

2020 Marketing Plan

Muskoka Tourism Marketing Agency

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.

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.

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

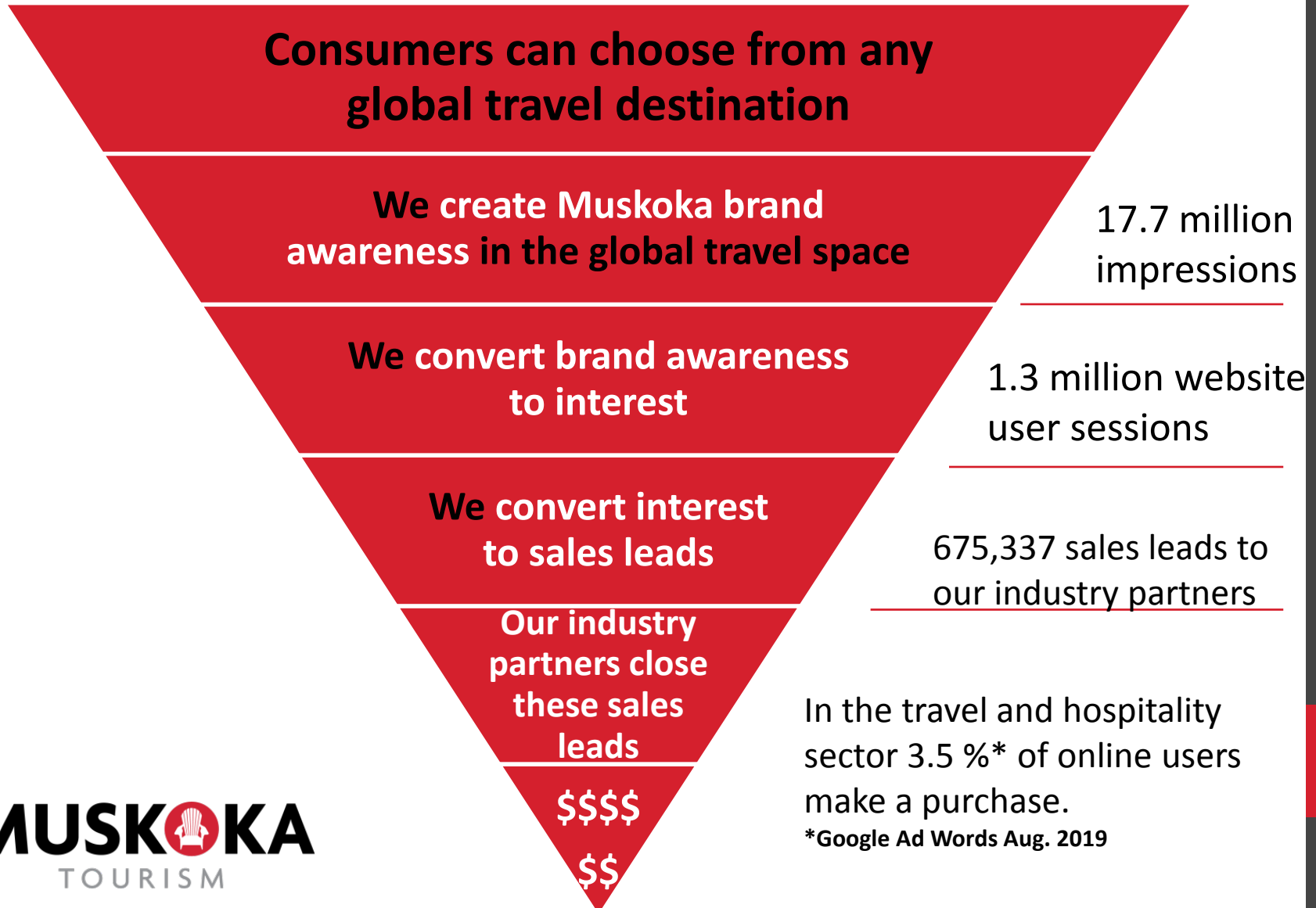
- Leisure
- Culture
- Education
- Rest and relaxation
- Family time
- Diverse physical activities
- "Cachet" vacation – something to brag about

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's Role



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%)

Muskoka Tourism Programs

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

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, summer, fall, culinary
- 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

Product

- Getaways: romantic, culinary, fall, spring, summer
- 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
- Look for more well-known / core tourist attractions
- Multitude of exciting outdoor activities
- Beautiful natural landscapes

Product

- Getaways: winter, summer, fall, spring, culinary, romantic, adventure
- Activities : hiking, zip-lining, canoeing, atv'ing, biking, local flavours
- Accommodations: Access to or nearby nature and outdoor activities



Chinese & South Asian Communities in the GTA

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

Growth market consists of established immigrants who have been in Canada for at least 15 years. These established new Canadians have different needs and expectations compared to current visitors. They seek out famous destinations and are influenced by what is popular. Social media and apps are also a useful way to reach this demographic.

