



Muskoka Tourism Marketing Agency 2014 Marketing Plan



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Executive Summary of Priority Projects

Strategic Marketing (New)

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Strategic Marketing Project	Lead With District of Muskoka, RTO 12, tourism partners, municipalities, C of Cs & BIAs	Jan. – March 2014	Marketing Manager ED	<ul style="list-style-type: none"> - assess consumer demands - evaluate product offerings - Identify growth markets - develop 3-5 year strategic plan

Consumer Advertising Programs (New)

2014 Winter Consumer Advertising	Lead Co-op mkt. with partners	January to March	Membership Coordinator, Marketing Manager	<ul style="list-style-type: none"> - Increase traffic to winter content on MTMA website. - Increase likes and followers on social media outlets and downloads of Muskoka app.
Spring 2014 Consumer Advertising	Lead MTMA RTO 12 With partners	Apr. 1 to May 31	Membership Coordinator, Marketing Manager	Increase Face Book likes by 4,000; SEM increase by 4,000 unique visitors; increase mobile downloads by 460; You Tube click through 200 visitors to the MTMA website; two videos 90 seconds each for Spring/summer
Summer 2014 Consumer Advertising	Lead MTMA RTO 12 With partners	June 1 to Aug. 31	Membership Coordinator, Marketing Manager	Increase Face Book likes by 3,000; SEM increase by 4,000 unique visitors; increase mobile downloads by 921; You Tube click through 100 visitors to the MTMA website.
Fall 2014 Consumer Advertising	Lead MTMA RTO 12 With partners	June 1 to Aug. 31	Membership Coordinator, Marketing Manager	Increase Face Book likes by 5,000; SEM increase by 5,600 unique visitors; increase mobile downloads by 460; You Tube click through 300 visitors to the MTMA website.
Winter 2014/15 Consumer Campaigns Combined	Lead MTMA RTO 12 With partners	Dec. 2014 to March 1, 2015	Membership Coordinator, Marketing Manager	Increase Face Book likes by 6,000; SEM increase by 6,400 unique visitors; increase mobile downloads by 460; You Tube click through 400 visitors to the MTMA website; two videos 90 seconds each for winter.



Summary of the four seasonal consumer campaigns	Lead MTMA RTO 12 With partners	April 1 2014 to March 2015	Membership Coordinator, Marketing Manager	Increase Face Book likes by 18,000; SEM increase web traffic by 20,000 unique visitors; increase mobile downloads by 2,301; You Tube click through 1,000 visitors to the MTMA website; 6 videos 90 seconds each for four seasons.
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Organization Development (Ongoing)

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Governance	Lead	Jan to December 2014 Ongoing	Board ED (Executive Director)	Review and where necessary update governance practices to help improve organizational performance. Continue to implement governance recommendations from June 2013.

Visitor Services (Ongoing)

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Operate 2 Travel Information Centres	Lead	Year round	Travel Centre Manager, ED	42,000 visitors / year combined
Hwy. 11 Travel Information Centre	Lead With members and regional stakeholders	362 days per year. 7 days a week/year round with extended summer hours	Travel Centre Manager, ED	40,000 visitors / year <ul style="list-style-type: none"> - 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)



Program	Role of MTMA	Timeline	Responsibility	Expected Result
Port Severn Travel Information Centre Centre (Bressette House)	Lead With members and regional stakeholders Share space with SE Georgian Bay Chamber of Commerce.	Weekends year round; 7 days a week July/August	Travel Centre Manager, ED	2,000 visitors / year - distribution of tourism material - travel counseling support - service phone and e-mail enquiries - mail fulfillment products
Summer Student Program	Lead applicant Prov. & Federal job programs	Any 7 weeks from June - Labour Day	Travel Centre Manager, ED	Secure 100% funding for 3 summer student jobs with \$1 per hour salary top up for travel counseling, extended hour and roving ambassador
Retail Sales Hwy 11 Visitor Centre	Lead Co-op mkt. with regional partners	Year Round	Travel Centre Manager	- Showcase Muskoka products (art, books, clothing, food) - Expand Muskoka product lines.

Member Services (Ongoing)

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Membership	Lead	Annual	Membership Coordinator ED	- Current 372 members - Maintain renewal level at 95% - Attract 35 new members (increase by 10%)
Spring & Fall Bulk Distribution	Lead Co-op mkt. with members	May 2014 & August 2014	Travel Centre Manager	Offer direct mail program twice a year to 80 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	Year round	All MTMA staff	- Maintain contact with key stakeholder groups at least on a 1/4ly basis. - Engage stakeholders in MTMA activities - Workshops – networking opportunities - Prepare 1/4ly newsletter.



Marketing and Communications Programs (Ongoing)

Program	Role of MTMA	Timeline	Responsibility	Expected Result
Muskoka Visitor Guide	Lead. Co-op mkt. with members	Delivery Feb. 2014	Membership Coordinator, ED	<ul style="list-style-type: none"> - 75,000 copies (split run 65,000 four seasons cover and 10,000 winter covers) - Primary print fulfillment piece - Drive traffic to website
Muskoka Visitor Map	Lead Co-op mkt. with members	Delivery Feb. 2014	Membership Coordinator, ED	<ul style="list-style-type: none"> - 75,000 copies - Primary print fulfillment piece - Drive traffic to website
Driver Reviver	Lead Co-op mkt. with members	The Friday of each Long weekend. May to Sept	Membership Coordinator	<ul style="list-style-type: none"> - 300-600 people per event day - Chay 93.1 radio spots for Muskoka the week leading up to each event and onsite remote broadcast.
Consumer Shows	Lead Co-op mkt. with members	March, June, Oct.	Membership Coordinator, ED	<ul style="list-style-type: none"> - Showcase Muskoka at two large consumer shows. - Muskoka print material distributed at Boat Show and Outdoor Adventure Show.
Website Maintenance	Lead	Year round	Marketing Manager, ED	Enhance performance and functionality
Unpaid Media	Lead	Year round	Marketing Manager	Achieve a minimum of 6 unpaid media events
Image Bank	Lead	Year round	Marketing Manager	<ul style="list-style-type: none"> - 279 downloads - add new images from OTMP and CTC
Radio Ad Campaign	Lead Co-op mkt with partners	June to Oct.	Membership Coordinator, Marketing Manager	Summer – 427 x 30 second spots
Muskoka Mobile App Maintenance	Lead Co-op mkt. With partners	Jan to Dec. 2014	Marketing Manager, Membership Coordinator, ED	Maintain full function Muskoka apps optimized for three mobile platforms. (2 Apple, 1 Android)



INTRODUCTION

The MTMA Board is pleased to present our 2014 programs. This information may help align priorities and create synergy with your activities. Now, more so than ever before, coordination and cooperation are the watch words to ensure success in a very competitive market place for visitors and their travel dollars. **The goal is bringing visitors to Muskoka first and often.** For more details on these and other programs, please navigate to the “**About Us**” page on our website to view or download the complete marketing plan.

