



South Georgian Bay Tourism

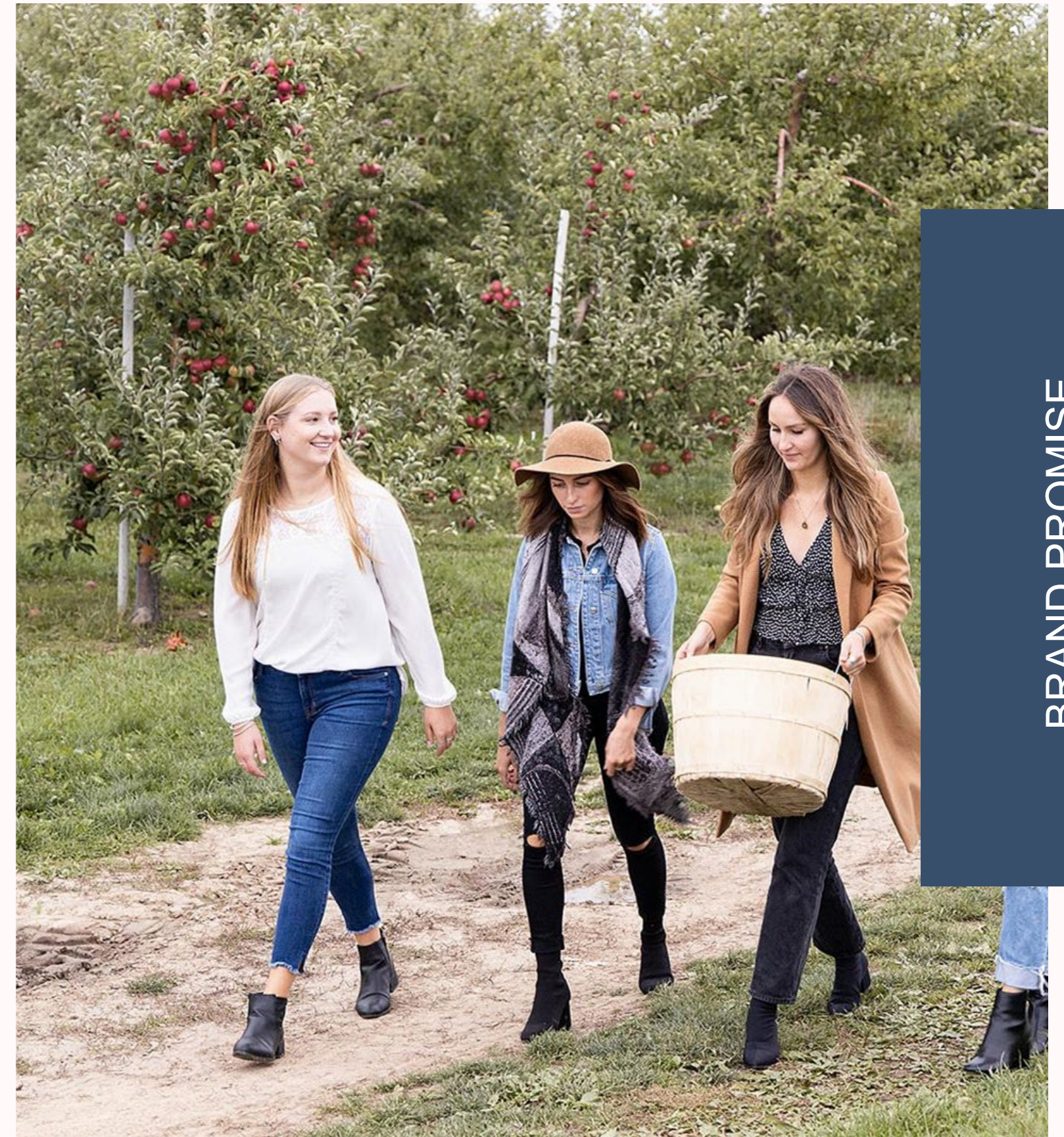
Organizational Role

Est 1978

South Georgian Bay Tourism is an In-Destination Education Organization (IDEO) whose ROLE is to enhance the visitor experience through seamless connections between visitors and unique products and experiences.

Brand Promise

GENTLY NUDGE AND GUIDE
VISITORS WITHIN THE REGION TO
SEIZE THEIR DAY BY
DISCOVERING UNIQUE PLACES,
ACTIVITIES, EXPERIENCES AND
PEOPLE



BRAND PROMISE

South Georgian Bay Tourism will perform this

FUNCTION by:

- Coordinating regional visitor services (digital);
- Creating in-destination content and fulfillment;
- Developing routes, best of's and top 10's by bundling niche experiences;
- Leveraging partnerships with the business community.