- Peel Region (32%), Scarborough (25%), York Region (10%)
- Established immigrants - around three quarters (73%) moved to Canada > 15 years ago
- Educated - most (86%) have post-secondary or post-graduate education
- Adults in the prime years for working and raising families – 59% are between 25 and 44 years old
- Like to travel with immediate family and extended family groups
- Relative spend index 1.4



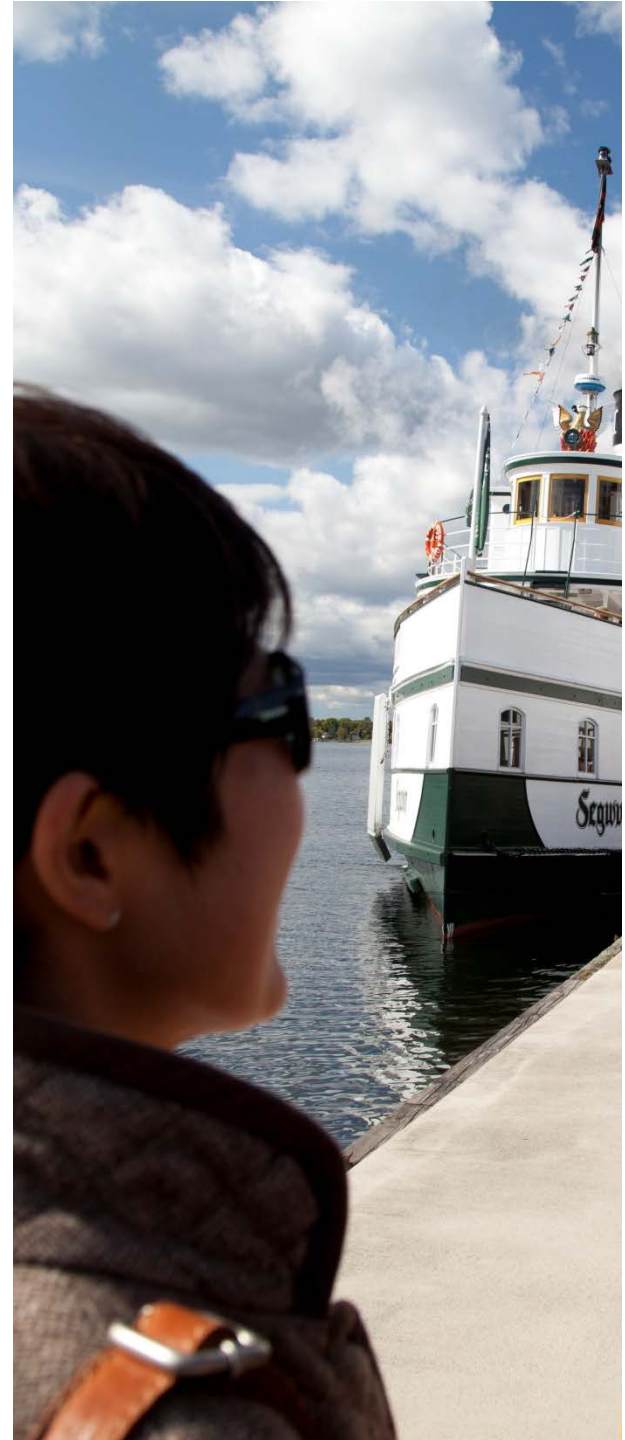
Chinese & South Asian Communities in the GTA

Muskoka trip motivators/drivers

- Freshwater beaches and natural beauty
- Learning opportunities and intellectual stimulation, to enrich and strengthen family connections
- Influenced by what is popular, seek out famous destinations
- Need for familiar foods and comfortable surroundings
- Unique places, travelling off the beaten path, seeking solitude
- Looking for lasting memories
- Interested in arts and culture

Product

- Getaways: winter, summer, fall, spring, culinary, adventure, beaches, arts and culture
- Activities: hiking, sightseeing, boating, theatre, craft shows, local flavours (food & drink)
- Accommodations: lakefront, hotels, motels, b&b's, resorts, cottage resorts; access nearby activities



Marketing Programs

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, Fall Colours, Winter Getaways, Golf getaways • Contribute to 1.3 million website user sessions • Contribute to 675,000 sales leads to members • Contribute to 15 million digital impressions • Lead Ontario for specific key word searches.
Content Marketing			
Timely, Shareable Content Pieces	MTMA Lead	Year Round	<ul style="list-style-type: none"> • Write and share 130 pieces of content • CTA for booking engine on each piece of content • Content that aligns with Muskoka Brand, and inspires visitors • Showing content to people based on their interest • Contribute to 1.3 million website user sessions • Contribute to 675,000 sales leads to members • Contribute to 15 million digital impressions

