

2023

SOUTH GEORGIAN BAY TOURISM

TOWN OF THE BLUE MOUNTAINS

WWW.SOUTHGEORGIANBAY.CA

MISSION

SGBT IS THE COLLECTIVE VOICE OF TOURISM ACROSS THE COMMUNITIES OF SOUTH GEORGIAN BAY, WORKING TO INCREASE TOURISM THROUGH MEMBER COLLABORATION, EXPERIENCE DEVELOPMENT AND DESTINATION MARKETING.



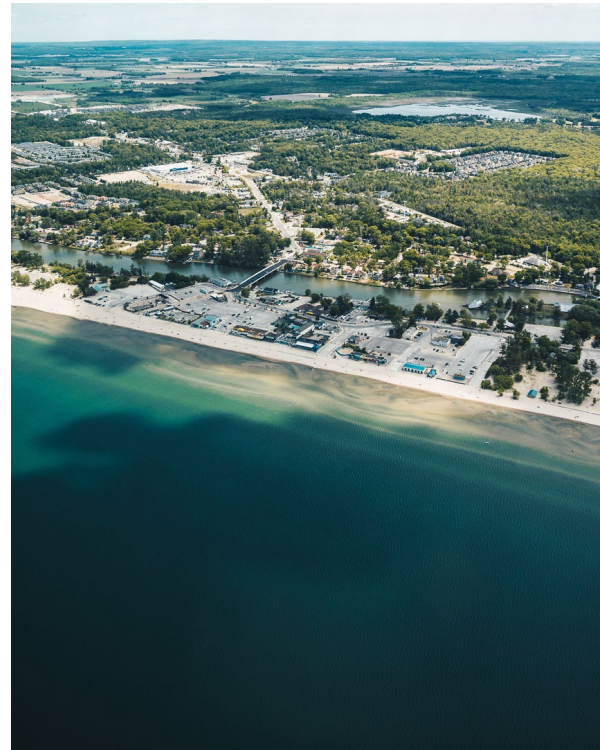
OUR MUNICIPAL PARTNERS



COLLINGWOOD



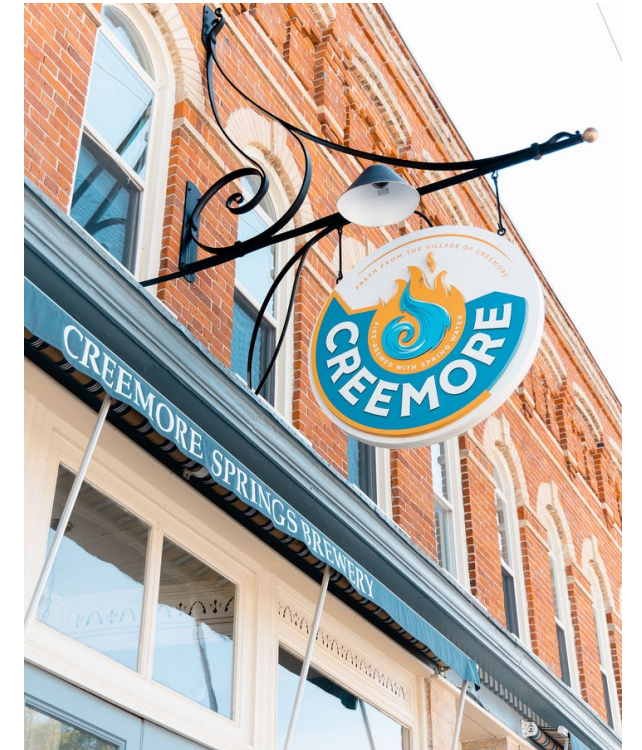
BLUE MOUNTAINS



WASAGA BEACH



MEAFORD




CLEARVIEW

HISTORY

Map Legend

- MEAFORD**
- 1 BEAUTIFUL JOE PARK
 - 2 MEAFORD MEMORIAL PARK
 - 3 MEAFORD HARBOUR PARK
- THE BEAVER VALLEY**
- 4 BEAVER VALLEY LOOKOUT
 - 5 BLUE MOUNTAIN PEAKS
 - 6 CLARKSBURG MILITARY MUSEUM
 - 7 EUGENIA FALLS
 - 8 KOLAPORE UPLANDS X-COUNTRY SKI TRAIL
 - 9 LOREE X-COUNTRY SKI TRAIL
 - 10 TALISMAN MOUNTAIN RESORT
 - 11 THORNBURY FISH LOCK
 - 12 THORNBURY HARBOUR PARK
- CRAIGLEITH**
- 13 NORTHWIND BEACH
 - 14 CRAIGLEITH PROVINCIAL PARK
- COLLINGWOOD**