Recently, the Board of Directors at the Muskoka Tourism Marketing Agency (MTMA) created vision and mission statements to help guide all of our activities. Everything we do should be measured against how well it fits with our vision/mission.

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, “*once discovered, never forgotten*”, 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.

We are committed to working with our partners and stakeholders in a collaborative and progressive way. Strengthening relationships with the District of Muskoka through a Memorandum of Understanding with agreed upon key performance measures is essential. Our ability to engage tourism industry partners and provide leadership to one of Muskoka’s largest industries and employers is essential. MTMA is here to work on behalf of Muskoka’s tourism industry and residents to improve our economic and social well being.



MUSKOKA TOURISM PRIORITIES FOR 2014

In consultation with our tourism industry partners, MTMA has identified the following priorities

- **Align with OTMP Consumer Insight Research to attract consumer market segments that include:**
 - Pampered Relaxers
 - Family Memory Builders
 - Knowledge Seekers
 - Up and Coming Explorers
- **Create four, seasonal consumer campaigns to support key market segments**
- **Focus on shoulder seasons (September to June)**
- **Summer priority is mid-week travel.**
- **Geographic markets include GTA, Golden Horseshoe, S.W. Ontario**
- **Through the Strategic Marketing Project engage industry partners to identify growth opportunities**



MUSKOKA'S TOURISM INDUSTRY.....

For almost 150 years Muskoka has been a tourism icon in Ontario. Recent endorsements from National Geographic, Frommer's Guide, the Toronto Star, the Golf Channel, Conde Nast, the New York Times, Toronto International Film Festival, China Travel Network, Trip Advisor and many others have recognized and supported our tourism industry's efforts. Even with these prestigious testimonials and 3.0 million annual person visits to Muskoka, the competition for travel dollars has never been more intense, especially for Ontario's domestic market.

- 3.0 million person visits and \$391 million in annual visitor expenditures (2011) ¹
- The accommodation, food service sector is the # 1 employer in 5 of the 6 municipalities in Muskoka ²
- Tourism accounts for 20% of all jobs and 57% of the District's economic base²
- Employment in primary industries and the manufacturing sector is expected to decline in Ontario and Muskoka over the next few years ²
- Over the next decade employment in the tourism sector is projected to increase.²
- The tourism industry provides social benefits and quality of life experiences for Muskoka residents that go well beyond the normal capacity of a small rural community in northern Ontario with a year round population base of 60,000 people.
- The assessed value of commercial fixed roof accommodation in Muskoka (\$ millions)*

<u>Community</u>	<u>Assessed Value*</u>
Bracebridge	\$17.5 M
Georgian Bay	\$19.1 M
Gravenhurst	\$51.4 M
Huntsville	\$77.7 M
Lake of Bays	\$42.6 M
Muskoka Lakes	<u>\$178.8 M</u>
Total	\$378.1 M

* Assessed Value as of September 2011

- Continued investment in Muskoka's tourism industry supports one of the District's largest economic drivers.

1. Stats Canada (International and Canadian Travel Surveys)
2. District of Muskoka Economic Strategy 2008, Malone Given Parsons



Some of the challenges facing Muskoka's tourism industry include....

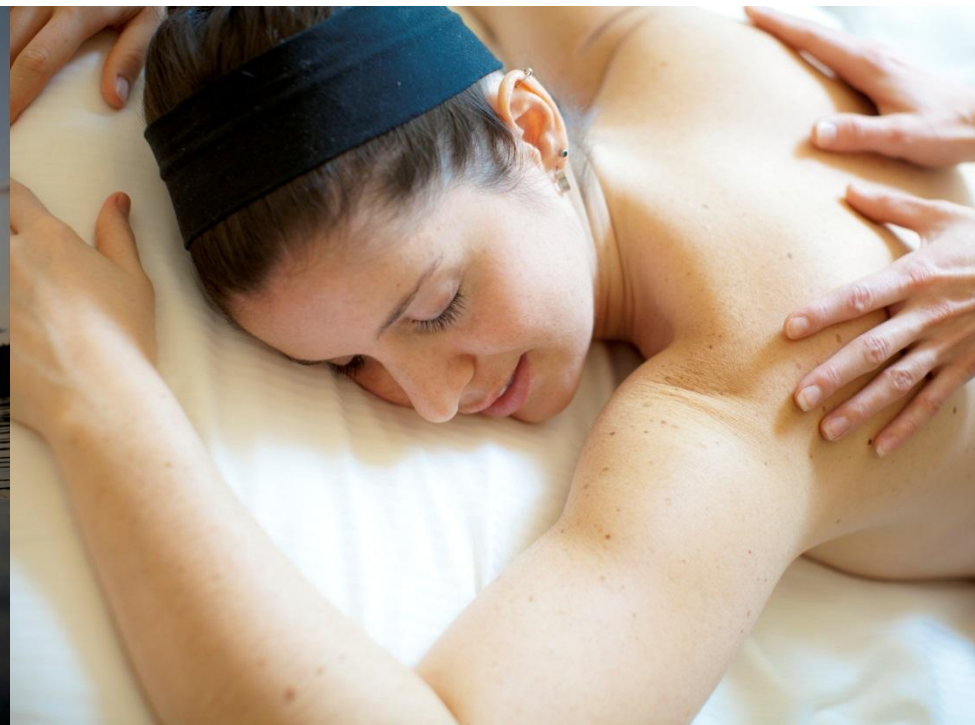
- The increased competition for domestic travel dollars has created a very crowded and noisy market place. Approximately 90% of Muskoka's visitors are from Ontario. There are at least 47 Ontario communities competing for the same traveler and aggressively promoting their respective destinations.
- Muskoka is not one of the top ten tourist destinations in Ontario.
- Changing demographics. The 2011 census found that 45% of Toronto residents had a mother tongue other than English or French. Muskoka's marketing efforts and more importantly our market readiness to welcome new Canadians becomes an area of interest.
- A recent OTMP market segmentation study (Sept. 2012) suggests the Muskoka tourism experience may have matured. There is a need to identify and attract new customer types as well as creating new reasons to visit Muskoka. "The same old" may not be enough.
- Seasonality. Increased marketing resources and effort are required to change the perception that Muskoka is only a summer destination.
- Increased competition on the global stage. Spending by Ontario residents to visit international destinations (\$4.1 Billion in 2012) continues to show strong year over year increases. These are travel dollars that could be spent at home.
- The total Muskoka accommodation market includes 111 properties and over 4,000 rooms.³
- Market occupancy performance in the Muskoka resort market has typically been within the 43% to 47% range, as compared to the hotel market, which has remained in the 45% to 49% range.³
- The low occupancy rates realized in the Muskoka resort sector stems primarily from the seasonal nature of room night demand.³
- According to PKF's *Monthly Trends* database, which tracks top-line occupancy and average daily rate performance for Muskoka resorts, overnight visitation to Muskoka has increased by almost 2% over 2011 levels.³ despite continued uncertainty in the tourism sector.

