

MEMBERSHIP & PAID PROGRAMS

Muskoka Tourism Marketing Agency drives **year-round** tourism to our region through strategic marketing campaigns and programs

Discover Muskoka inspires a visit to the region and is your **go-to hub** to plan your visit to the communities within Muskoka



1.3 MILLION WEBSITE VISITS PER YEAR



@DISCOVERMUSKOKA 76,000 FOLLOWERS



15 MILLION IMPRESSIONS PAID + ORGANIC



600,000 OPERATOR REFERRALS - WEBSITE

MEMBERSHIP

BASIC LISTING

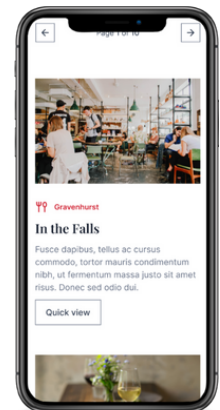
- Business name
- Outbound link
- Address
- Phone number

FREE

ENHANCED LISTING

- Business name
- Outbound link
- Address
- Phone number
- Social links
- Unlimited event listings
- 100 word business description
- Up to 5 photos on listing
- Unlock additional paid programs

\$195/year



PAID PARTNERSHIP OPPORTUNITIES

INSTAGRAM REEL

A trendy and current way to reach potential visitors. MTMA will visit your business and create a short form video with 10,000 - 30,000 views.

- (1) Instagram reel, maximum 60 seconds
- Deployed on @DiscoverMuskoka feed with partnership with operator to appear on both feeds
- Limited number of Instagram reels per year. Based on availability

\$250, plus HST

SOCIAL MEDIA CONTEST

Grow your audience with a social media contest through the @DiscoverMuskoka feed. 37,000 person list that is passionate about everything Muskoka.

- (1) in-feed post with contest details
- (2) Instagram stories to promote the contest
- Operator to provide an agreed upon prize for contest
- Limited number of social media contests per year. Based on availability

\$250, plus HST per contest post

BLOG POST

A written piece of content to live on MTMA website that can be shared by operator. Written by MTMA staff.

- (1) relevant written piece of content
- Deployed on discovermuskoka.ca and can be shared by operator as well
- Limited number of blog posts per year. Based on availability

\$250, plus HST

PROMOTED SOCIAL MEDIA

Elevate the content you had created from MTMA with paid social media targeting.

- Minimum \$500 investment. We will take your budget and put every dollar into market.
- Work with you to identify your target audience
- Full report at the end of flighting with impressions, CTR and engagement
- Category exclusivity for the flighting period

Minimum \$500

PROMOTED EVENT - WEBSITE

Make your event stand out as a promoted event on the 'Event' page on DiscoverMuskoka.ca. Page receives 30,000 views per year

- Special box promoting event at top of page, only 1 promoted event at a time
- Duration 14 days

\$250, plus HST

HERO IMAGE WEBSITE

Make your listing stand out on the Discover Muskoka website with the hero image of your operation and a promo box to appear over top. Website receives 1.3M website visits per year.

- Hero image 1440 x 880 on home page of website or sector landing page. Not an advertisement, but operator hero image highlighting property/operation. Promo box to appear on top 234 x 60
- Photo and promo box to link to operator website
- Duration 30 days

Home Page - \$750, plus HST Sector Home Page - \$500, plus HST

NEWSLETTER - INDUSTRY

Inclusion in Muskoka Tourism industry newsletter to tourism community. List size: 750 people

\$75, plus HST

MUSKOKA MAPLE TRAIL & MUSKOKA CRANBERRY ROUTE

Muskoka Tourism created marketing programs to encourage local residence and tourists to explore local products through unique experiences/trails all across Muskoka. Investment in program goes towards seasonal marketing campaign. Details to come out seasonally.

From \$175, plus HST