- 15 BLUE MOUNTAIN X-COUNTRY SKI TRAILS
 - 16 BLUE MOUNTAIN GO-KARTS
 - 17 BLUE MOUNTAIN POTTERY
 - 18 BLUE MOUNTAIN/SLIDE RIDES
 - 19 COLLINGWOOD DISTRICT YMCA
 - 20 CANADIAN MIST DISTILLERY
 - 21 COLLINGWOOD MUSEUM
 - 22 CRANBERRY X-COUNTRY SKI TRAILS
 - 23 GEORGIAN TRIANGLE INFORMATION CENTRE
 - 24 HARBOURVIEW PARK
 - 25 KAUFMAN HOUSE
 - 26 SCENIC CAVES
 - 27 SUNSET POINT PARK
- WASAGA BEACH**
- 29 NANCY ISLAND HISTORICAL PARK
 - 30-35 MNR PARKS 1-6
 - 36 MNR X-COUNTRY SKI TRAILS
 - 37 WASAGA 500 GO-KARTS
 - 38 WASAGA SURF SLIDE
 - 39 BLUEBERRY PLAINS TRAIL

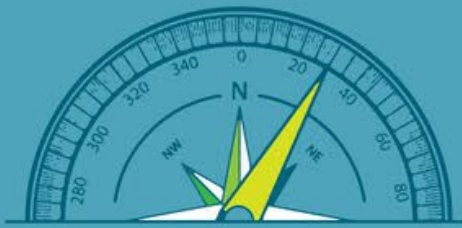
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COLLINGWOOD BLUE MOUNTAIN *Tapestry*
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Collingwood & District
 Real Estate Board






OUR ROLE
SUPPORTING THE
TOURISM COMMUNITY



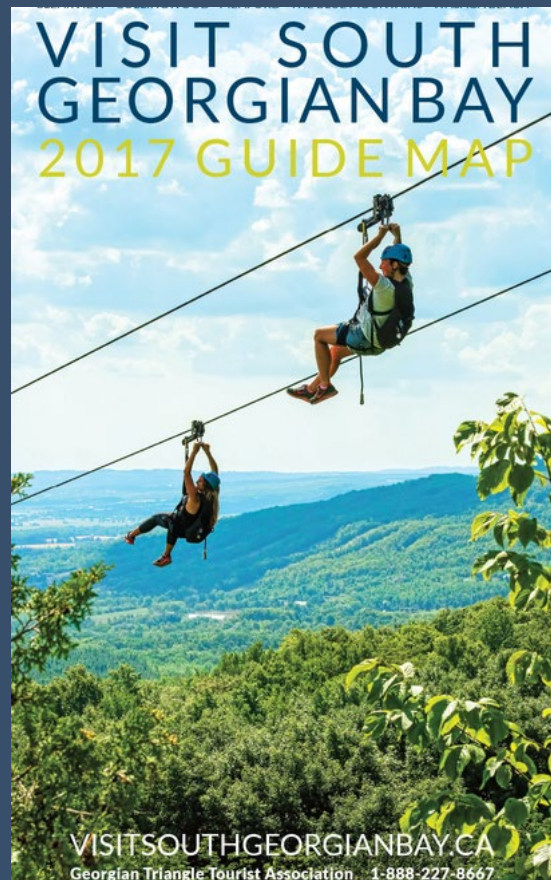
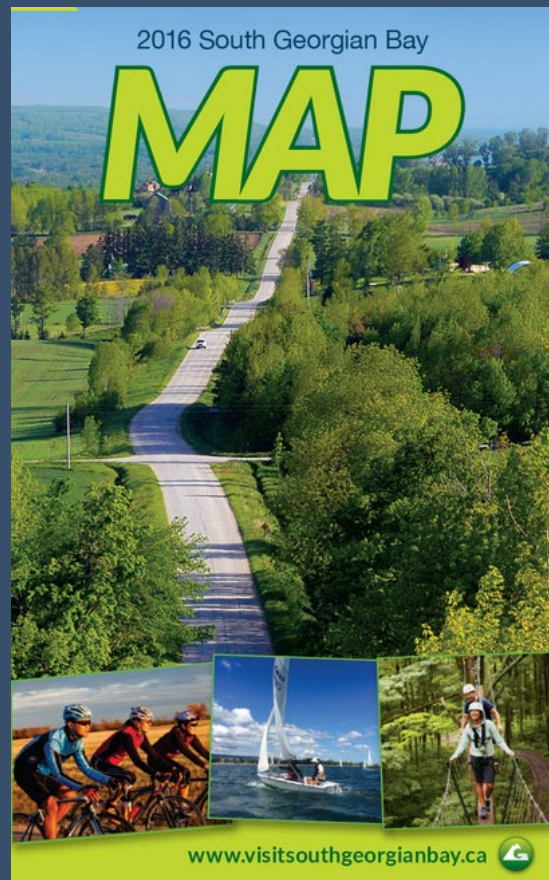
Explore & DISCOVER