2. Muskoka Resorts and Tourism Official Plan Policy Review, July 2013





Target Markets



Consumer Profile - Pampered Relaxers

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

Key message: Relax and re-energize

Muskoka trip motivators/drivers that appeal to Pampered Relaxers:

- Pampered resort life, exceptional service, indulgent spas, beaches
- Savour Muskoka – discover some of Ontario’s finest dining experiences
- Sophisticated activities and tours – dinner cruises, fall driving tours, museums/art galleries, Muskoka Lakes Winery, craft breweries
- Sightseeing – points of interest, waterfalls, fall driving tours, hiking trails
- Access the outdoors in comfort and style – resorts offer canoeing/kayaking, boating, cycling and other outdoor activities

Product

Type of getaways that appeal to Pampered Relaxers: Romantic getaways, spa getaways, weekend getaways, New Year’s packages, summer vacations, Culinary & Dining getaways, fall getaways, Resorts with outdoor activities they can experience in comfort.

Promotion

Promotion for the entire year will be highlighted by the ‘My Muskoka is...’ campaign

Core program mediums: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Advertising mediums: Facebook, Google Adwords, Youtube, Seasonal Campaigns

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer



Consumer Profile - Knowledge Seekers

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

Key message: Create your own path in Muskoka

Muskoka trip motivators/drivers that appeal to Knowledge Seekers:

- Savour Muskoka – discover some of Ontario’s finest dining experiences
- Museums, historic sites, art galleries, performance venues, cultural activities
- Sight-seeing and visiting nature sights: points of interest, waterfalls, Algonquin Park
- Touring: Fall Driving Tours, Outdoor art gallery
- Festivals and Events

Product

Type of getaways that appeal to Knowledge Seekers: Romantic getaways, winter packages, Culinary and dining getaways, fall getaways, spring getaways, summer vacations. Type of activities that appeal to Knowledge Seekers: art galleries, museums, fine dining, historic boat cruises, nature sightseeing, yoga classes, winery/brewery tours, live performances

Promotion

Promotion for the entire year will be highlighted by the ‘My Muskoka is’ campaign.

Core program mediums: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Advertising mediums: Facebook, Google Adwords, Youtube, Seasonal Campaigns

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Consumer Profile - Family Memory Builders

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 (Santa's Village) allow the family to have fun and build these lasting memories. Strategically, Family Memory Builders will enable us to grow the next generation of Muskoka visitors.

- 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

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

Muskoka trip motivators/drivers that appeal to Family Memory Builders:

- Culinary: All inclusive packages or packages that promote family dining together
- Nature and sight-seeing: waterfalls, hiking trails, lookouts, points of interest
- Amusement/theme park: Santa's Village and zip-lining
- Lakefront accommodations and activities
- Recreational boating and fishing

Product

Type of getaways that appeal to Family Memory Builders: Winter getaways, Christmas getaways, All-inclusive summer vacations, summer vacations, March Break getaways, August long weekend getaways, Victoria Day getaways, Family Day Getaways

Type of activities that appeal to Family Memory Builders: Santa's Village, water activities, nature sight-seeing activities

Type of accommodations that appeal to Family Memory Builders: Cottage Resorts and Lodges, Resorts, Camping and RV Parks

Promotion

Promotion for the entire year will be highlighted by the 'My Muskoka is' campaign.

Core program mediums: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Advertising mediums: Facebook, Google Adwords, Youtube, Seasonal Campaigns

*Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer



Consumer Profile - Up & Coming Explorers

Love nature and adventure. This is a youth-oriented group that is on its way up in the world. These travellers are emerging into a new life- stage, often characterized by greater affluence and new opportunities. 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. Visible minorities often fall into this segment
- 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

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

Muskoka trip motivators/drivers that appeal to Up and Coming Explorers:

- Outdoor activities: canoeing, kayaking, treetop trekking, snowmobiling, dog sledding, boating, horseback riding, cycling
- Nature and sight-seeing: waterfalls, hiking trails, lookouts, points of interest
- Enjoy spending time on the beach
- Culinary experiences, promoting dining credits/packages

Product

Type of getaways that appeal to Up and Coming Explorers: Winter getaways, Lakefront vacations, summer vacations, fall getaways, culinary, romantic

Type of activities that appeal to Up and Coming Explorers: hiking and sight-seeing, canoeing/kayaking, treetop trekking, 'outdoor adventures'

Type of accommodations that appeal to Up and Coming Explorers: Lakefront accommodation, Cottage Resorts and Lodges, Resorts

Promotion

Promotion for the entire year will be highlighted by the 'My Muskoka is' campaign.

Core program mediums: website, social media, mobile app, visitor guide, e-mail marketing, radio, Spring/Fall bulk distribution, consumer shows, PR, visitor centre

Advertising mediums: Facebook, Google Adwords, Youtube, Seasonal Campaigns

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

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‘My Muskoka Is.....’ Campaign Strategy

‘My Muskoka is....’ will be the over arching campaign for 2014 and featured in every season. Through the “My Muskoka is...” campaign, we will be able to relate Muskoka to each of our target markets, with messaging that resonates with their individual trip motivators on a seasonal basis. Although Muskoka may mean relaxation to our Pampered Relaxers, it may mean family fun to our Family Memory Builders.

Campaign Description

Muskoka Tourism will host this campaign on a micro-site (www.mymuskoka.travel). The micro-site features seasonal ‘My Muskoka is...’ videos, or digital animations with a call to action inviting users to share what their “Muskoka is” with their social network (Facebook and Twitter). Another call to action is directing users on this micro site to a landing page on our website to view seasonal overnight packages provided by MTMA members and other seasonal offerings.

Media Mix for each seasonal ‘My Muskoka is’ campaign:

- Facebook Ads: A portion of our seasonal Facebook campaign will be used to promote our My Muskoka is...” campaign
- Youtube video ads: Will feature our ‘My Muskoka is....’ with a call to action to our microsite
- Our website will have call to actions on every page, asking visitors to share with us what their Muskoka is
- Conduct a promotional event in Toronto to create a buzz for each seasonal campaign launch

Facebook Campaign Strategy

The goal of our Facebook campaign is to create a strong social media presence that consists of our target markets, and engage them on a daily basis with captivating photos and enticing information that will keep Muskoka as a top-of-mind destination. Facebook is the medium with the highest consumption rate for Up and Coming Explorers, the second highest consumption rate for Family Memory Builders and Pampered Relaxers, and the fourth highest among Knowledge Seekers.