COVID - 19 2020

RECOVERY & RESILIENCY PLAN

Safety Protocol + Education

Providing local businesses with the information necessary to properly follow government regulations

Leadership + Consistent Messaging

Acting as the leader for South Georgian Bay and bringing people together to use consistent messaging in order to give clear information with the public

Marketing

Focusing on inbound marketing and ensuring people feel safe when in the community.
Giving them things that they can see at each stage, ensuring we follow government rules.

Ambassadors

Using our local businesses and members of the community to help promote the area through social media.

LEVERAGE

\$7,000 Recovery & Resiliency

\$56,000

TIAO FUNDING

\$168,000

GOOGLE AD GRANT

\$14,000

RT07

FUNDS

2,700 FOLLOWERS

6,650 FOLLOWERS

INSTAGRAM

2,700 Followers
500,000 Annual Reach



500,000

ANNUAL REACH

100,000

ANNUAL REACH

FACEBOOK

6,600 Followers
100,000 Annual Reach



TWITTER

5,167 Followers



NEWSLETTER

3000 + Subscribers to Newsletter



GOOGLE CAMPAIGNS

Year Around
\$140,000 Campaign Budget



WEBSITE STATISTICS

1.5 Million Annual Impressions



ANNUAL SOCIAL REACH

600,000

TOTAL REACH

5,167

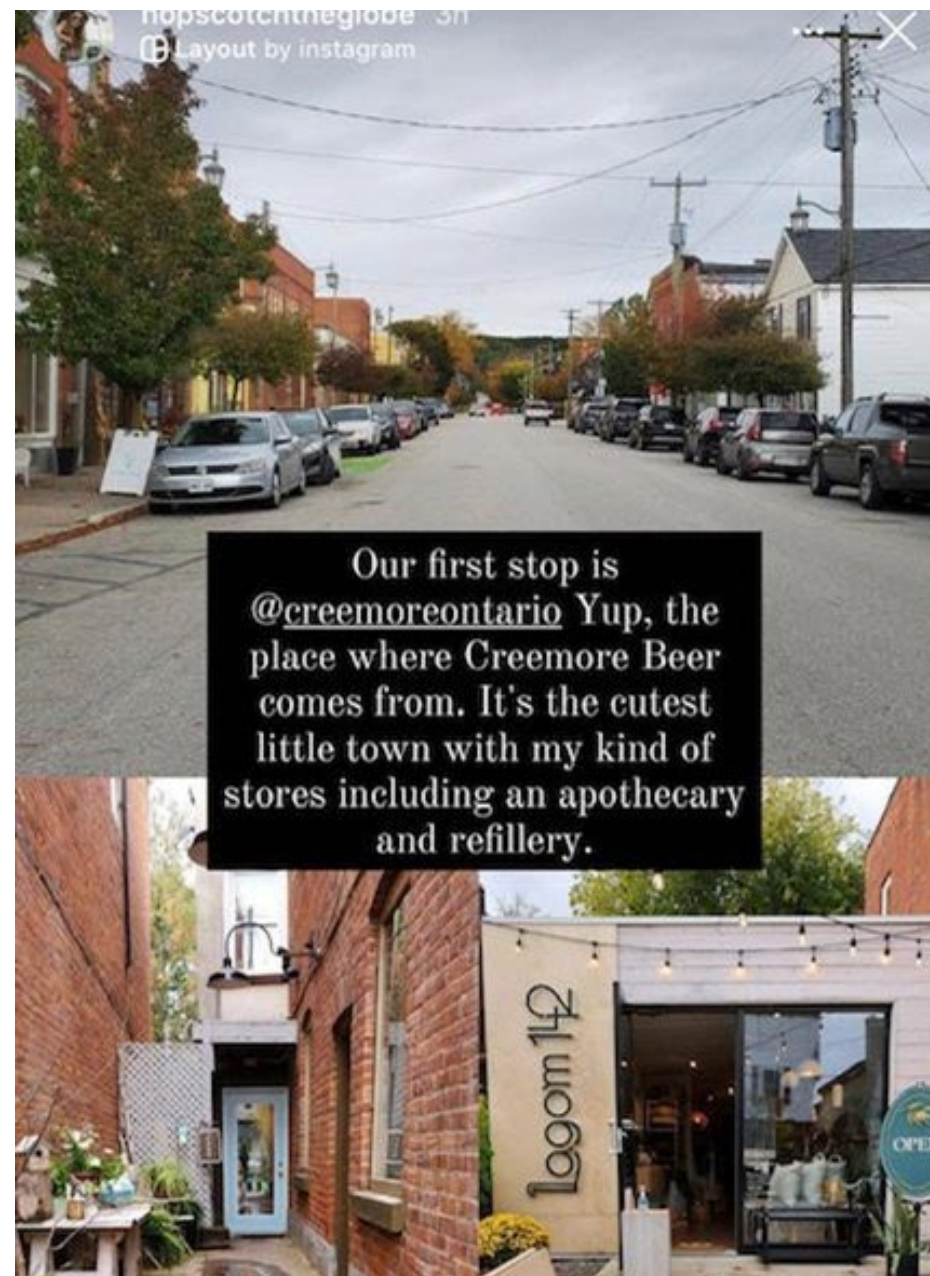
FOLLOWERS



Primary market (70%) is within a 120 minute drive from Southern Georgian Bay regions with the majority of these visitors resulting from the Greater Toronto Area.

Secondary market (30%) will be travelling from the South Western Ontario regions.

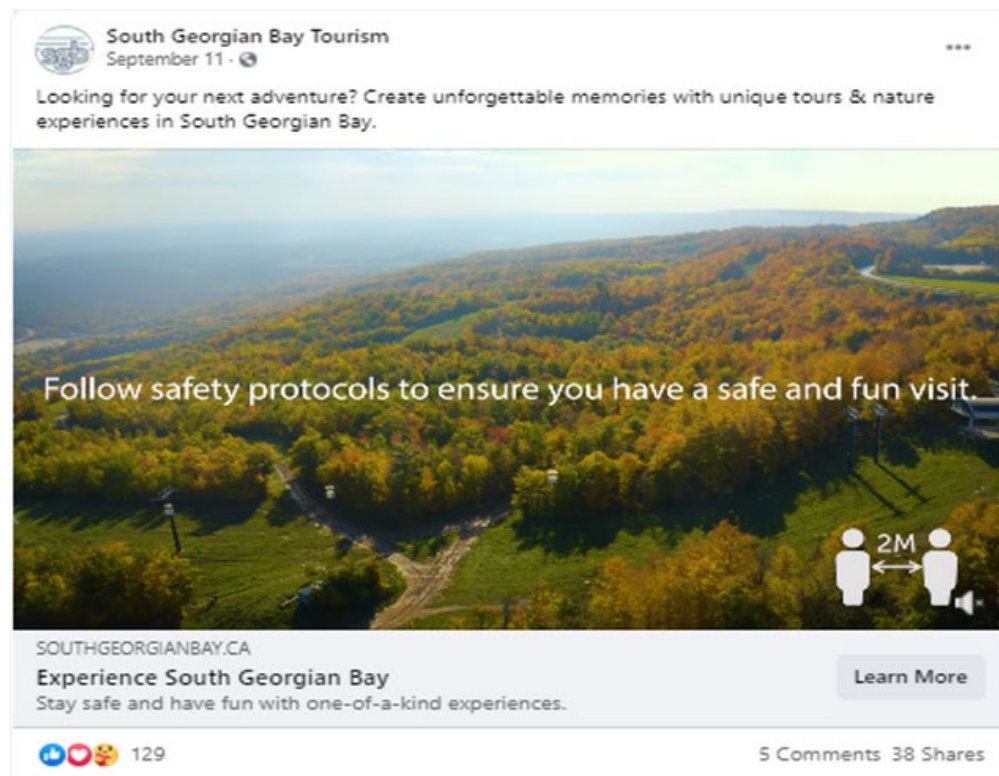
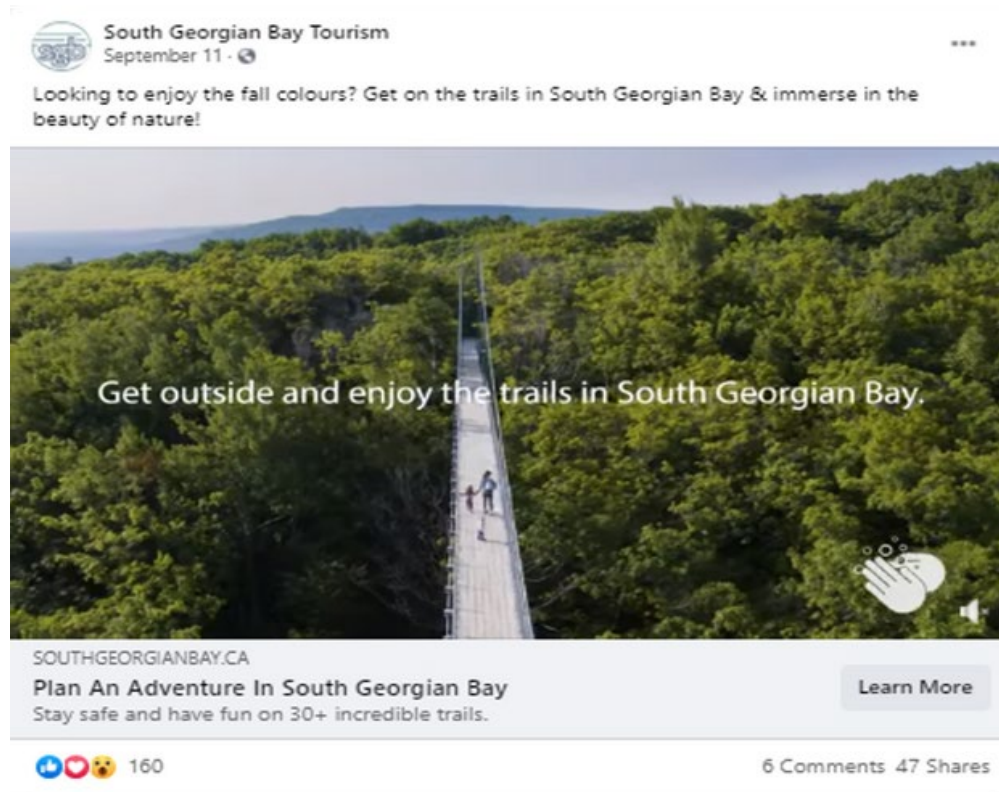
HOPSCOTCH THE GLOBE



