



Destination Marketing





To ensure the **continued opportunity of MAT** funding, it is essential that we work together to meet the challenge of Destination (overnight transient) Tourism.



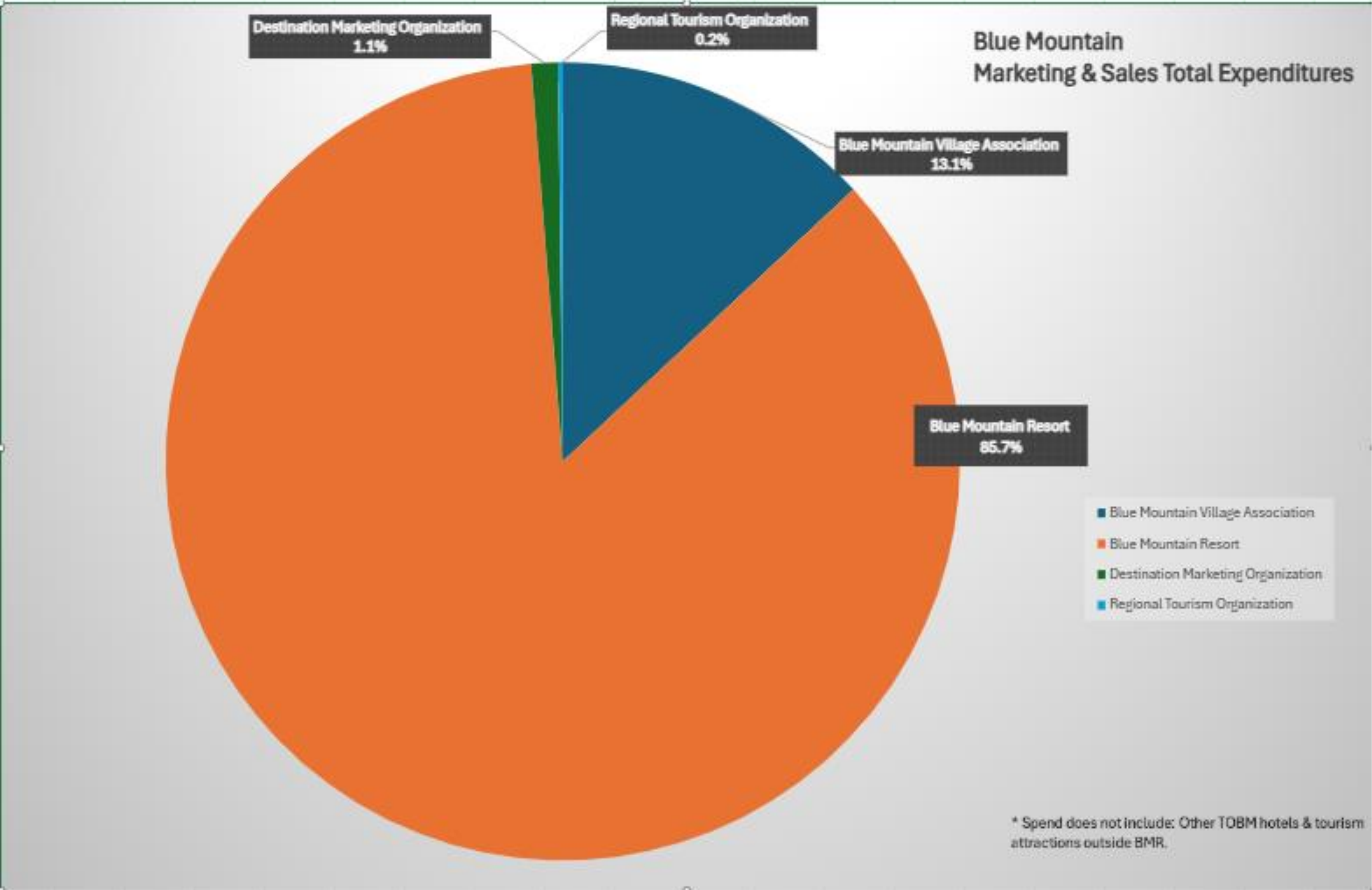


Current State:

Destination Tourism Marketing



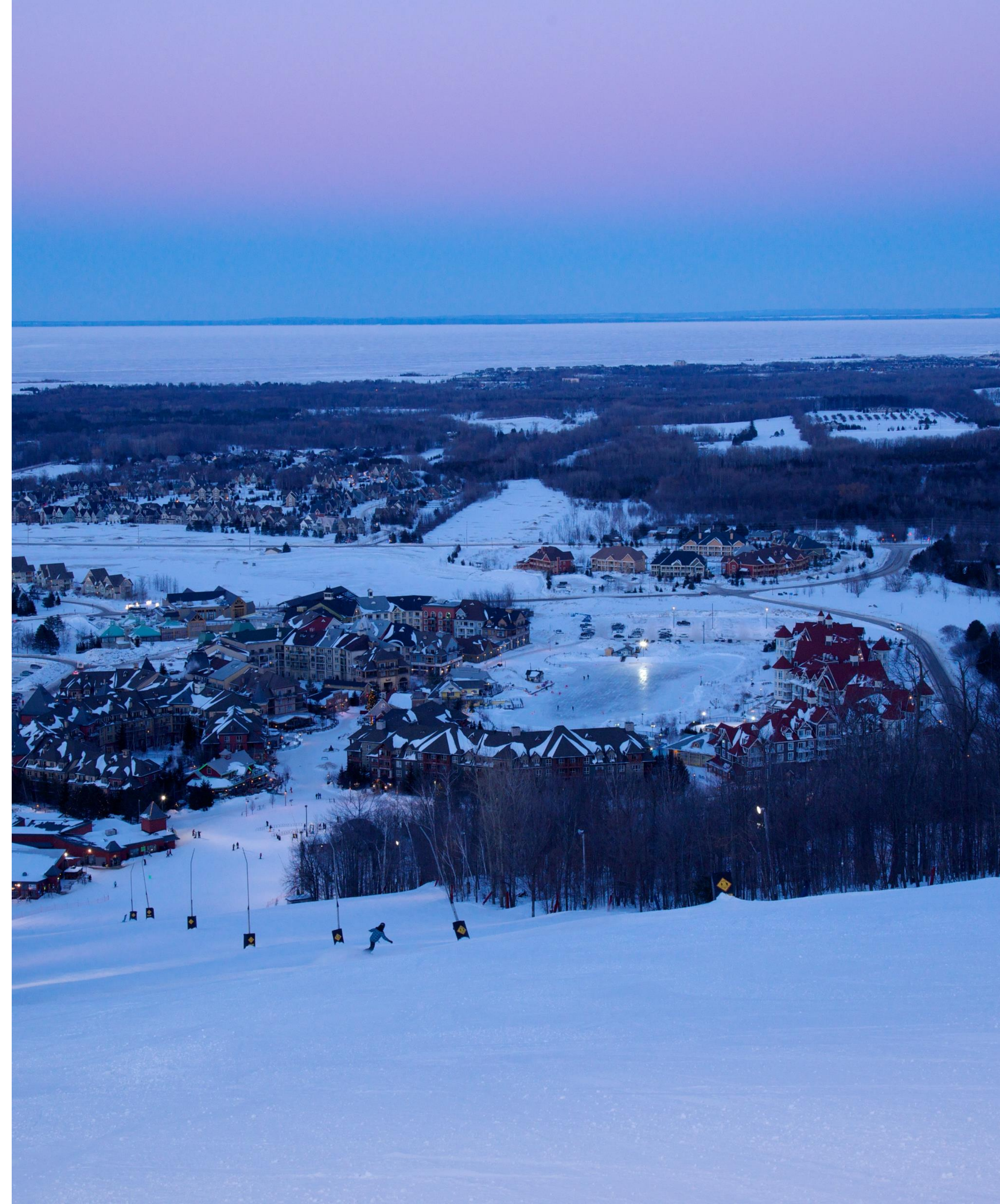
Est. Breakdown of Marketing/Event/Sales Expenditures for TOBM