Facebook Ads enable us find our target market better than any other form of digital advertising, and to tailor specific ads that appeal to each of our core markets. Once we have our markets following us, we will show up in their newsfeed daily with messages that appeal to their key trip motivators, almost like a daily billboard advertisement. This is in-line with our priority of growing leisure travel in the off-season.

Campaign Description

This campaign will provide digital support to Muskoka Tourism members as a value- add feature of their membership in MTMA. With more likes we are able to expand the reach of posts from our members, furthering our priority of member engagement.

We will post original and captivating photos that appeal to our core markets, branding each photo and captioning using our ‘My Muskoka is’ campaign. [See example here](#) Engage and build the community through Facebook ads and generate 18,000 likes



Search Engine Marketing (SEM) Campaign Strategy

The goal of our SEM campaign is to increase website hits to discovermuskoka.ca, and subsequently, increase outgoing links to our members' websites. The increase in website traffic will focus on visitors within our target markets that are searching for a vacation in Ontario. A well-funded SEM campaign is directly in-line with our priority of increasing leisure travel during the off-season. According to the 'Detail Media Consumption' within the OTMP Segmentation Research, Search engines are the highest media consumption among all of our core markets.

Currently, Muskoka Tourism has the most progressive SEO strategy of any DMO in Ontario. For search queries regarding vacations or getaways in Ontario (i.e. romantic getaways in Ontario, winter getaways in Ontario), Muskoka Tourism is within the top 3 organic results for a wide number of keyword variations. There is no other DMO on the first page of results. To have a truly progressive SEM campaign, it is mandatory to include Google Adwords into our efforts.

Campaign Description

Through our SEM campaign, we will focus on bringing highly qualified traffic to our website, and once on our website, we will market the region to our core markets using key messaging and drivers as per the OTMP Segmentation Research. Visitors will be able to search through our members' packages that relate to their query while on the website, finding the package that they want to book.

Our focus for SEM will be on attracting new visitors to the region. If one of our core markets from Toronto is searching for a 'weekend getaway in Ontario', we want them to consider Muskoka. This person knows they want to travel to some location in Ontario, they just have not decided where yet. Our job is to make Muskoka a part of their consideration set, by showcasing the synergies between our product offerings and their trip motivators.

Mobile App Campaign Strategy

Currently, over 30% of our website visitors are searching our website using a smart phone or tablet. MTMA has developed a mobile app that is optimized for three mobile platforms (iPhone, iPad and Android). Utilizing Google's new cost per download ads in Google AdWords, MTMA will create ads that prompt users to download our app, effectively building our app user base and providing information in a medium that is desired by our target markets.

Campaign description

Google Adwords are able to determine the phone conducting a Google search, and if our app is compatible with the users' phone, the search engine will place an ad that prompts the user to download our app. If clicked, the user will be brought right to the corresponding app store to download. We will use a/b testing to determine which keywords work best, providing the lowest cost per acquisition. Our initial ads will be tailored towards users searching 'Muskoka Events' from their smart phones. Our app features the regions' most comprehensive events calendar, and users searching for events in Muskoka will be engaged with the app more frequently.



Youtube Video Campaign Strategy

According to 2013 Traveler, research commissioned by Google and carried out by an independent marketing research company, online travel video usage is increasing (51% in 2013, compared to 45% in 2012). Online videos are key throughout the travel funnel, with 64% of travel videos viewed when thinking about a trip, and 63% viewed when choosing a destination. Video marketing is a strong tool to help inspire travelers to choose Muskoka for their destination.

Campaign description: Create six seasonal videos (two for winter, spring/summer, and fall) based on our ‘My Muskoka is’ campaign. Each season will have a 90 second and a 30 second video created.

The videos will be professionally done, and are intended to inspire travel among our target markets. This is in-line with our mission of creating marketing excitement that inspires visitors to choose Muskoka first and often as Ontario’s “must-experience” destination. The videos will be in the same format of our “My Muskoka is” campaign and will feature snippets that speak across all target markets, so that viewers will be able to relate.

Pampered Relaxers: My Muskoka is ... beaches and body scrubs

Knowledge Seekers: My Muskoka is ... this amazing view

Family Memory Builders: My Muskoka is ... campfires and smores

Up and Coming Explorers: My Muskoka is ... Zipping through the trees

The 90 second video will be featured on our “My Muskoka is...” microsite, as well as on Muskoka Tourism’s website. The 30 second video will be for use on Youtube’s *TrueView in-stream ads*. TrueView ads give viewers choice and control over which advertisers' messages they want to see and when. Viewers have the option to watch the 30 second ad in full or to skip the ad after viewing it for 5 seconds. Advertisers are only charged when the viewer watches 30 seconds of the ad or to the ad's completion, whichever is shorter. Using Youtube video ads, we are able to target user’s age, gender, location and interests to match our target markets: Pampered Relaxers, Knowledge Seekers, Family Memory Builders and Up and Coming Explorers.





My Muskoka is ... Family Time



My Muskoka is ... Reconnecting

My Muskoka is ...



My Muskoka is ... Pristine Lakes



My Muskoka is ... Studio Tours

The Spring Consumer Campaign

April 1 – May 31, 2014

Campaign Message for Target Markets

Pampered Relaxers: Romantic getaways, spa getaways, culinary getaways

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... amore

My Muskoka is ... delectable dining

My Muskoka is ... cranberry wine and craft breweries

Knowledge Seekers: Romantic getaways, Spring getaways, culinary getaways, Arts/Culture Festivals plus galleries

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... May flowers

My Muskoka is ... spectacular vistas

Family Memory Builders: Victoria Day getaways

* Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

My Muskoka is ... a kick-off to summer

Up and Coming Explorers: Romantic getaways, culinary getaways, spring getaways, family vacations

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... when everything turns green again

My Muskoka is ... spectacular vistas

Campaign Components:

- Facebook Ads campaign
- Facebook content campaign
- SEM campaign
- Youtube Video
- Mobile app
- Website
- Radio advertising
- Spring Cottage Life Consumer Show
- Muskoka Discovery Guide
- Spring Bulk Distribution
- Public Relations
- E-mail marketing
- Visitor centre services



Expected Results For The Spring Campaign

Medium	Expected Results
Facebook Ads	Grow our fan page by 4000 likes. During the same period in 2013, our total reach was 62,164 page impressions. At this time, we had roughly 2000 likes. Based on this growth, we expect a reach of 186,492 page impressions during the Spring campaign.
Google Adwords	Based on estimates of \$1.25 per click, we expect an increase in traffic of 4000 unique visitors. Of this, we can expect to convert 58 visitors to choose Muskoka. Average visitor spending of \$186 per person per overnight visit and average party size of 3.1 (2011, Stats Canada) this can expect to generate \$33,442 in revenue for tourism in the region
Google Adwords Mobile App for Downloads	Based on an estimated cost of \$2.17 per download, we will expect 460 downloads of the Muskoka App.
Youtube TrueView In-stream Ads	An estimated cost per view of \$0.20 means that 10,000 will watch the video in its entirety. Using an assumption that 50% will skip the video before the end, we expect impressions of 20,000. With a CTR of 1.03% we can expect 200 visitors to our website.
Website Traffic	From April 1 – May 31, 2013, our website saw 36,292 unique visitors. We expect to grow organic traffic by 10%, which will be 39,921 unique visitors. Combined with the increased traffic from Adwords and Youtube TrueView In-Stream Ads, we should expect traffic of 44,121, an increase of 21.6% over 2013 during the same time period.