MEAFORD BLUE MOUNTAINS COLLINGWOOD
CLEARVIEW WASAGA BEACH

GUIDE & ACTIVITIES MAP

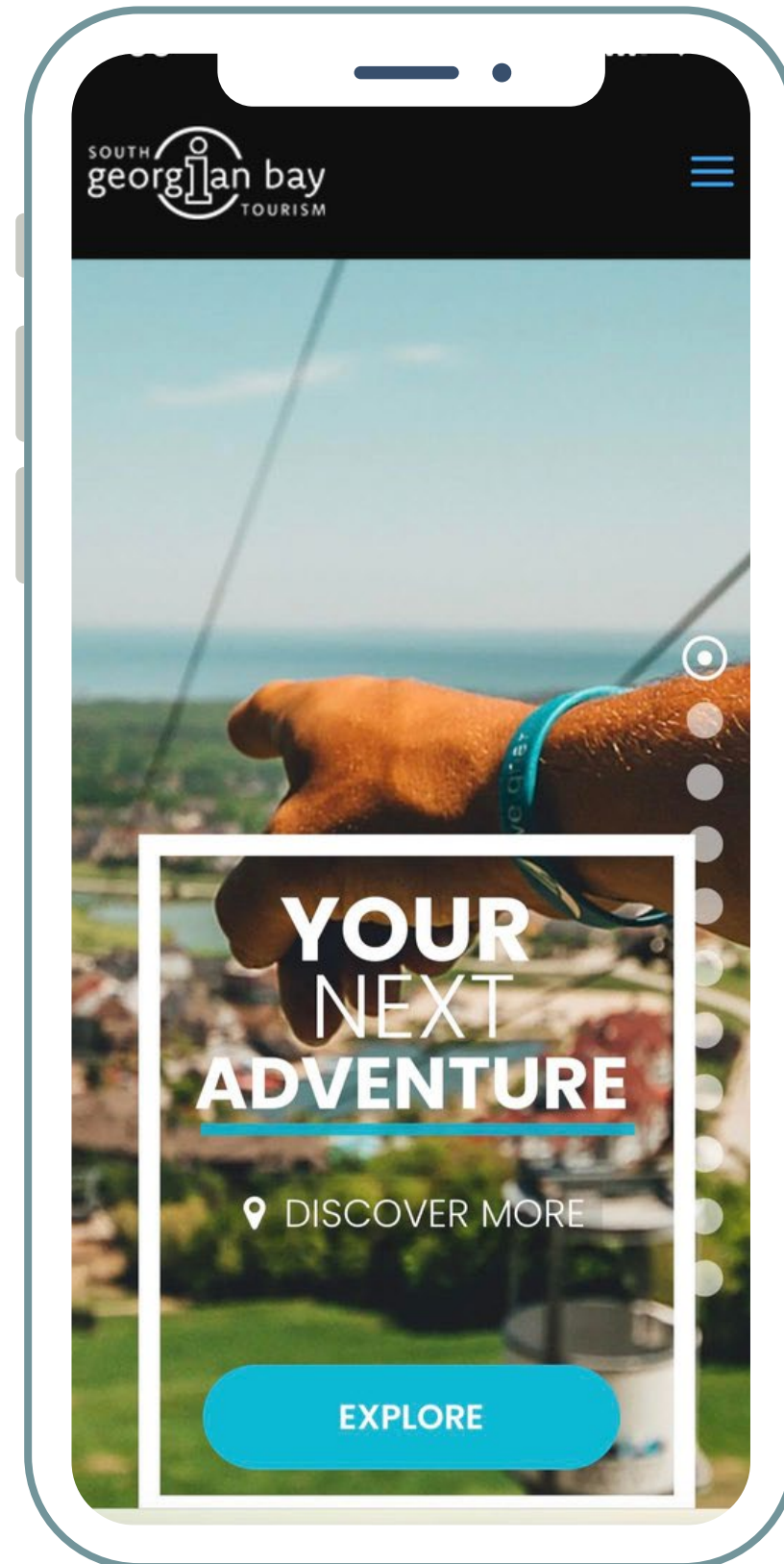
- Airport
- Arena
- Biking Trail
- Boat Launch
- Brewery
- Camping
- Canoe Launch
- Cideries
- Cross-Country Skiing
- Curling
- Downhill Skiing
- Farmers' Market
- Fishing
- Fish Ladder
- Golf Course
- Hospital
- Information Centre
- Labyrinth
- Lookout
- Library
- Museum
- Parking
- Picnic
- Snowshoe Trail
- Swimming
- Tobogganing
- Theatre
- Town Hall
- Wineries
- Park Conservation Area
- Trails
 - Bruce Trail
 - Georgian Trail
 - Tom Thompson Trail
 - Trout Hollow Trail
 - Clearview Rail Trail
 - Ganaraska Trail





