



2019 Annual Report

Feb. 2020

(1)

2019 Board of Directors

Chairperson

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JW Marriott The Rosseau Muskoka
Resort & Spa

Vice Chairperson

Christine Kropp

Whimsical Bakery

Vice Chairperson

Jean-Ann Baranik

Muskoka Lakes Farm & Winery

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Heidi Lorenz

District Representative

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Commerce

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Ridge

Negin Company

Christie's Mill Inn & Spa and
Southeast Georgian Bay Chamber of
Commerce

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Snowcrest Riders

Sandy Lockhart

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Hidden Valley Highlands Ski Area

Cameron Therrien

Santa's Village

Jennifer Brockett

Residence Inn by Marriott

Resource Member

Samantha Hastings

District of Muskoka

Guiding Principles

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.

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.

Key Customers

- Pampered Relaxers
- Family Memory Builders
- Knowledge Seekers
- Up and Coming Explorers
- Chinese and South Asians in the GTA

Geographic Sources of Business

- Primary geographic market is within a 4 hour drive from Muskoka: GTA (70% emphasis); SW Ontario (20%); high population areas in Northern Ontario (5%) and the National Capital region (5%)

2020, 2021, 2022 Strategic Priorities

In order to capitalize on Muskoka Tourism's competitive advantage we've identified strategic priorities which will be the driving force behind our decision making over the next three years.

Digital Services

We will continue to build on Muskoka Tourism's leadership role in digital marketing by increasing Muskoka brand awareness and converting awareness into sales. Muskoka Tourism will provide leading edge consumer driven tactics to become Ontario's most progressive digital marketing organization.

Marketing & Communications

We will lead projects and communication efforts to benefit our members and stakeholders which differentiate Muskoka in the travel market place.

Innovation

Each year Muskoka Tourism will introduce new tourism marketing tactics that represent innovation and calculated risk taking. These projects will help grow Muskoka's tourism economy.

Revenue Generation

Multi year funding commitments will provide stability to follow through on these multi year strategic priorities. The Board will identify additional sources of funding in 2020.

The Muskoka Brand Pyramid

POSITIONING

Muskoka is the premier destination for a vacation that combines stunning Canadian nature and outdoor experiences with exceptional hospitality, culture and attractions

BRAND PERSONALITY

Disarming, it has a 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

Nature – natural beauty in the many lakes and rivers as well as the forests and parks and the diverse outdoor recreation

Urbanity – choice and quality of accommodations, restaurants, arts, culture and retail
that visitors of all ages and inclinations can enjoy

Muskoka Tourism Programs

- Digital services
- Print publications
- Visitor Services
- Earned media
- New photography
- Video production
- Literature distribution
- Membership development
- Retail sales

