RTO 12, OTMPC, DESTCAN	Year Round	<ul style="list-style-type: none"> Work with successful airline carrier. Collaborate and align with Explorers' Edge, OTMPC and Destination Canada. Access potential matching funds from partners to market Muskoka as a fly-in destination for US markets
United Kingdom Development Market	MTMA Lead Partner with OTMPCS	Year Round	<ul style="list-style-type: none"> Request and provide content for OTMP and or Destination Canada to feature Muskoka in their UK digital campaigns Request UK travel writers being sent to Ontario, include Muskoka on their itinerary Identify the top 3 UK tour operators sending business to Ontario and inbound receptive operators. Work directly with them offering Muskoka content to their clients and provide product knowledge information for tour company employees Identify opportunities to work with airlines and promote Muskoka Use Google to connect with UK residents searching for Canadian travel information
Event Marketing Support Program	MTMA Lead	Year Round	<p>Provide free support to event organizers</p> <ul style="list-style-type: none"> Event calendar New: featured blog on every page of our website (estimated value of \$1,000) Digital Sign \$10,000 in contra radio ads

Executive Summary - Marketing & Communications Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Meetings	MTMA Lead Partner with Meeting Partners	Year Round	<ul style="list-style-type: none"> Website hosting and distribution of RFPs Host an annual meeting planner network reception Host 6 self-guided meeting planner FAMS Host guided meeting planner FAM with Strategic Site Selection and Meeting Encore
Television Marketing	MTMA, RTO 12, OTMPC	Feb – May	<ul style="list-style-type: none"> Engage and collaborate with OTMPC, RTO 12 and tourism businesses to create a live on location media plan for 2018 Live on location opportunities with Breakfast Television, CP24, The Weather Network Number of live on locations dependent on partnerships with OTMPC and RTO 12
Savour Muskoka	MTMA Lead	Year Round	<ul style="list-style-type: none"> Aligns with Muskoka brand, build Muskoka's reputation as a culinary destination Build out this product development initiative by adding 20+ new members Build the Savour Muskoka Culinary Trail to include 'culinary experiences' Host a Savour Muskoka industry function

Executive Summary - Marketing & Communications Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Cycling	MTMA, RTO 12, OTMPC, Members	Spring & Fall Midweek	<ul style="list-style-type: none"> • Work with stakeholders – Ontario by Bike, OTMPC, EE, COC, BIA, tourism businesses – to grow Muskoka’s reputation as a cycling destination • Coordinate consultation services with accommodations and local cycling expert to build Stay and Cycle packages. • Create a comprehensive cycle events calendar that includes group rides, cycling events and cycling races • Develop cycle friendly strategies. If eligible, apply for matching funds from District’s Active Transportation Fund
Paddling	MTMA, Outfitters, Resorts	Jan 1 – Oct 15	<ul style="list-style-type: none"> • Work with paddling outfitters and OTMPC to establish paddling routes for Muskoka • Identify paddling for different levels, beginner, intermediate, advanced • Promote paddling in Muskoka through digital services; Google Adwords, Content Remarketing, Cornerstone Content; • Create Stay & Paddle landing page
Cottage Resorts Cottage Portal	MTMA	Year Round	<ul style="list-style-type: none"> • Create a portal for cottage rentals, exclusively for cottage resorts to post available cottage rentals • Dive deeper and closer to transaction – rather than directing users to cottage resort, direct users to actual cottage that is available. Web user inputs date, and cottage rentals that are available during that time period will show up • Serve retargeting ads to visitors of our website who have visited “Where to Stay – Cottage Resort” page

Executive Summary - Marketing & Communications Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Summer Employment Digital Marketing Campaign	MTMA Lead Partner with Members	Year Round	<ul style="list-style-type: none"> • Create ads to students promoting Muskoka as a place to work in the summer • Reach out to Cottage Associations re: Billeting
Muskoka Brand Revitalization	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Expand retail footprint of new logo • Update old logo signage at Visitor Centre • Expand visibility of new logo with window decals at member's organizations • Chair's Awards Programs
Public Relations	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Achieve a minimum of 6 unpaid media events • Ongoing maintenance and servicing requests on our Digital Asset Manager / Image Bank

Executive Summary

Visitor Services

Program	Role of MTMA	Timeline	Description / Expected Results
Hwy. 11 Travel Information Centre	Lead With members and regional stakeholders	362 days per year. 7 days a Week year round with extended summer hrs	<ul style="list-style-type: none"> • 31,000 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 Kiosk	MTMA and share space with SEGBAY	Year Round	<ul style="list-style-type: none"> • Distribution of tourism material • Travel counseling support subject to government funding
Summer Student Program	Lead applicant Prov. & Federal job programs	7 weeks from June - Labour Day	<ul style="list-style-type: none"> • Secure 100% funding for 3 summer student jobs.
Retail Sales Hwy 11 Visitor Centre	Lead Co-op mkt. with regional partners	Year Round	<ul style="list-style-type: none"> • Showcase Muskoka products (art, books, clothing, food) • Expand Muskoka product lines to include new brand products at other locations

Executive Summary

Member Services

Program	Role of MTMA	Timeline	Description / Expected Results
Membership	MTMA Lead	Annual	<ul style="list-style-type: none"> • Current 285 members • Maintain renewal level at 90% • Attract 12 new members • Member engagement through 3 networking events
Spring & Fall Bulk Distribution	MTMA Lead	May 2016 & August 2016	<ul style="list-style-type: none"> • 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	Any 7 weeks from June - Labour Day	<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