DIGITAL GUIDE

Visitors will see QR codes in high traffic areas around the region so that the download of the guide will be easy for them and will help steer them around this amazing region.



OUR HISTORY IN THE
TOWN OF THE
BLUE MOUNTAINS





GOOGLE AD campaigns

YEAR AROUND

We have a substantial digital presence and because of our not-for-profit status, SGBT has qualified for a Google Ad Grant that enables us to promote the region with an annual Google advertising budget of \$160,000.

MARKETING CAMPAIGNS



SOCIAL MEDIA CAMPAIGNS
(FACEBOOK & INSTAGRAM)



TARGET

Expand the quality of the experience and
the spend per person



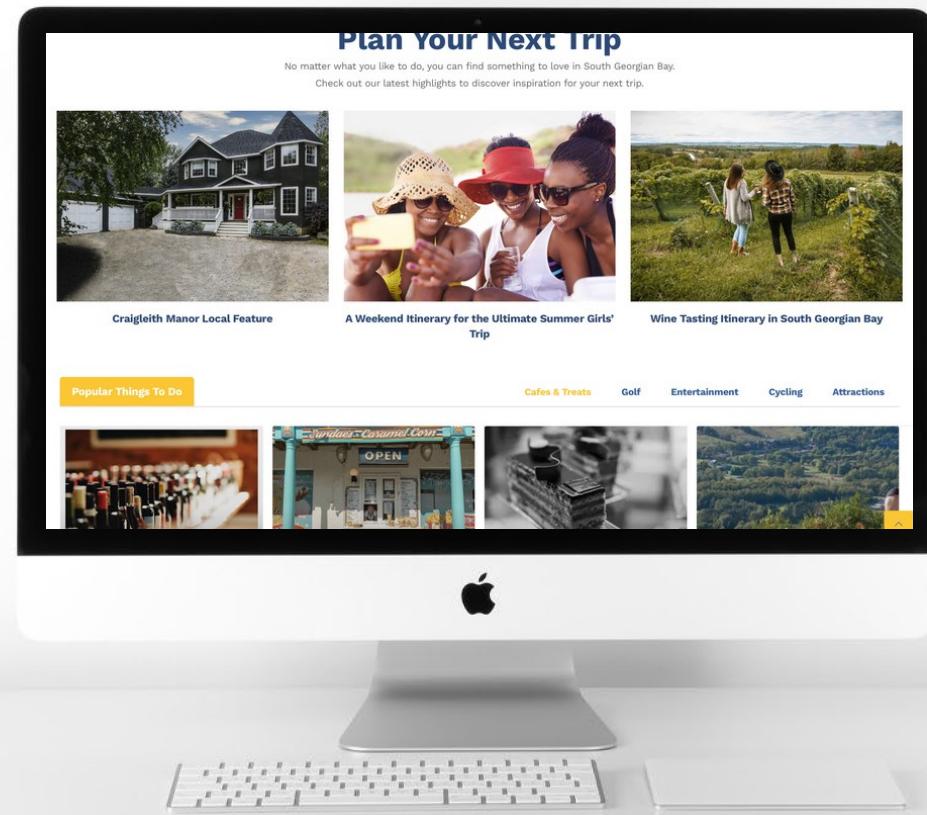
CAMPAIGNS

Create & execute marketing programs
with high yield & increase tourism sales
in the region.



WEBSITE

Go-to website for all events and activities
in the region



SOUTH GEORGIAN BAY TOURISM WEBSITE

ONLY REGIONAL WEBSITE

BE INSPIRED TO TRAVEL TO SOUTH GEORGIAN BAY

1

USER EXPERIENCE

- Execute our vision to be the go-to source for all the travel resources users may need in one website

2

REGIONAL EVENT CALENDAR

- Events can be filtered as desired (live music, theatre, farmers markets). Being able to search by category, community and date are important.

3

MEMBER DIRECTORY

- Listings can be filtered by region and category. If desired, listings can be claimed and managed by members.

4

ONGOING SEO OPTIMIZATION

- Data driven optimization for improved search ranking and acquisition results.



THE ROOST WINE COMPANY