Muskoka Tourism's Role

Consumers can choose from any global travel destination

We create Muskoka brand awareness in the global travel space

17.7 million impressions

We convert brand awareness to interest

1.3 million website user sessions

We convert interest to sales leads

675,337 sales leads to our industry partners

Our industry partners close these sales leads

\$\$\$\$
\$\$

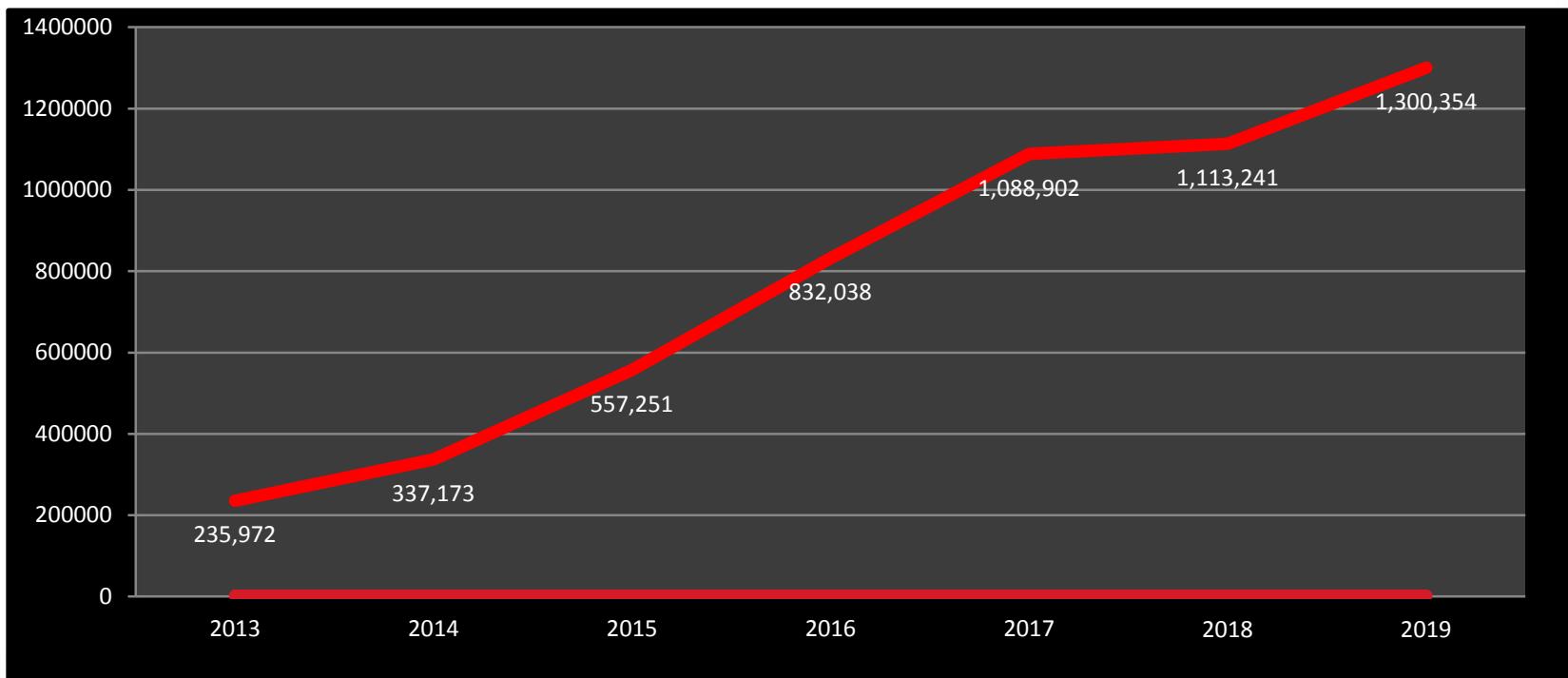
In the travel and hospitality sector 3.5 %* of online users make a purchase.

*Google Ad Words Aug. 2019

Digital Services

Website User Sessions

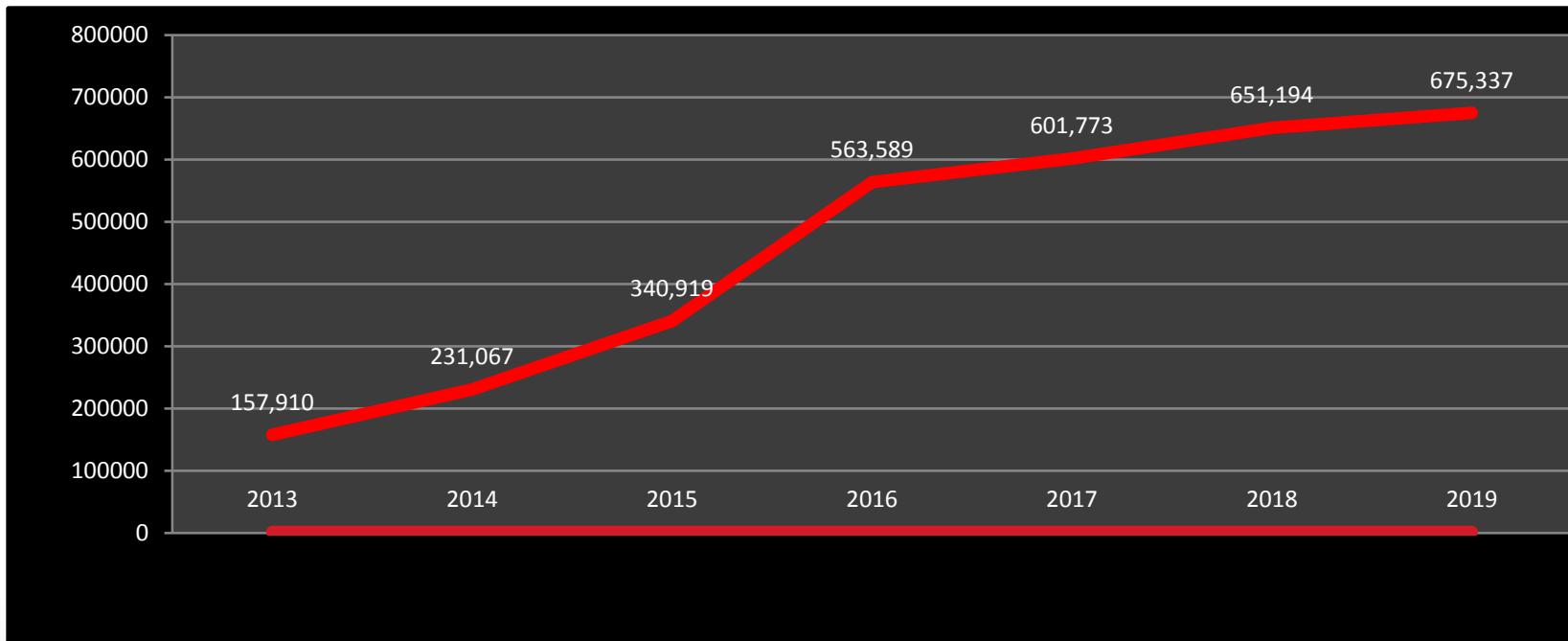
- In 2019 Muskoka Tourism created 1,300,354 user sessions on our website. This represents a 551 % increase over 6 years.



