

BMVA

BLUE MOUNTAIN VILLAGE ASSOCIATION

# DESTINATION MARKETING ORGANIZATION

October 20, 2025



# 2025/2026 WORKPLAN OVERVIEW

## DMO Mandate

The DMO will lead tourism destination marketing efforts and product development including:

1. **Tourism Marketing aimed at increasing visitation where capacity exists**
2. **Tourism product development and industry capacity building**
3. **Developing strategic partnerships and advocating for the industry**
4. **Communicating, coordinating, and connecting tourism operators**
5. **Ensuring transparency, accountability, and representation**
6. **Establishing a cohesive brand and destination narrative**



## Why MAT is Important

As more municipalities implement a Municipal Accommodation Tax (MAT) and gain increased funding, competition for Ontario's visitor market continues to intensify. To remain competitive, it's essential that we invest in tourism infrastructure and in initiatives that sustain and grow our market share. Summer 2025 reflected a decline in our overnight market share, while key competitors experienced growth.

## 2025 ACTIONS

Establish a Tourism Destination Advisory Committee (A3.1)

Committee Member	Category	Organization
Patti Kendall	BMVA-DMO	BMVA
Tim Hendry	TBM	TBM
Stacy Manning	Lodging	BMR
John Belknap	Lodging – Thornbury/Clarksburg	Penny's Motel
Stu Frith	Short Term Accommodations	BMSTA
Krista Long	Tourism Businesses	Scandinave
Joe Halos	Thornbury BIA	

Action	Key Projects	Timeline
C2.1: Develop, execute, and innovate annual marketing plans to showcase the whole destination	<ul style="list-style-type: none"> <li>- APT promotion at Rendezvous Canada to international travel trade</li> <li>- Year-round APT campaign – website, brochure/map, digital content plan, events</li> <li>- Leverage Blue Mountain Village and Blue Mountain websites and databases to promote APT, itineraries and tourism events in TBM</li> <li>- Co-hosted fams: 4 media, 2 broadcast, 7 influencers, 2 Destination Ontario photo shoots, 2 Destination Ontario media</li> </ul>	<p>May 2025</p> <p>Jan – Dec</p> <p>Jan – Dec</p> <p>Jan - Sept</p>
C2.3: Create Itineraries that highlight and connect outdoor/adventure with arts, culture, food and beverage, and agritourism	<ul style="list-style-type: none"> <li>- <a href="#">APT fall itinerary</a></li> <li>- <a href="#">Adventures In Apple Country</a></li> <li>- <a href="#">Fall Wellness</a></li> </ul> <p>Destination Ontario Co-op Campaign featuring fall campaigns targeting 3 profiles</p> <ul style="list-style-type: none"> <li>- <a href="#">Fall Family Fun</a></li> <li>- <a href="#">Fall Adventure</a></li> <li>- <a href="#">RaceCation</a></li> </ul>	<p>Fall</p> <p>52,747 views</p> <p>4,350 click throughs to operators</p>

A3.3 Foster collaboration with Indigenous communities and Indigenous tourism organizations and businesses	<ul style="list-style-type: none"> <li>- Hosted Indigenous elders and leaders for public Truth &amp; Reconciliation Day programming at Blue Mountain</li> </ul>	Sept 30
A3.5 Advocate for industry interests and showcase wins	<ul style="list-style-type: none"> <li>- Membership at TIAO &amp; TIAC</li> <li>- Pursue awards – advocated for Blue Mountain Resorts – Tourism Business of the Year – finalist for TIAO Oct 29 award</li> <li>- Applied to TIAC for APT, unsuccessful</li> </ul>	2025

## 2025 EXPENSES

Category	Key Projects	2025 Expenses
Administration	Management, BMVA shared resources, ½ staff - DMO Communication Specialist	\$ 64,200
Destination Marketing	Apple Pie Trail year-round program, RT07 Digital Campaign 1/3 Destination Ontario fall co-op campaign	\$ 52,400
Partner Co-op Marketing Programs	Big Cheese, Blue Mountains Ciderfest, Peak To Shore Music Festival, BMFM Festival	\$ 53,500
Grants & Revenue	RTO7 Digital Grant, APT Membership fees	(\$19,000)
Total 2025 DMO Expenses		\$151,100