The Summer Consumer Campaign

June 1 – August 31, 2014

Campaign Message for Target Markets

Pampered Relaxers: Romantic getaways, spa getaways, weekend getaways, Culinary & Dining getaways, Summer vacations

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... dinner and Millionaire's Row

My Muskoka is ... beaches and body scrubs

Knowledge Seekers: Romantic getaways, Culinary and dining getaways, summer vacations, Arts/Culture Festivals plus galleries

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... heaven on earth

My Muskoka is ... spectacular vistas

Family Memory Builders: Family vacations, summer vacations

* Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

My Muskoka is ... the smell of sunscreen

My Muskoka is ... campfires and smores

My Muskoka is ... being an elf for a day

Up and Coming Explorers: summer getaways, romantic getaways, culinary getaways, family vacations

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

* Mentioned in National Geographic as #1 pick for the Ten Best Trips of Summer

My Muskoka is ... kayaking the region's pristine lakes

My Muskoka is ... Zipping through the trees

My Muskoka is ... exhilarating adventure



Campaign Components

- Facebook Ads campaign
- Facebook content campaign
- SEM campaign
- Youtube Video)
- Mobile app
- Website
- Muskoka Discovery Guide
- PR
- E-mail marketing
- Visitor centre services

Expected Results For The Summer Campaign

Medium	Expected Results
Facebook Ads	Grow our fan page by 3000 likes. During the same period in 2013 our reach was 111,414 page impressions. At this time, we had roughly 2000 likes. Based on this growth, we expect a reach of 278,535 page impressions during the Summer campaign.
Google Adwords	Based on estimates of \$1.25 per click, we expect an increase in traffic of 4000 unique visitors. Of this, we can expect to convert 58 visitors to choose Muskoka. Average visitor spending of \$186 per person per overnight visit and average party size of 3.1 (2011 Stats Canada), this can expect to generate \$33,442 in revenue for tourism in the region
Google Adwords Mobile App for Downloads	Based on an estimated cost of \$2.17 per download, we will expect 921 downloads of the Muskoka App.
Youtube TrueView In-stream Ads	An estimated cost per view of \$0.20 means that 5,000 will watch the video in its entirety. Using an assumption that 50% will skip the video before the end, we should expect impressions of 10,000. With a CTR of 1.03% we can expect 100 visitors to our website.
Website Traffic	From June 1 – August 31, 2013, our website saw 111,505 unique visitors. We expect to grow organic traffic by 10%, which will be 122,655 unique visitors. Combined with the increased traffic from Adwords and Youtube TrueView In-Stream Ads, we should expect traffic of 126,755, an increase of 13.7% over 2013 during the same time period.



The Fall Consumer Campaign

September 1 – November 30, 2014

Campaign Message for Target Markets

Pampered Relaxers: Fall Getaways, Fall Driving Tours, Romantic getaways, spa getaways, weekend getaways, Culinary & Dining getaways

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... Ontario's most vibrant colours

My Muskoka is ... red leaves and red nails

My Muskoka is ... delectable autumn harvests

Knowledge Seekers: Fall getaways, Romantic getaways, Culinary and dining getaways, Arts/Culture Festivals plus galleries

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... Muskoka Autumn Studio Tour

My Muskoka is ... heaven on earth

My Muskoka is ... spectacular vistas

Up and Coming Explorers: summer getaways, romantic getaways, culinary getaways, family vacations

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... Ontario's best Fall colours

My Muskoka is ... Seeing the colours a different way

Campaign Components:

- | | |
|-----------------------------|---------------------------|
| • Facebook Ads campaign | • Website |
| • Facebook content campaign | • Muskoka Discovery Guide |
| • SEM campaign | • PR |
| • Youtube Video | • E-mail marketing |
| • Mobile app | • Visitor centre services |



Expected Results For The Fall Campaign

Medium	Expected Results
Facebook Ads	Grow our fan page by 5,000 likes. During the period from September 1 – November 30, 2013, our total reach was 65,085 page impressions. At this time, we had roughly 2000 likes. Based on this growth, we will expect a reach of 227,797 page impressions during the Fall campaign.
Google Adwords	Based on estimates of \$1.25 per click, we expect an increase in traffic of 5,600 unique visitors. Of this, we can expect to convert 81 visitors to choose Muskoka. Average visitor spending of \$186 per person per overnight visit and average party size of 3.1 (2011, Stats Canada), this can expect to generate \$46,704 in revenue for tourism in the region
Google Adwords Mobile App for Downloads	Based on an estimated cost of \$2.17 per download, we will expect 460 downloads of the Muskoka App.
Youtube TrueView In-stream Ads	An estimated cost per view of \$0.20 means that 15,000 will watch the video in its entirety. Using an assumption that 50% will skip the video before the end, we expect impressions of 30,000. With a CTR of 1.03% we expect 300 visitors to our website.
Website Traffic	From September 1 – November 30, 2013, our website saw 53,916 unique visitors. We expect to grow this organically by 10%, which will be 59,307 unique visitors. Combined with the increased traffic from Adwords and Youtube TrueView Ads, we expect traffic of 65,207, an increase of 20.1% over 2013 during the same time period.