Digital Services

Sales Leads (Outbound Links)

- In 2019 MTMA generated 675,337 qualified leads from our website to our members. This represents a 428% increase over 6 years.
- Our members consider MTMA as a top online referral source for their sales leads.



2019 Highlights

Destination Marketing Digital Services

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

17.7 million+ impressions*

(+10 % year over year increase)

- Facebook / Instagram Impressions: 17 million +
- Search Engine Ads Impressions: 767,000

Sessions - 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

Reach - the total number of people who see an ad.

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

2019 Highlights

Destination Marketing Digital Services

Website Traffic

	January 1 – December 31, 2019	Year Over Year Change %
User Sessions (Website Visits)	1,300,354	+ 14% (1,136,406)
Sales Leads (Outbound Links)	675,337	+ 4 % (650,339)

Muskoka Tourism continues to lead 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 – 4th in organic ranking
- Spring Getaways – 2nd in organic ranking

2019 Highlights

Destination Marketing Digital Services

Google

spring getaways

All Images Maps Shopping News More Settings Tools

About 88,800,000 results (0.68 seconds)

resortsofontario.com > find > experiences > spring ▾

[Spring Vacations in Ontario | Resorts of Ontario](#)

Spring Couples Getaway - Champagne & Chocolate. Enjoy a romantic 2 night getaway at one of Muskoka's most popular lakeside resorts. Package includes a ...

www.discovermuskoka.ca > packages > spring-jaunts ▾

[Ontario Spring Getaways - Spring Getaways in Muskoka](#)

Spring in Muskoka is so relaxing, and resorts are offering some of their best rates of ... early bird golf specials in, you will love your Spring getaway in Muskoka!

www.400eleven.com > getaways > ontario-spring ▾

[Spring Getaways in Ontario | 400 Eleven](#)

Spring up north in Ontario for a fun getaway near or far north from Toronto. See what activities and getaway offers are available right now.

March Getaways · April Getaways · May Getaways · June Getaways

www.indagare.com > Articles > Top 10 ▾

[The Top 22 Spring Break Getaway Destinations - Indagare](#)

From an outdoor adventure in Iceland to off-the-grid relaxation in Nicaragua, a spring getaway is often just the remedy for late-winter gloom, whether it's a romantic break or a family holiday. Now is the best time to book, as many of Indagare's preferred properties book months in advance.

www.travelandleisure.com > Trip Ideas > Toronto ▾

[Toronto's Best Spring Getaways | Travel + Leisure | Travel + ...](#)

Mar 16, 2016 - Things are coming into bloom near Toronto right now, and these short drives from the city make the perfect Spring trips. Read on for the details.

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 'spring getaways'. This image depicts searches originating from Toronto.

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

This is an area where Muskoka is leading all like organizations **throughout the entire province.**

2019 Highlights

Muskoka Airport Marketing

Porter Airlines & FlyGTA

Content Published Summer 2019

[Fly 5 Days a Week with FLYGTA](#)

[Year-Round Flights to Muskoka](#)

[Porter Airlines Will be Flying into the Muskoka Airport This Summer](#)

[Fly Away for the Best Muskoka Holiday](#)

[Porter Airlines Flying into Muskoka Summer 2019](#)

	Porter Airlines	FlyGTA
Sales Leads Sent	1,265	1,786

MUSKO KA **Muskoka Tourism**
Sponsored ·

...