## 2026 ACTIONS

Action	Key Projects	Timeline
C2.1: Develop, execute, and innovate annual marketing plans to showcase the whole destination	<ul style="list-style-type: none"> <li>- Destination marketing plan to attract domestic and international visitors</li> </ul>	January

B2.2 Ensure consistency and access to visitor information service	<ul style="list-style-type: none"> <li>- Pilot satellite digital information kiosk, supported by RTO7 grant</li> </ul>	Winter
C1.1 Create and launch streamlined destination brand and narrative	<ul style="list-style-type: none"> <li>- Undertake research to inform destination brand narrative, and sub-brand alignment</li> <li>- Develop logo, design guidelines, destination narrative (incl. sub-themes like nature/outdoors, culture, heritage and key messages)</li> </ul>	2026
B2.1 Establish centralized and aligned digital visitor information channels	<ul style="list-style-type: none"> <li>- Establish official DMO channels and destination visitor-facing website</li> </ul>	2026
A1.3 Identify and support industry and community-led destination stewardship and development initiatives	<ul style="list-style-type: none"> <li>- Establish a destination development fund and criteria for local tourism initiatives</li> </ul>	2026

# Apple Pie Trail™.ca

## Program Overview

- Launched: 2008 by BMVA; now DMO-managed (50% funded; remainder from grants & members)
- Focus: Culinary trail linking 30 businesses to the region's apple heritage, farmers, chefs & culture
- Purpose: Boost agri-tourism, support local agriculture & businesses, and offer a unique year-round experience

## Business Locations

- Clarksburg/Beaver Valley (11); Craigeleith/Blue Mountain Village (7); Thornbury (6); Meaford (6)

## DMO Support

- Oversees planning, recruitment & marketing (website, map, social, PR, events)
- Partners with BMVA, Destination Ontario & RTO7 for campaigns

## Highlights

- Awarded OMAFRA, Ontario Culinary Tourism Experience & Leadership honours
- Drives visitation & economic impact through "apple" storytelling