The Winter Consumer Campaign

December 1, 2014 – March 1, 2015

Campaign Message for Target Markets

Pampered Relaxers: Romantic getaways, spa getaways, weekend getaways, Culinary & Dining getaways

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... Relaxing by the fire with an Irish Coffee

My Muskoka is ... a hot sauna on a cold day

Knowledge Seekers: Winter getaways, Romantic getaways, Culinary and dining getaways, Arts/Culture Festivals plus galleries

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... snowshoe tracks in an open forest

My Muskoka is ... a winter comedy carnival

Family Memory Builders: Family vacations, summer vacations

*Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

My Muskoka is ... the annual family ski trip

My Muskoka is ... snow angels with my lil' angel

Up and Coming Explorers: winter getaways, family vacations, romantic getaways, culinary getaways

*Mentioned in National Geographic as one of the '100 Places That Can Change Your Child's Life'

* Mentioned in National Geographic as one of their top 20 Best of the World – Must-see-places

My Muskoka is ... Getting dog sledding off of my bucket list

Campaign Components:

- | | |
|-----------------------------|---------------------------|
| • Facebook Ads campaign | • Website |
| • Facebook content campaign | • Muskoka Discovery Guide |
| • SEM campaign | • PR |
| • Youtube Video | • E-mail marketing |
| • Mobile app | • Visitor centre services |



Expected Results For the Winter Campaign

Medium	Expected Results
Facebook Ads	Grow our fan page by 6,000 likes. During the period from December 1, 2012 – March 1, 2013, our total reach was 34,012 page impressions. At this time, we had roughly 2000 likes. Based on this growth, we will expect a reach of 136,048 page impressions during the Winter campaign.
Google Adwords	Based on estimates of \$1.25 per click, we expect an increase in traffic of 6,400 unique visitors. Of this, we can expect to convert 92 visitors to choose Muskoka. Average visitor spending of \$186 per person per overnight visit and average party size of 3.1 (2011, Stats Canada), this can expect to generate \$53,047 in revenue for tourism in the region
Google Adwords Mobile App for Downloads	Based on an estimated cost of \$2.17 per download, we will expect 460 downloads of the Muskoka App.
Youtube TrueView In-stream Ads	An estimated cost per view of \$0.20 means that 20,000 will watch the video in its entirety. Using an assumption that 50% will skip the video before the end, we should expect impressions of 40,000. With a CTR of 1.03% we can expect 400 visitors to our website.
Website Traffic	From December 1, 2012 – March 1, 2013, our website saw 27,153 unique visitors. We expect this to grow organically by 10%, which will be 29,868 unique visitors. Combined with the increased traffic from Adwords and Youtube TrueView In-Stream Ads, we expect traffic of 36,683, an increase of 35% over 2012/13 during the same time period.



New - Strategic Marketing Project

Project Description: Phase 1. Custom Data Mining and Analysis - under direction of the project steering committee, the data mining will identify and evaluate potential growth opportunities. The goal is to take a complex data set and look at it through a different lens. For example, the project steering committee may choose to strip out all responses from Manitoba, Quebec and the United States leaving only Ontario responses that can be further subdivided as needed; survey questions 98 to 101 focus on ethnicity, assuming the sample sizes are adequate this may provide insights that don't appear in the final report of the OTMP Consumer Insight Research project; extracting the profiles of visitor who haven't been here may provide an interesting insight. Detailed and complex analysis can be completed comparing responses to one or more of the survey questions. Slide 66 in the September 2012 report (http://www.discovermuskoka.ca/images/pdf_files/RTO12_Report_Sept12_2012.pdf) estimates there are 46,066 visitor profiles in the survey and of that total 14,464 respondents from all source markets claim to have been here before. However, there are 31,602 respondents (68%) who have never been here. Why? What can be learned about their travel patterns? What do we need to do to attract them? In terms of visitor volume and expenditures, or our accommodation industry performance, Muskoka is not in Ontario's top ten 10 destinations. There is room for growth.

Phase 2. Industry Consultation – This is where the really important work begins. It's not just about the understanding the options identified through the data mining, phase 2 has a product development component. The findings from phase 1 will be presented to Muskoka tourism industry partners and stakeholders for review and comment. Through consensus, Muskoka partners will select the top potential growth opportunities reflecting Muskoka priorities; and tourism industry partners will evaluate their respective business offerings against the potential consumer expectations and where necessary make adjustments and or broaden their offer to attract these new customers.

Phase 3. Strategy Development – Will provide strategic recommendations over the next 3 years on how to achieve the desired results identified in the Industry Consultation Phase; coordinate roles /responsibilities between Muskoka's tourism industry partners, municipalities, MTMA, RTO 12, Chambers of Commerce and other stakeholders; prepare a final report with performance tracking and schedule public information sessions to share the project's findings and recommendations.

Budget: \$56,000. (FedNor \$41,000; MTMA \$5,000; RTO12 10,000) **MTMA share paid from 2013 budget**

Partners: MTMA members, FedNor and RTO12

Timeline: Project start January 2014 end date March 2014.

Expected Results: ensuring progressive business owners can make informed decisions about potential growth areas; evaluate if their respective business offerings are aligned with new consumer expectations and make adjustments as required; creating a shared vision; improving coordination and cooperation between tourism industry partners and stakeholders leads to improved efficiency and effectiveness of scarce resources; making a multi-year commitment with benchmarks to grow and evaluate potential new business opportunities.



Ongoing - Organizational Development

Project Description: Program and Service Review complete a review of MTMA programs and services that include:

MTMA TOURISM SERVICES	MTMA Priority (H,M,L)
Strategic Planning	
Publicity / Media Relations	
Print Publications	
Visitor Guide	
Map	
Digital Products	
Website	
Facebook	
Twitter	
YouTube	
Digital Message Board	
Custom Digital Map	
Online Contests	
Brand marketing - Muskoka only	
Domestic	
US	
Overseas	
Targeted consumer marketing – Muskoka only	
Consumer Shows	
Direct Sales	
Travel Trade	
Meetings / Incentive Travel	
Special Events	
Bulk literature distribution	
Visitor Services	
Travel Counseling	
Visitor Information Centres	
1-800 #s	
Fulfillment	
Research	
Paid membership based	
Stakeholder Relationships	
Industry	
Chambers of Commerce	
Muskoka Municipalities	
RTO 12	
OTMP	
CTC	



Partners: MTMA Board and staff, MTMA members and stakeholders

Budget: Volunteer and staff time

Timeline: April to June **2014**

Expected Results: an open and critical review that will focus MTMA resources to better meet the needs of Muskoka's tourism industry partners.

Ongoing – Governance

Project Description: Ongoing governance. Build on current governance practices and implement recommendations identified in our June 2013 governance session that among other things includes: Board roles/responsibilities; Board composition; recruitment/succession planning; Board self evaluation.

Budget: Volunteer and staff time.

Partners: MTMA Board and staff, outside resource people as required.

Timeline: January and ongoing.

Expected Results: Improved organizational performance.

Ongoing - Visitor Services

Name of Program: Travel Information Centres

Description: Muskoka Tourism operates two travel information centres (Hwy. 11 and Bressette House in Georgian Bay Township).

Partners: Muskoka Tourism members/regional stakeholders.

Budget: \$113, 741

Timeline: The Hwy 11 travel centre is open year round, 7 days a week. Bressette House is open weekends year round and 7 days a week July and August.

Results: Provide a welcoming experience for 42,000 visitors to Muskoka. Distribute Muskoka Tourism member information, provide travel counselling support, provide display space to promote Muskoka festivals and events, external advertising panels and a digital Hwy 11 signboard to promote events/attractions broadcasting up to 262,800 messages per year.