FLYGTA has an expanded schedule, with flights from Billy Bishop Toronto City Airport to Muskoka five days a week!



[DISCOVERMUSKOKA.CA](#)

FLYGTA flights from Toronto → Muskoka

Thursday, Friday, Saturday, Sunday and Monday

MUSKO KA **Muskoka Tourism**

Published by Jordan Mulligan · March 25, 2019 ·

Like Page

BIG NEWS! Porter Airlines will be flying into the Muskoka Airport this summer

Flights will have an air time of approximately 20 minutes, operating twice weekly on Thursdays and Mondays between Billy Bishop Toronto City Airport and Muskoka Airport, from June 27 to September 3.



[MUSKO KA11.COM](#)

Porter Airlines Opens Ontario's Muskoka Region To North American Travellers With Summer Service

25,347
People Reached

2,443
Engagements

[Boost Post](#)

376

44 Comments 160 Shares

Like

Comment

Share

(14)

2019 Highlights

Video Marketing

#lovethisplace video campaign

15 videos released

TOTAL 1.7 MILLION VIEWS

(+ 10% year over year increase)

Video Views in 2019

- 1.4 million views on Facebook
- 312k views on Instagram

[15]

2019 Highlights

Video Marketing



5 Must-Visit Vendors at your Local Farmers' Market
42K views · August 19



6 Hidden Gem Shopping Spots
35K views · August 19



6 Spots to Catch an Epic Sunset
32K views · August 16



6 Must-do Family Activities
58K views · August 14



Go Chasing Waterfalls! 6 Waterfalls to Explore
99K views · August 13



6 Summer Bevvies and Where to get 'em
98K views · August 11



7 Late Summer Cruises on the Lakes
67K views · August 30, 2019



5 Epic Late Summer Paddles
42K views · August 28, 2019

2019 Highlights

Video Marketing



0:58

6 Scenic Spots for a Summer's Picnic

93K views · August 9



1:01

6 Beaches to hit up for a day on the Water

109K views · August 2



1:00

6 Summertime Patios to Visit this Patio Season

114K views · August 1



0:41

4 Food Truck eats and where to get 'em

136K views · July 31



1:00

6 Hiking Trails to hit up this Summer

131K views · July 30



1:00

6 Baked Goodies and Where to get 'em

137K views · July 19



0:50

7 fun Winter Adventures in Muskoka

35K views · February 4

(17)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [Muskoka / Georgian Bay 6 Day Cycling Tour](#)
- [What's on Stage this February](#)
- [Winter Fun at Muskoka Lakes Farm & Winery](#)
- [Dash through Muskoka's Snowy Woodland Forest](#)
- [Dining Reservations for Valentine's Day](#)
- [A day at Hidden Valley Highlands Ski Area is a day well Spent!](#)
- [Explore the Winter Wonder of Algonquin Park](#)
- [Things to do Family Day Weekend](#)
- [The Muskoka Cup](#)
- [Luxury Elopement Pop-up Wedding Event](#)
- [Things to do with the Family this Christmas Holiday Break](#)
- [Drink Hot Mulled Wine + Skate Under the Stars, Surrounded by 400 Tiki Torches](#)
- [Arrowhead Provincial Park Ice Skating Trail is Open](#)
- [Go Dog Sledding Through the Wintry Muskoka Forest](#)
- [Go Biking this Winter in Muskoka](#)

MUSKO KA

Muskoka Tourism

Published by Jordan Mulligan [?]

· January 28, 2019 ·

The CRANBONI has already been off to a busy start this winter!

If you are looking for a place to have winter fun (and wine), check out all the winter activities at Muskoka Lakes Farm & Winery.



DISCOVERMUSKOKA.CA

When the snow flies, Muskoka Lakes Farm & Winery turns into a winter playground

36,128
People Reached

1,151
Engagements

Boost Post

149

22 Comments 50 Shares

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [What's on Stage this May in Muskoka](#)
- [Where to Brunch this Mother's Day in Muskoka](#)
- [3 Events to Check out this May in Muskoka](#)
- [New Year-round Gallery tour in Muskoka](#)
- [National Hamburger Day in Muskoka](#)
- [What's on Stage this June in Muskoka](#)
- [Where to pick up your Muskoka Maple Trail Map](#)
- [Visit your Local Sugarbush this Weekend for a Tour](#)
- [What's on Stage in Muskoka this April](#)
- [Relax at the Luxurious Spa Rosseau](#)
- [3 Events to check out this April in Muskoka](#)
- [Sherwood Inn's Famed Culinary and Wine Weekend](#)
- [What's on Stage in Muskoka this March](#)
- [Maple Trail Kicks off this Weekend](#)
- [3 Events to Check out this March in Muskoka](#)
- [2019 Fire & Ice Festival](#)