## Performance

Facebook YTD: 631.8K views | 18.5K clicks | 4.8K followers

Instagram YTD: 232K views | 10K interactions | 37K followers

Website: 40K active users

Brochures: 16K distributed across hotels, resorts & visitor centres

Additional Exposure: Featured on BMR & BMVA websites + weekly BMVA e-newsletter



Instagram Giveaway  
10K views  
4K comments for entry



# THE BIG CHEESE SMACKDOWN

## Event Overview

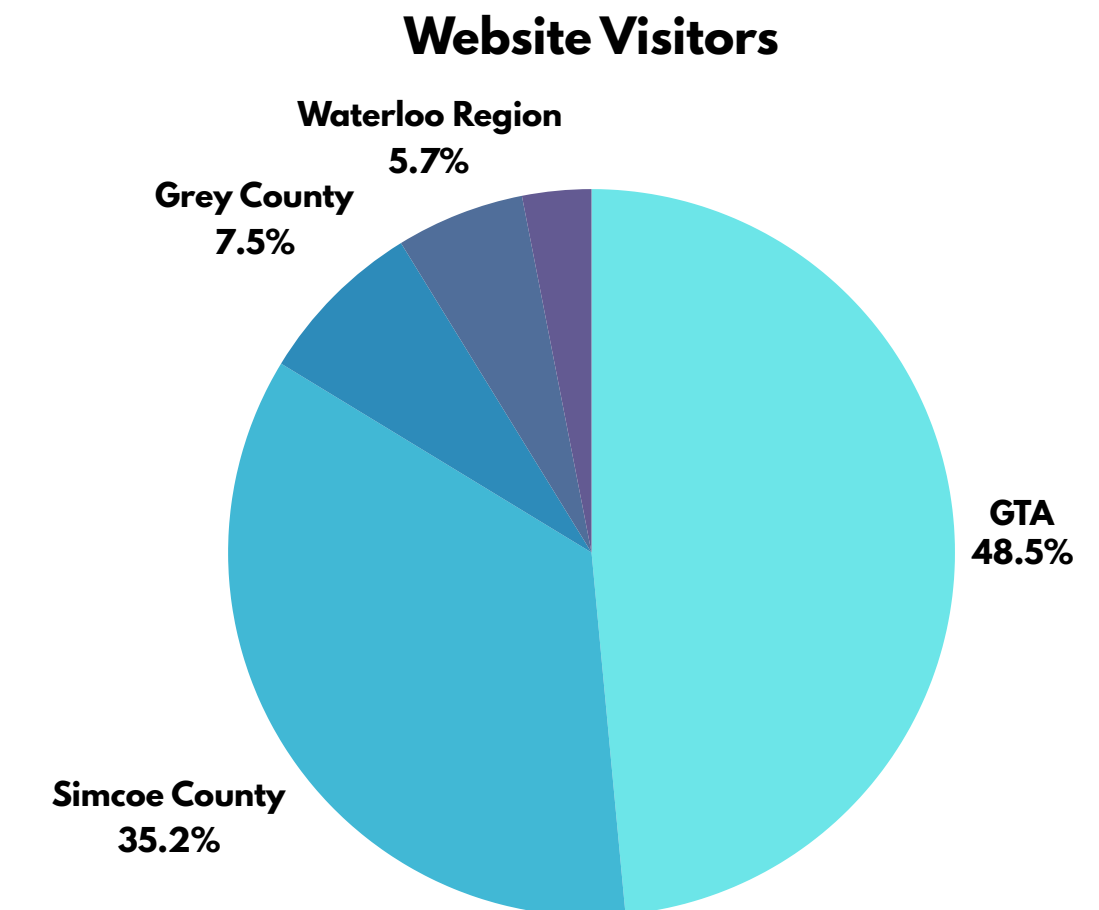
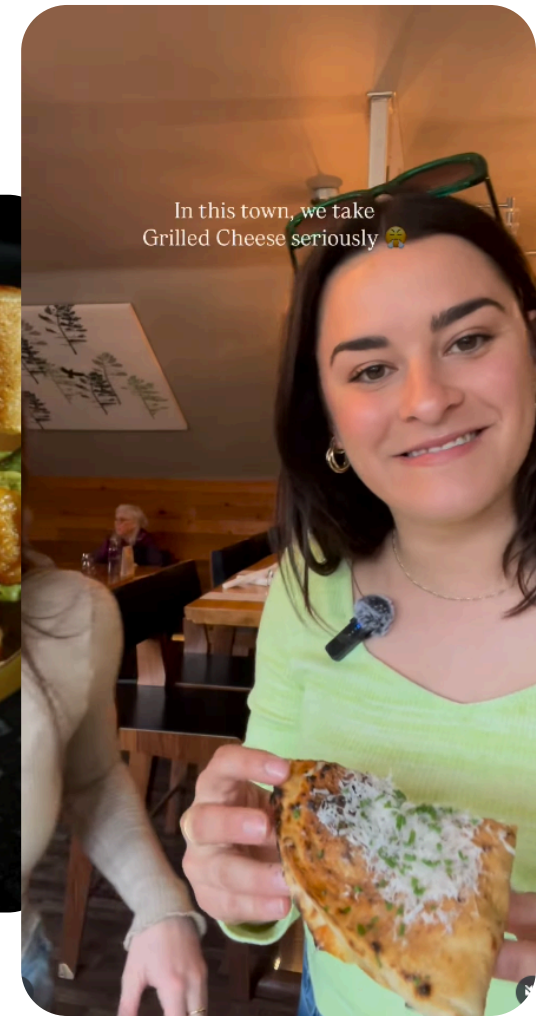
- Dates: April 11–27, 2025 (3rd event)
- Participants: 25 restaurants/eateries (17 in The Blue Mountains, 6 in Collingwood, 2 in Meaford) featuring signature grilled cheese creations
- DMO Support: Printed materials (passports, posters, flyers); website development; promotion via APT & BMVA social media, websites, and digital kiosks
- Marketing: Posters/tri-folds/postcards; Instagram (@TheBigCheeseSmackdown); dedicated site (www.thebigcheese.ca)