Ongoing - Name of Program: Summer Student Program

Description: MTMA is the applicant to secure funding for three summer student positions through employment programs offered by the Provincial and Federal Governments.

Partners: Muskoka Tourism

Budget: \$10,000 \$9,000 from federal and provincial government plus \$1,000 from MTMA for \$1 per hour salary top up.

Timeline: 7 week period from June to September.

Results: Subject to funding confirmation provide travel counseling services , offer extended hours of operation during the summer and roving ambassador.

Ongoing - Name of Program: Retail Sales

Project Description: Develop special offers on products and artwork in the Muskoka Tourism Visitor Centre. In partnership with Muskoka Arts and Crafts promote a monthly artist in residence, feature Muskoka books, clothing, edible products, post cards and video.

Partners: Muskoka retailers, artists and food producers.

Budget: All products sold on consignment with 30% of retail sale price kept by Muskoka Tourism.

Timeline: Ongoing.

Expected Results: Target a 15% increase in gross sales for 2014 and expand product lines.

Ongoing - Name of Program: Spring and Fall Bulk Literature Distribution

Description: Ship Muskoka Tourism member brochures to over 80 strategic travel information centres in Ontario and U.S. border states (AAA, CAA, Ontario Travel Centres, etc). Also ship Muskoka Tourism Travel Guides and maps.

Partners: Muskoka Tourism members.

Budget: \$9,000 revenue. \$6,300 shipping cost. Surplus \$2,700

Time Line: Spring Bulk – May 2014 - Fall Bulk August 2014.

Expected Results: Provide a low cost service to members who ordinarily would not have their literature sent to key travel information centres in Ontario and the U.S.



Ongoing - Member Services

Ongoing - Name of Program: Member Engagement

Description Continue to build communications and relationships with members with emphasis on small family operated businesses and non-members of Muskoka Tourism. Target groups include: universities; Muskoka associations (Savour Muskoka, arts/culture groups, North Muskoka Resort Association, BIAs, Community Futures, RTO 12 etc); federal and provincial agencies; elected officials (federal, provincial, municipal); and municipal Economic Development Officers. Create an effective regular communication piece. Attend meetings, host events.

Partners: MTMA; regional stakeholders and members.

Budget: \$2,000. Staff time.

Timeline: Year round.

Expected Results: Regular communications with members (newsletter, e-mails); Create networking/professional development opportunities; Celebrate members; recognize achievements; create awareness and where possible engage stakeholder groups in MTMA activities (networking, workshops); prepare 1/4ly newsletter.

Ongoing - Name of Program: Membership Development

Project Description: Current membership base is 372 businesses plus regional stakeholders. We have good penetration in terms of tourism related business support. The focus is on membership retention and a **10% increase new membership growth (37 new members)**.

Partners: MTMA members.

Budget: Estimated member revenue of \$62,000.

Timeline: Ongoing.

Results: Maintain membership renewals at 95% and seek 37 new members.

Marketing and Communications Programs

NEW - Name of Program: Winter Consumer Ad Campaign 2014

Description: Create a consumer ad campaign using digital media buys. Components include a Muskoka digital animation , a winter microsite with content for accommodation, packages, things to see and do as well as a pay per click digital media buy targeted to women decision makers from our key consumer markets (Pampered Relaxers, Knowledge Seekers, Family Memory Builders, Up and Coming Explorers). **Budget:** \$26,000. **MTMA share (\$13,000) paid from 2013 budget.** RTO share \$13,000.

Partners: Muskoka Tourism, Explorers Edge Partnership Fund and OTMP

Time Line: Launch January 2014 through to March 2014.



Ongoing - Name of the Program: Consumer Shows

Description: Respond to partner demand and organize a Muskoka presence at major consumer shows in Toronto. Attend the Cottage Life Show March 2014, the Snowmobile & ATV show in October 2014. Create a Muskoka presence through literature distribution at the Toronto Boat Show and the Toronto Outdoor Show.

Partners: Snowmobile Show - District 7 Ontario Snowmobile Federation and their members

Cottage Life - Huntsville, Bracebridge, Gravenhurst, Muskoka Lakes, Georgian Bay, Utterson/Port Sydney Chambers of Commerce.

Budget: Cost shared with partners. Revenue \$5,693 Expenses \$6,027.

Time Line: Snowmobile shows Oct. 2014. Cottage Life March 2014.

Expected Results: On a fee for service literature distribution for Muskoka Tourism members at three large consumer shows. Demonstrate a leadership role by creating co-op marketing opportunities with key stakeholders in Muskoka.

Ongoing- Name of Program: Unpaid Media

Description: Seek out and capitalize on unpaid media opportunities. In 2013 examples included: China Travel Network; Insight Television, Whistle Stop TV Productions, Epoch Times, golf bloggers, Money Sense Magazine, Rev Publishing.

Budget: \$0. Staff time.

Time Line: Ongoing

Expected Results: Achieve a minimum of 6 unpaid media articles in 2014.

Ongoing- Name of Program: Radio Advertising Campaign

Project Description: Corus Entertainment (chay 93.1 radio) will provide 427 x 30 second spots in summer and fall promoting Muskoka driving traffic to our website.

Partners: Corus Entertainment, Muskoka Tourism members

Budget: Total contra value \$8,225 \$0 cost to MTMA.

Timeline: summer and fall.

Expected Results: Broadcasting at 100,000 watts chay 93.1 has a wide market reach into central Ontario appealing to adult contemporary listeners.



New - Build the Muskoka Brand

Project Description: Complete an internal review of the “Muskoka” brand to determine its relevance in the context of

- brand promise: value proposition (stakeholder benefits); differentiation (unique selling proposition); values/beliefs
- brand personality: (emotional connections)
- other brand metrics

Budget: Staff and volunteer time

Partners: MTMA Board, MTMA members

Timeline: March 2014 to May 2014

Expected Results: build consensus and consistency across Muskoka with tourism stakeholders about brand statements, how and where to use them.