Winter

CURRENT STATE --WHY IT WORKS FOR WINTER

- Sense of place
- Alignment around demand drivers
- Experience differentiation
- Infrastructure readiness



Summer

CURRENT STATE --WHY IT IS A RISK MAY TO NOVEMBER

- Summer tourism drivers are less formally aligned than in winter
- Attractions and conferences lack the same capacity and draw as skiing/snowboarding along the Escarpment
- The region's summer identity is not as clearly defined or differentiated
- Competing destinations have strong seasonal associations:
 - Muskoka – The Kee, lakes and cottage life
 - Prince Edward County – culinary, music and beach tourism
 - Niagara Falls – iconic attraction
 - Niagara-on-the-lake – wine and music
- DMOs and RTOs in competing regions have longer histories of coordinated marketing and a more aligned sense of place





Why is there risk if we don't have more DMO/Town investment in driving overnight visitation



Lost Summer Occupancy Share

Of the tourism dollars spent in Ontario from May through September in 2024, we **lost 1.5 million dollars** of lodging revenue from the Blue Mountain region to the Muskokas.



**Collaboration on tourism investment
is the best approach to success for
our region**



Collaborative Investment – A Sustainable Growth Strategy

- Goal is **not to grow unmanageable tourism**, but to **regain lost occupancy share** and **look for opportunities to grow occupancy during need periods**
- Helps **lodging partners succeed year-round**, supports regional businesses, and **increases MAT revenue**
- **Blue Mountain commits to continuing our alignment** with the DMO and **supporting the whole destination**
- Collaborative investment ensures **economic resilience** for the region



Setting the Stage for Growth: Summer Amphitheatre

- An example of a collaborative infrastructure opportunity that would have immediate impact in the **summer of 2026 is an Amphitheatre.**
- **Location:** Base of Hill, Summer use of tubing attraction area, off Gord Canning Dr, in-between South Base Lodge and Village.
- **Parking:** P1, Triangle, Orchard lots.
- **Capacity:** up to 3000 people
- **Visitation increase:** +15,000 visits on the conservative side; 15 concerts/events May – September; 1000 people x 15 = 15,000 visitation
- **Accommodation:** 4,500 new transient room nights to fill rooms currently empty. 1000 new group/event room nights to fill rooms
- **MAT Contribution:** +\$40K a year



Finding immediate Solutions

Budget Costing

Tent Purchase	\$100,000
Landscaping	\$135,000
Permitting Fees & Professional Consultants	\$15,000
Total	\$250,000

Costs under investigation

AV, Lighting & required electrical
Marketing/Signage
Washroom Solution*

We have a concept deck created by Unity/Lett Design we have downscaled to location and budget.

**Partnership opportunity between Town and Blue Mountain Resort.
\$150,000-\$200,000 from Town MAT fund balanced covered by Blue Mountain Resort**





Conclusion – Investing in Our Shared Future

Tourism as Our Economic Engine

- Tourism sustains **local businesses, jobs, and municipal revenue** year-round
- **Winter success** shows what coordinated investment and alignment can achieve

The Case for Reinvestment

- Opportunity to grow MAT funding with lodging visitation growth in **summer and shoulder seasons**
- Focus on **strategic, coordinated destination marketing** to drive year-round lodging visitation

Council's Leadership Matters

- Council understands tourism's **critical role in community well-being**
- A **larger share of MAT funding** dedicated to destination marketing ensures long-term economic stability

The Vision Forward

- Build a **balanced, four-season economy**
- Strengthen **Blue Mountain's sense of place** in every season
- Keep the region **thriving, competitive, and unmistakably ours** all year long