 **Muskoka Tourism**
Published by  Jordan Mulligan [?]
· January 17 · 

Saturday, January 26, 2019, Bracebridge will once again be crowned the 'coolest town in Canada' when it transforms from a charming downtown into an epic tubing hill!



DISCOVERMUSKOCA.CA
Bracebridge's Fire & Ice Festival is BACK
And so is their one-of-a-kind, downtown tubing hill!

63,592
People Reached

3,102
Engagements

   You and 491 others

Boost Post

67 Comments 186 Shares

(19)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [See Peninsula Lake with the Tom Cruise ...](#)
- [3 Events to Check out this August in Muskoka](#)
- [Rent a Bike and Breeze the Old Algonquin Railway](#)
- [Get your Tickets to Flavours of Ontario](#)
- [Catch the SWS Water Ski Show, 4 Nights a Week](#)
- [What's on Stage this June in Muskoka](#)
- [A few Muskoka Hiking Trails to try out](#)
- [3 Events to Check out this June in Muskoka](#)
- [Celebrate Father's Day in Muskoka](#)
- [Kee to Bala's 2019 Summer Line-up](#)
- [85th Season of Summer Theatre in Muskoka](#)
- [Peter's Players 2019 Concert Line-up](#)
- [Huntsville Festival of the Arts' July 2019 Line-up](#)
- [A Hidden Gem Boat Cruise in Port Carling](#)
- [Canada Day Fireworks, Festivities and Fun](#)
- [What's on Stage this Muskoka in July](#)
- [Wonderful, Wonderful Windermere](#)
- [3 Events to check out this July in Muskoka](#)
- [There's Something New at the Blue](#)

MUSKOCA

Muskoka Tourism

Published by  Jordan Mulligan [?]

June 26 · 

Like Page

...

Plan a visit to Windermere House and gear up for the 150th anniversary of the Lady of the Lake!



i

DISCOVERMUSKOCA.CA

Wonderful, wonderful Windermere!

Windermere House is gearing up for its 150th Anniversary!

37,077 People Reached

2,766 Engagements

Boost Post

43 Comments 101 Shares

(20)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [Theatre Review: Farming Never Smelt so Good](#)
- [Lake of Bays Cruise and Dine](#)
- [More ways to have fun at Treetop Trekking](#)
- [Take a Guided Tour of Algonquin Park](#)
- [2 Ways to Cruise in World-Renowned Georgian Bay](#)
- [Marvel at Georgian Bay's 30,000 Islands](#)
- [Summer Bucket List ... Ragged Falls Canoe Trip](#)
- [Muskoka Magic at Santa's Village](#)
- [Take a Culinary Escape to Sherwood Inn](#)
- [See the Lakes aboard the Muskoka Steamships](#)
- [GO Train / Bus Service to Muskoka for Summer 2019](#)
- [Paddling + Delicious Burgers in Algonquin Park](#)
- [2019 Kids' Cruises aboard Muskoka Steamships](#)
- [Stay, Play, Golf & Dine at Rocky Crest](#)
- [New ZIP & SIP in Huntsville](#)
- [The Artful Garden Celebrates its Final Bloom](#)
- [Exquisite Offerings from Muskoka Jewellery Designs](#)
- [The 31st Annual Baysville Walkabout](#)
- [A Heritage Gem in Muskoka](#)

 **Muskoka Tourism**
Published by  Jordan Mulligan [?]
· July 10 · 

From way up here, it's crystal clear ... this is the experience of a lifetime!