## Key Results

- Sandwiches Sold: 36,000 (generating \$145K+ economic impact)
- Participants: 5,000+
- Instagram Engagement: 53.8K views (with 934 followers)
- Top Performer: The Corner (435 sandwiches)
- Winner: The Market on Marsh

## Website Traffic

- Total Page Views: 11,119 | Unique Visitors: 4,839 | Total Votes: 1,908
- Geographic Breakdown: GTA (49%), Simcoe County (35%), Grey County (8%), Waterloo (6%), Eastern Ontario (3%)





## Event Overview

- Dates: May 29–June 1, 2025 (4th annual)
- Highlights: 32 films from 12 countries + shorts/digital; 36 screenings; Creative Forum, School/Indigenous
- Notable Attendees: CSA winners (Bekerman, Rankin, Chan); Racewalkers cast

## Marketing & Sales Analytics:

- Earned Media PR - Total Reach 2.82M, 19 Placements, CBC Morning Show, Globe & Mail, Breakfast Television
- Paid Media Digital Campaign: 2M impressions, 26,000 Clicks
- Social: 195K views on BMFM Channels
- Website Users: 21,500
- Ticket Revenue +18% vs LY

## Audience:

- Visitors for festival paid and village experiences: 8,096
- Film Festival 3,140, Creative Forum 120
- Geo Area: 50% Grey/Bruce/Simcoe, 37% Greater Toronto Hamilton Area, 8% Other Ontario, 5% Other
- Age Demo: 80% 51-75, 8% 36-50



# BLUE MOUNTAINS CIDER FEST AT SPY CIDERY

## Event Overview

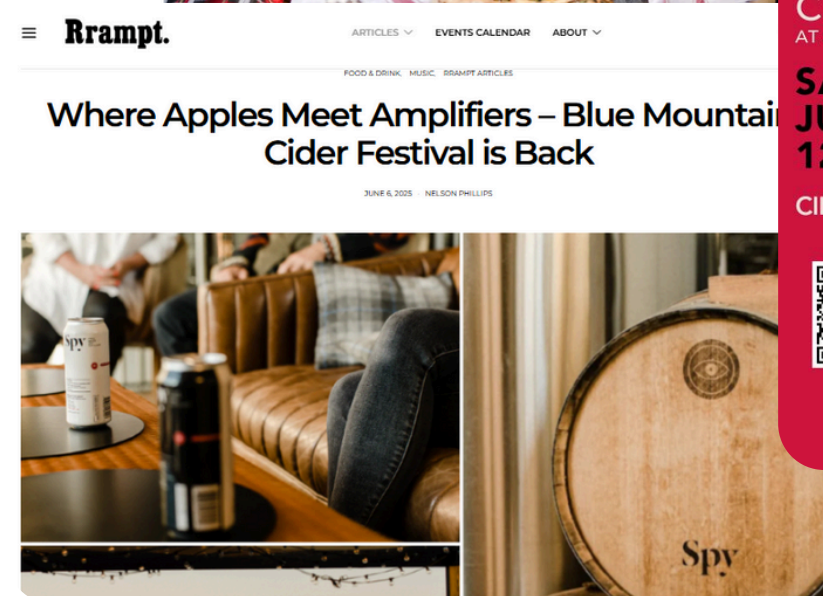
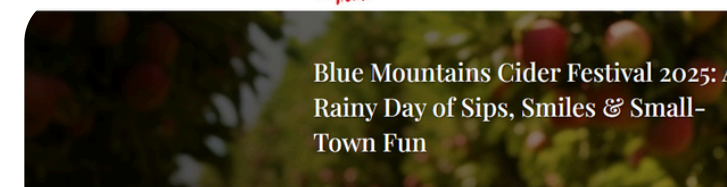
- Date: June 21, 2025 (noon–5pm)
- Highlights: 13+ Ontario cideries (dry to berry/spice blends); live music (Danny Michel, Goldenhour, Veroni); food (Bello's Pizza, Bivalve, Misfits Bodega)
- Tickets: \$30 early/\$40 gate; incl. 5 tokens + glass
- Vibe: Rainy yet fun – puddle dancing & engagement
- DMO/APT Support: "Blue Mountains" branding; logos/booth; promo via social/site/e-news/digital; PR collab