New - Business Travel

New - Project Name: Meeting Planner Micro Site

Project Description: This project will be used to generate higher yield business from September to June, which is one of our priorities. Components of the project include:

- Target Market: Corporate meeting planners for conferences, meetings and retreats ranging from 5 to 250. Focus will be on businesses with Toronto, and businesses considering Toronto as a destination with Muskoka being only 2 hours north.
- Develop a brand logo and positioning for Muskoka as a meeting destination
- Create a micro site to act as a central online B2B resource for connecting MTMA partners with the business event planner marketplace; includes database of service providers, RFP area, custom conference ideas, etc.
- Develop branded online content (includes operator outreach for photos, stories to share through social media, on the microsite, etc)
- Develop a digital business event kit as a fulfillment piece responding to meeting planner queries
- Develop a unique PR/digital marketing campaign targeting media and event planner audiences to build users of the microsite and to use as official launch of the site (January)
- PR campaign will help qualify and lead to an inbound FAM tour
- Incentivized items will be given away to attract an audience to the microsite. Potential gift idea: Muskoka Bear Wear jogging pants for meeting planners with the tagline ‘planning a meeting with us really is this comfortable’

Budget: Total project costs excluding in-kind services will be \$12,000. MTMA and Explorers’ Edge each contribute \$6000. **MTMA share (\$6,000) paid from 2013 budget.**

Partners: MTMA, members who offer meeting services and RTO 12



Timeline:

January 2014 – launch microsite and PR campaign

April 2014 – access additional funding by EE, members, and additional potential funders such as FedNor or OTMPC's TIPP to continue building business travel segment. This will be part of an ongoing strategy for growth, and Phase II of Building Business Travel to Muskoka.

Expected Results: It will change people's perceptions, build new audiences, increase shoulder season business, and engage multiple operators. Create 500 visits to the micro site and 15 meeting planner RFPs.

New- Project Name: Business Travel Working Group

Project Description: Create a working committee with representation from Muskoka based meeting facilities to help identify, coordinate and implement co-op marketing programs aimed at corporate meeting planners. Activities may include : Winter media tour for meeting writers Coordinate winter sales blitz with partners, Coordinate June fam tour for meeting planners. Identify pre and or post conference travel opportunities (World Pride, NBA All Star Game, Pan am Games), Create a Muskoka presence at industry events

Partners: MTMA , up to 20 meeting facilities in Muskoka

Budget: Staff time

Timeline: Launch January 2014 and meet as required.

Expected Results: MTMA leadership, synergy, coordination, enhance Muskoka's visibility as a meeting destination.

Ongoing - Digital Programs**Ongoing - Name of Program: MTMA Website**

Description: Maintain and where necessary refresh web content. Continue to introduce specialty digital publications (golf, 250 Things To Do In Muskoka, Great Fall Drives, Winter Guide) Use the MTMA website to create landing pages that showcase regional experiences and strengthen relationships. 2012 performance website metrics included: 117,000 unique visitors, 736,000 page views and 107,000 outbound links.

Budget: \$6,600 for hosting and web maintenance. Plus supporting digital ad marketing campaigns introduced earlier.

Time Line: Ongoing

Expected Results: 20% increase in performance metrics over 2013 (last 12 months - 236,000 unique visitors, 990,000 page views and 158,000 outbound links)



Ongoing - Name of Program: Social Media

Description: Continue to build on 2013 social media performance (2,265 likes on Face Book; 4,112 followers on Twitter and 1,108 on Instagram). This level of activity has been achieved through organic means. For 2014 social media pay per click programs discussed earlier with substantially enhance performance.

Budget: See earlier marketing initiatives.

Time Line: Ongoing

Expected Results: The goal is to double social media performance for 2014.

Ongoing - Name of Program: Muskoka Mobile App

Project Description: Launch mobile apps optimized for three platforms (iPhone, iPad and Android). Features include Interactive mapping and GPS capabilities; the ability to search by what's closest to you; a function for saving 'favourites', news, blogs and social media updates; directory and background info by region; core directory content is accessible even without a cellular or Wi-Fi connection; the ability to push messages; ongoing app updates and improvements; Muskoka Tourism banner ads will appear on the apps. The service includes: no lump sum upfront fees; design and development; data transfer; the apps use open source content that MTMA will own (architecture and content); service level agreement; hosting; CMS; OS updates; analytics; user support; and minor content changes as required. Payment is a flat rate monthly fee and can be cancelled at anytime.

Partners: MTMA and members.

Budget: \$6,600 for hosting and maintenance. Full cost recovery through banner ad sales.

Timeline: Launch iPhone December 2013, iPad January 2014 and Android version February 2014.

Expected Results: In a normalized year a minimum of 4,000 downloads. App users will be visitors planning a trip; visitors while they are here; second home owners and year round residents. 20% of current MTMA website users access content from mobile devices. The projected growth in traffic from handheld devices will be exponential and replace lap tops and desk top PCs as the preferred platform.

Ongoing - Name of Program: Image Bank

Description: Maintain and update an inventory of 2,000 HD video clips and 2,900 still images. Fulfill requests to download image bank content to eligible customers.

Budget: \$0. Staff time.

Time Line: Ongoing

Expected Results: The image bank averages 279 downloads per year. Grow this level of activity and update with new images.



Ongoing - Name of Program: 2014 Muskoka Visitor Guide

Description: Print 75,000 copies with 56 pages, four colour plus covers. Change editorial direction to reflect lifestyle magazine format with feature articles showcasing Muskoka experiences sought by key customer types. Place increased emphasis on attractions/events, winter activities. Use testimonials and more images to tell the story. Prepare split run covers (10,000 covers with winter images and 65,000 covers with four season images. Interior content remains the same in all guides).

Partners: Muskoka Tourism members.

Budget: Ad revenue \$82,615. Production costs \$47,695. Net profit \$34,920.

Time Line: Ad sales begin September 2013, proof to the printer January 2014 and delivery early February 2014.

Expected Results: Distributed as a newspaper insert twice a year in key GTA markets and as fulfillment piece. Improve on the current publication with increased emphasis on winter activities. Produce two custom covers (winter and four season). Generate referrals to Muskoka tourism website, members and phone enquiries.

Ongoing - Name of Program: 2014 Muskoka Map

Description: Update where necessary and print 75,000 copies.

Partners: Muskoka Tourism members.

Budget: Ad revenue \$31,785. Production costs \$15,685. Net profit \$16,100

Time Line: Ad sales begin September 2013, proof to the printer January 2014 and delivery early February 2014.

Expected Results: Generate referrals to Muskoka Tourism website, members and phone enquiries

Ongoing - Name of Program: Driver Reviver

Description: Driver Revivers are held on the Friday of every long weekend from 9AM to 5PM from May to Labour Day. There is an onsite live remote broadcast provided by chay 93.1, free coffee, hot dogs for visitors to Muskoka. New for 2014, the live remote broadcasts will be made from up to three other MTMA member locations during the day.

Partners: Gravenhurst Lions Club, chay 93.1, Muskoka Tourism members

Budget: Full cost recovery with sponsorship by Muskoka Tourism members.

Time Line: May to Labour Day 2013

Expected Results: Depending on the long weekend, attendance can range from 300 to 600 people per day. This is an opportunity for Muskoka Tourism members to promote their products and services to visitors. chay 93.1 which is the largest regional radio station north of the GTA promotes Muskoka during the week prior to a Driver Reviver and onsite to their listeners.