[DISCOVERMUSKOCA.CA](#)
Marvel at Georgian Bay's 30,000 Islands
From high in the sky with Georgian Bay Airways

32,218
People Reached

1,401
Engagements

 216
28 Comments 33 Shares

[Boost Post](#)

(21)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [What's on Stage this August](#)
- [Natalie MacMaster & Donnell Leahy Taking Huntsville's Main Stage](#)
- [6 AMAZING PLACES to discover in the Georgian Bay Biosphere Reserve](#)
- [Unbeatable Bog to Bottle Tour](#)
- [Marvel at Muskoka's History "Etched in Time"](#)
- [Dockside Festival of the Arts](#)
- [A Romantic Getaway with Exceptional Cuisine](#)
- [Windermere Village Festival of the Arts](#)
- [Prepare to be Bewitched by Beautiful, Beautiful Baysville](#)
- [Artist of the Month: Krysia Bower](#)
- [What's that buzz? ALL NEW Honey Bee Festival Coming to Town!](#)
- [Kaptivated with Kalamazoo](#)
- [Take the Muskoka Autumn Studio Tour](#)
- [Fall Colour Report](#)
- [A Delightful Day in Dwight](#)
- [WIN a Luxurious Muskoka Getaway for Two!](#)
- [3 Events to Check Out for October 2019](#)

 **Muskoka Tourism**
Published by Katie O'Hearn [?] · September 27 · 

The perfect destination is Dwight 😊



DISCOVERMUSKOKA.CA
A Delightful Day in Dwight
Have you ever felt immediately at home in a place you have never been?...

96,523
People Reached

13,803
Engagements

Boost Post

111 Comments 259 Shares

(22)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [Artist of the Month: Live Edge Forest](#)
- [What's on Stage in Muskoka? October](#)
- [Bala Cranberry Festival is This Weekend](#)
- [2019 Huntsville Girlfriends' Getaway Weekend](#)
- [Celebrate the Spirit of Halloween](#)
- [Halloween Spooktacular at Santa's Village](#)
- [Get Spooky in Muskoka](#)
- [What's on Stage in Muskoka? November](#)
- [3 Events to Check out for November](#)
- [XMUS Festival](#)
- [Santa Claus Parades in Muskoka](#)
- [Year-Round Flights to Muskoka](#)
- [What's on Stage in Muskoka? December](#)
- [Relax at the Luxurious Spa Rosseau](#)
- [Things to Do This Christmas Holiday Break](#)

Muskoka Tourism
Published by Katie O'Hearn [?] - October 22 ·

Gather your girlfriends for an entertaining, delicious, and adventure-filled getaway weekend! 😊



DISCOVERMUSKOCA.CA
2019 Huntsville Girlfriends' Getaway Weekend
Ladies, this is one weekend you don't want to miss!

31,753
People Reached

2,571
Engagements

Boost Post

500

36 Comments 70 Shares

(23)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [What's FUN in Muskoka? Week of January 7 - 13](#)
- [What's FUN in Muskoka? Week of January 14 – 20](#)
- [Whats FUN in Muskoka? Week of January 21 – 27](#)
- [What's FUN in Muskoka? Week of January 28 - February 3](#)
- [What's FUN in Muskoka? Week of February 4 – 10](#)
- [What's FUN in Muskoka? Week of February 11 – 17](#)
- [What's FUN in Muskoka? Week of February 18 – 24](#)
- [What's FUN in Muskoka? Week of February 25 - March 3](#)
- [What's FUN in Muskoka? Week of March 4 – 10](#)
- [Things to do March Break](#)
- [What's FUN in Muskoka? Week of March 18 – 24](#)
- [What's FUN in Muskoka this week? March 25 – 31](#)
- [What's FUN in Muskoka this week? April 1 – 7](#)
- [What's FUN in Muskoka this week? April 8 – 14](#)
- [What's FUN in Muskoka this week? April 15 – 21](#)
- [What's FUN in Muskoka this week? May 6 – 12](#)
- [What's FUN in Muskoka this week? May 13 – 19](#)
- [What's FUN in Muskoka this week? May 20 – 26](#)
- [What's FUN in Muskoka this week? May 27 - June 2](#)

 **Muskoka Tourism**

Published by  Jordan Mulligan [?] · February 4, 2019 · 

The Muskoka Wharf in Gravenhurst will be a popular spot this weekend for the 13th Annual North American Cup Pond Hockey Classic. Check out what else is in store this winter weekend in Muskoka!