Digital Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Video Marketing	MTMA Lead	Year Round	<ul style="list-style-type: none">• Create 15 videos using progressive story-telling techniques• Use <i>My Muskoka</i> themes in storytelling• Contribute to 1.3 million website user sessions• Contribute to 675,000 sales leads to members• Contribute to 15 million digital impressions

Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Muskoka Visitor Guide	Leadership role to bring partners & publishers together	Delivery March 2020	<ul style="list-style-type: none"> • 140,000 copies • Primary print fulfillment piece • Partnership with 5 area Chambers of Commerce & Post Media
Muskoka Signature Experiences	MTMA Lead Partner with Members	Delivery March 2020	<p>Content Marketing</p> <ul style="list-style-type: none"> • 40 partners • Digital marketing campaigns exclusively for eligible participants • Print Map 60,000 copies <ul style="list-style-type: none"> • Contribute to 1.3 million website user sessions • Contribute to 675,000 sales leads to members • Contribute to 15 million digital impressions
Public Relations / Earned Media	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

Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Shoulder season product development Culinary Trails	MTMA partner with area CofC's Members	Spring and Fall	<ul style="list-style-type: none"> • Provide leadership role for two culinary trails, the Muskoka Cranberry Route and the Muskoka Maple Trail • Recruit businesses across Muskoka to sign up for the culinary routes • Work closely with partners to execute marketing campaigns. • Support for shoulder season business
Summer Employment Marketing Campaign	MTMA Lead Partner with Members	January - April	<ul style="list-style-type: none"> • Digital marketing campaign targeting students in Ontario. CTA to work in Muskoka this summer with a list of resorts now hiring
Consumer Shows NEW	MTMA Lead	Year-round	<ul style="list-style-type: none"> • Create Muskoka 10x10 exhibit booth \$6,000 • Registration fees and travel to attend up to 3 shows \$5,000
Marketing campaign to Chinese Canadians and South Asians NEW	MTMA lead, seek partners regionally, and FedNor	Winter/Spring 2020	<ul style="list-style-type: none"> • MTMA \$12,000 FedNor \$36,000 • Host cultural sensitivity workshops with our members • Engage cultural social organizations as focus groups and Muskoka promoters • Photo Shoot/media tours/welcome brochure • Conduct a digital marketing campaign targeting South Asian and Chinese Canadians in the GTA

Marketing Programs

Program	Role of MTMA	Timeline	Description / Expected Results
Online Reservation Platform NEW	MTMA partner with members	Spring 2020	<ul style="list-style-type: none"> One time set up fee (\$5,000) and annual licensing (\$3,000) Participating accommodation properties pay \$400 (base fee \$195 plus \$1 per click to max of \$200). Access content on MTMA website and Ontario Travel website
Ontario Overnight Packages NEW	MTMA Visit-Canada Kingston, Niagara, Toronto	Year-round	<ul style="list-style-type: none"> Create and sell multi-day inbound Ontario tour packages through FLYGTA's subsidiary Visit- Canada aimed at international visitors. Toronto arrivals with onward multi night stays in Niagara, Muskoka, Kingston returning to Toronto for overseas departures.
Waterfront Cycling Trail NEW	MTMA Waterfront Trail.org GB TWP. Muskoka Lakes, Gravenhurst Bracebridge	Spring 2020	<ul style="list-style-type: none"> Follow up on earlier work connecting and promoting Muskoka as part of a cycling trail around Georgian Bay through a digital ad campaign.

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"> • 25,,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
Port Severn Travel Information Kiosk	MTMA and share space with SE Georgian Bay Chamber of Commerce	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	Any 7 weeks from June - Labour Day	<ul style="list-style-type: none"> • Secure funding for 2 summer student jobs. • \$6,000
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) • \$8,000

Member Services

Program	Role of MTMA	Timeline	Description / Expected Results
Membership	MTMA Lead	Year Round	<ul style="list-style-type: none"> Minimum 300 members with geographic representation across Muskoka.
Spring & Fall Bulk Distribution	MTMA Lead	May 2018 & August 2018	<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	MTMA Lead	Year Round	<ul style="list-style-type: none"> Maintain contact with key stakeholder groups at least on a 1/4ly basis. Engage stakeholders in MTMA activities Prepare monthly newsletter

2020 Marketing Plan

Please contact Muskoka Tourism for more information

[1-800-267-9700](tel:1-800-267-9700)

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National Geographic: #1 Best Summer Trip

National Geographic: Best of the World – Top 20 Must See Places

Reader's Digest: 10 Greatest Canadian Road Trips

Vacay.ca: 20 Best Places to Visit