The Roost Wine Company is located on a picturesque hilltop near Ravenna in the Blue Mountains, with stunning views of Georgian Bay and only 20 minutes from Collingwood and Thornbury. The Roost vineyard and winery is a fantastic place to experience cold-climate wines in a spectacular setting.



SCENIC CAVES NATURE ADVENTURES

Set within one of Canada's sixteen UNESCO biosphere reserves, lies Scenic Caves Nature Adventures – a spectacular year-round playground. With their unique mountaintop location, Scenic Caves Nature Adventures is nestled in 370 unspoiled acres of the Niagara Escarpment.



PENNY'S MOTEL & APRES

A boutique motel; more than a place to stay. Play, eat and celebrate. Your hub for the ultimate Georgian Bay experience. Steps from beaches, mountains, shops and restaurants.

TOURISM BUSINESS LISTINGS

BUSINESS LISTING FOR ALL SOUTH GEORGIAN BAY TOURISM BUSINESSES

70 IN THE TOWN OF BLUE MOUNTAINS



Valerie O'Brien

Business Development Manager
Theatre Collingwood



Ian Smith

Owner
Spy Cider House and Distillery



Guy Laporte

Guy Laporte
Co-owner
Craigleith Manor Bed & Breakfast



Ashleigh Levoy

Vice President
Georgian Bay Hotel



John Belknap

Owner
Penny's Motel & Apres



Jennie Elmslie

Owner
Free Spirit Tours



Kaitlyn Monsma

Town of Wasaga Beach



Tim Hendry

Town of The Blue Mountains



Amanda Murray

Clearview Township



Krista Storey

Municipality of Meaford



Johanna Griggs

Town of Collingwood

BOARD OF DIRECTORS

2024 South Georgian Bay Tourism



CONTINUE OUR
PARTNERSHIP WITH
THE town of THE
blue MOUNTAINS

THANK
YOU

SOUTH GEORGIAN BAY TOURISM