DISCOVERMUSKOCA.CA

What's FUN in Muskoka this week

February 4 - 10, 2019

17,496 People Reached 502 Engagements

 73

Boost Post

4 Comments 39 Shares

(24)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [What's FUN in Muskoka this week? June 3 – 9](#)
- [What's FUN in Muskoka this week? June 10 – 16](#)
- [What's FUN in Muskoka this week? June 17 – 23](#)
- [What's FUN in Muskoka this week? June 24 – 30](#)
- [What's FUN in Muskoka this week? July 1 – 7](#)
- [What's FUN in Muskoka this week? July 8 – 14](#)
- [What's FUN in Muskoka this week? July 15 – 21](#)
- [What's FUN in Muskoka this week? July 22 – 28](#)
- [What's FUN in Muskoka this week? July 29 - August 4](#)
- [What's FUN in Muskoka this week? August 5 – 11](#)
- [What's FUN in Muskoka this week? August 12 – 18](#)
- [What's FUN in Muskoka this week? August 19 – 25](#)
- [What's FUN in Muskoka this week? August 26 - September 1](#)
- [What's FUN in Muskoka this week? September 2 – 8](#)
- [What's FUN in Muskoka this week? September 9 – 15](#)
- [What's FUN in Muskoka this week? September 16 – 22](#)
- [What's FUN in Muskoka this week? September 23 - 29](#)
- [What's FUN in Muskoka this week? September 30 - October 6](#)

Muskoka Tourism

Published by Jordan Mulligan [?] · July 2, 2019 ·

Like Page

Whet your appetite with Muskoka Chautauqua's annual Flavours of Muskoka Chautauqua on July 4, marvel in boatbuilding heritage at the Summer Vintage Boat Show on July 6 in Gravenhurst ... and cheer on the bathtubs at the 7th annual Rotary Dockfest!



DISCOVERMUSKOCA.CA

What's FUN in Muskoka this week

July 1 - 7, 2019

22,137 People Reached 643 Engagements

223

5 Comments 37 Shares

Like Comment Share

(25)

2019 Highlights

Content Marketing

159 Pieces of Published Content

- [What's FUN in Muskoka this week? October 7 – 13](#)
- [What's FUN in Muskoka this week? October 14 – 20](#)
- [What's FUN in Muskoka this week? October 21 – 27](#)
- [What's FUN in Muskoka this week? October 28 - November 3](#)
- [What's FUN in Muskoka this week? November 4 - 10](#)
- [What's FUN in Muskoka this week? November 11 - 17](#)
- [What's FUN in Muskoka this week? November 18 – 24](#)
- [What's FUN in Muskoka this week? November 25 - December 1](#)
- [What's FUN in Muskoka this week? December 2 - December 8](#)
- [What's FUN in Muskoka this week? December 9 – December 15](#)
- [What's FUN in Muskoka this week? December 16 – 22](#)
- [What's FUN in Muskoka this week? December 23 - 29](#)
- [What's FUN in Muskoka this week? December 30 – January 5, 2020](#)

MUSKOCA

Muskoka Tourism

Published by Katie O'Hearn [?] · November 28, 2019 · 6

Snow much fun this week in Muskoka with the holiday train, Christmas markets, Santa Claus parades, tree lighting celebrations and brewery tours 🎅



DISCOVERMUSKOCA.CA

What's FUN in Muskoka this week

November 25 - December 1, 2019

30,373 People Reached 1,609 Engagements

Boost Post

25 Comments 68 Shares

Like Comment Share

(26)

2019 Highlights

Muskoka-Wide Collaboration + Product Development

2019 Visitor Guide



This 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 issue magazine in Muskoka by a factor of 5 with a long shelf life.
- The creative direction features dramatic photography, strong editorial content.
- Distributed through high traffic visitor information centres in Ontario and US border states, as a newspaper insert to 50,000 households in key GTA markets and extensively within Muskoka.

2019 Highlights

Muskoka-Wide Collaboration + Product Development



Muskoka Cranberry Route

In its second year, Muskoka Tourism continues to partner with the Bala Cranberry Festival, Muskoka Lakes Farm & Winery, Township of Muskoka Lakes, Muskoka Lakes Chamber of Commerce and 32 businesses to develop this culinary trail.



- Helped to promote and expand this important shoulder season event to include other Muskoka communities and businesses.
- Created a new dedicated micro website. Implemented multi-channel print, social media and web promotions.
- This year 32 Businesses participated in the route, an increase of 7 businesses from 2018