## Key Results

- Attendance: 297 guests (451 early sold, 52% check-in; 64 on-site)
- Sampling: ~3,300 pours (~300/cidery)
- Media: Features (Collingwood Today, Rampt, etc.); 3 influencers; 4 activations
- Insights: High interest in cider/culture; 600–700 potential with no rain

## Audience Insights

- Regions: GTA, S. Georgian Bay/Blue Mtns., Simcoe, Waterloo, Hamilton/Dufferin, Bruce/Huron



AN OPPORTUNITY TO TASTE & CELEBRATE A WIDE VARIETY OF ONTARIO CIDERS

## BLUE MOUNTAINS CIDER FESTIVAL

AT SPY CIDER HOUSE & DISTILLERY

**12-5PM SATURDAY JUNE 21 2025**

PLEASE VISIT SPYDISTILLERY.COM TO BUY TICKETS OR SCAN QR CODE

ADVANCE TICKETS \$30 5 TOKENS + TAKE HOME GLASS

TICKETS ON SITE \$40 5 TOKENS + TAKE HOME GLASS

**CIDERIES**  
 ARDIEL - BROOKER'S - GREY & GOLD  
 HEARTWOOD FARM & CIDERY - HEEMAN'S  
 HERITAGE ESTATE CIDER - MUSKOKA LAKES  
 RICE LAKE HARD CIDER - TAWSE CIDER  
 THORBURY CRAFT CO. - VIENI ESTATES  
 WINDSWEPT - SPY + MORE

**FOOD VENDORS**  
 BELLO PIZZA  
 THE BIVALVE OYSTERS  
 THE GATE  
 MISFITS BODEGA

**LIVE MUSIC**  
 DANNY MICHEL  
 GOLDENHOUR  
 MARSHALL VERONI

Apple Pie Trail logo, DMO ON APPLE logo, Spy logo, 808108 SIDEROAD 24, BLUE MOUNTAINS, ON, N0H1J0

BLUE MOUNTAINS CIDER FESTIVAL AT SPY CIDER HOUSE & DISTILLERY

**SATURDAY JUNE 21 2025 12-5PM**

CIDER | FOOD | LIVE MUSIC

PLEASE VISIT SPYDISTILLERY.COM TO BUY TICKETS OR SCAN QR CODE

Apple Pie Trail logo, Spy logo

# PEAK TO SHORE MUSIC FESTIVAL



## Event Overview

- Dates: July 3–6, 2025 (4 days, post-5-year hiatus)
- Highlights: Canadian artists at 6 venues/8 stages (Grey & Gold Cider, The Corner, Thornbury Craft Co, Blue Mtn Village, The Alhorn, Spy Cider House); 11 concerts
- Budget: Venues covered entertainment/production; DMO funded \$4,905 marketing (Meta \$400, brochures \$1,475, ads \$1,500, posters \$105, staffing \$1,100)
- DMO Support: TBM logo on materials; venue follow-up reports; promo via APT/BMVA social/site/newsletter/kiosks; press release; Visit Grey post

## Key Results

- Digital Reach: 11,331 page views; 3,673 active users; 100K Meta impressions
- Partners: BMVA brochure; event sites; My Collingwood feature

## Geo Breakdown (Active Users)

- Collingwood (31%), Toronto (30%), Wasaga Beach (11%), Other (28%)