2019 Highlights

Muskoka-Wide Collaboration + Product Development

Muskoka Maple Trail

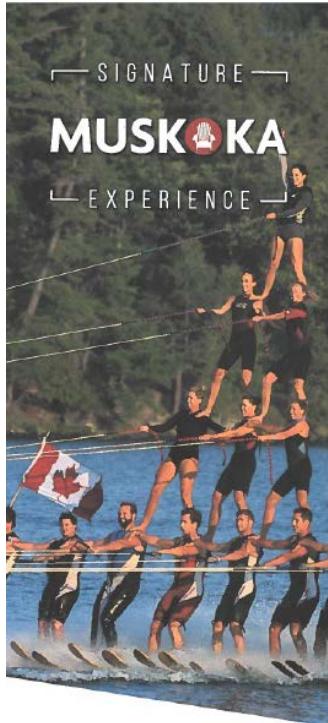


Now in its fourth year, Muskoka Tourism partners with the Huntsville / Lake of Bays Chamber of Commerce and 25+ businesses to create this shoulder season, attraction / culinary trail:

- Helped to promote and expand this important event to include other Muskoka communities and businesses.
- Created a new dedicated micro website; implemented multi-channel print, social media and web promotions.

2019 Highlights

Muskoka-Wide Collaboration + Product Development



A COLLECTION OF MUSKO KA'S
MUST DO
EXPERIENCES
1. 800. 267. 9700
www.discovermuskoka.ca

— SIGNATURE —

MUSKO KA

— EXPERIENCE —

The Muskoka Signature Experience is in its third year. Blending social, web, and print, this cross-channel program features traditional and new media to help promote the top “**Must-Do Experiences**” in Muskoka.

- 35 partners participated
- Muskoka Signature Experience map –60,000 copies distributed. Visitor feedback highlights how this print piece has become a very useful tool for vacationers looking for things to do in the area
- Digital marketing program – 25+ pieces produced and published through Muskoka Tourism channels that reached over 550,000 people with over 37,000 clicks to the blog posts. [Website Landing page](#)

2019 Highlights

Three New Microsites



- Three new microsites were created in 2019 as part of our ongoing effort to provide leadership in the digital space.
- They represent a \$10,000 investment for Muskoka Tourism. It is important to recognize and thank RTO 12 for their financial support with these microsites.

The “**Meetings Muskoka**”, “**Cranberry Trail**” and “**Maple Trail**” websites help promote regional strengths through specific, vertical digital platforms with supporting digital ad campaigns. The two culinary microsites address trails/routes promoting business during the shoulder season. The “**Meetings Muskoka**” micro site creates an opportunity for meeting and event planners to consider Muskoka as a potential venue.

For example, “**Meetings Muskoka**” <https://www.meetingsmuskoka.ca/> generated 12 RFP’s in 2019 representing 203 delegates and 354 room nights.

2019 Highlights

Municipal Outreach Program

 Muskoka Tourism
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Bzzzzttt honey! There's a new festival headed our way! 😊



DISCOVERMUSKOCA.CA
What's that buzz? ALL NEW Honey Bee Festival Coming to Town!

31,648 People Reached 2,353 Engagements [Boost Post](#)

 You and 586 others 35 Comments 126 Shares

Worked with Economic Development Officers from each area municipality and local partners to create a minimum of 10 content marketing pieces for:

- **Huntsville**
- **Bracebridge**
- **Gravenhurst**
- **Muskoka Lakes**
- **Lake of Bays**
- **Georgian Bay Township**

2019 Highlights

Visitor Information

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 on Fridays until 7:00 PM in July and August.

Hwy. 11 Visitor Centre	2011	2015	2016	2019
Attendance	59,411	33,299	31,553	24,993

- We provide travel counselling, literature distribution, retail sales featuring Muskoka products, an artist in residence program, display space for Muskoka festivals/events/attractions, a picnic area and washrooms.
- Since 2011, visitor attendance has declined by 58% to 24,993 people in 2019. While our digital services have increased by 551% over the last 6 years to 1.3 million user sessions in 2019.
- In partnership with the South East Georgian Bay Chamber Commerce, we operate a self serve travel information kiosk at the Petro Canada station in Port Severn.

Welcome to our new Members in 2019

- Villas of Muskoka
- Gord Waites, Sales Representative-Johnston & Daniel Rushbrooke Realty Brokerage
- Inn on the Lake Country Park
- Sir Sam's Inn & Spa
- Gone Fishing Tours
- Best Golf Trips
- Heart of Nature Gallery
- Cast Iron Restaurant
- Helen E. Grose Photography
- The "New" Baldwin's Resort
- Club Muskoka at Granite Ridge
- Cayman Marshall International Realty Inc.
- The Play Pit Muskoka's Indoor Playground
- Oakwood Motel
- Vacation Time Real Estate Inc.
- Hook It Fishing Adventures

Thank you for your support

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