<https://hopscotchtheglobe.com/south-georgian-bay-one-day-itinerary/>

LIVE LIKE A LOCAL





digital marketing campaign

NEW NORMAL PARTNERSHIP WITH RT07

427,571

Impressions

4,592

Clicks

123,358

Video Views



19
AUG

Bucket List for SGB

👤 SGB Editor | 📖 Activities, Family Fun, Food & Drink, On The Bay, Shop, Uncategorized, Wine, Cider & Brews | 💬 0 Comment

We created a bucket list of the must-do things in the area that make SGB so unique! Take

BUCKET LIST
FOR SGB



15
JUL

6 Things to Do in the Blue Mountains in the Summer

👤 SGB Editor | 📖 Activities, Food & Drink, Plan, Shop, Uncategorized, Wine, Cider & Brews | 💬 0 Comment

The Town of the Blue Mountains caters to everyone's interests by offering a wide array of

6 THINGS TO
DO IN THE
BLUE
MOUNTAINS
IN THE
SUMMER



30
MAR

Family Friendly Things to do in Blue Mountain

👤 SGB Editor | 📖 Uncategorized | 💬 0 Comment

It's hard to feel blue when in The Town of the Blue Mountains! This series of small villages is versatile,

FAMILY
FRIENDLY
THINGS TO
DO IN BLUE
MOUNTAIN

AMBASSADOR LOCATIONS



**SCANDINAVE
SPA BLUE
MOUNTAIN**



**ROYAL
HARBOUR
RESORT**

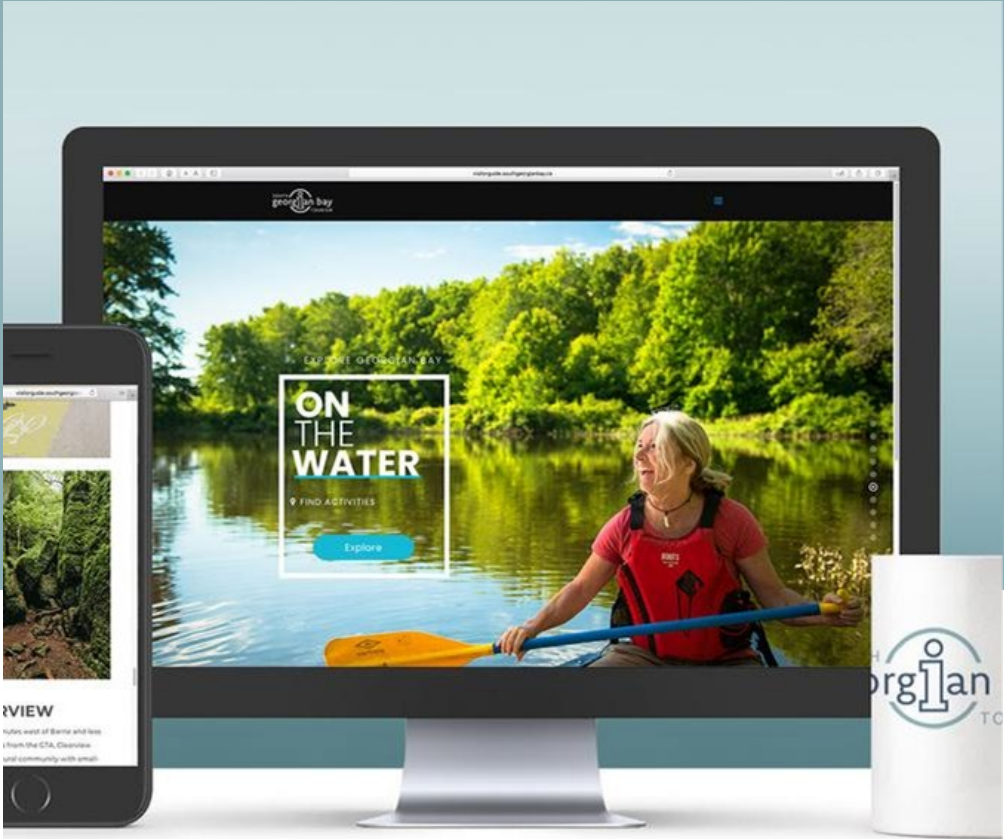
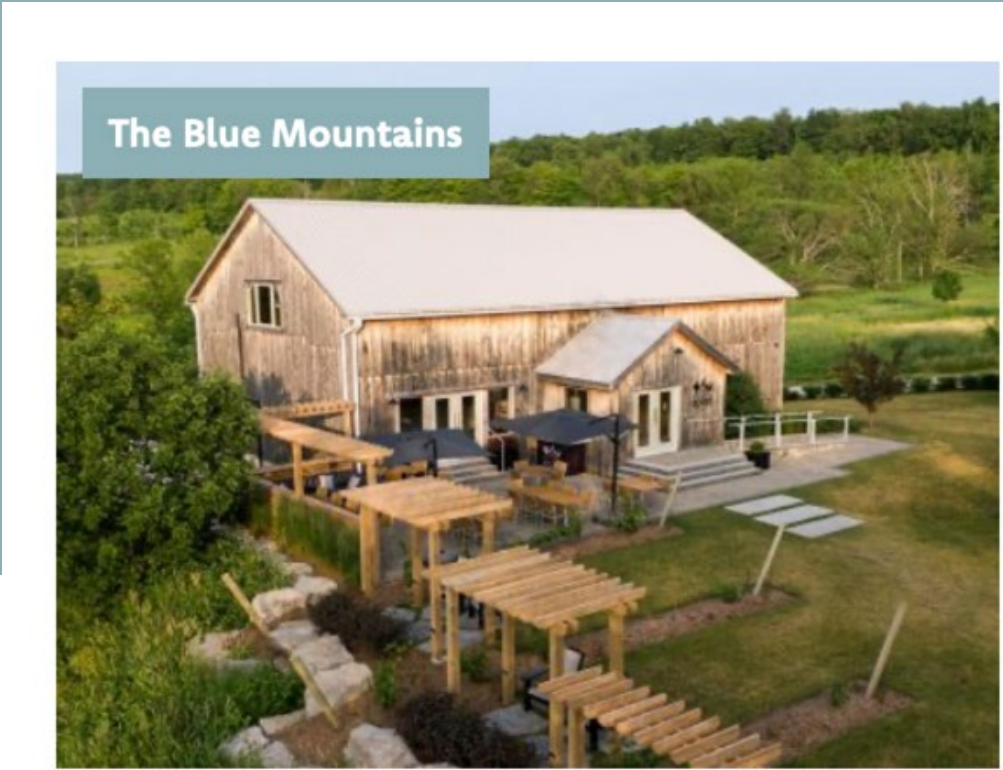


SGBT



AMBASSADOR

RESILIENCY CONTINUED



COMPLIMENTARY LISTING

South Georgian Bay Tourism Association is offering complimentary listings for 2021

INFORMATION MARKETING

Create & share local stories embracing all there is to see and do in the region. These will take the various forms of unique experiences to the latest Top 10 lists

DIGITAL GUIDE

Make the move to digital whenever possible for everything from the guide to ads with the website as the foundation for this strategy. Phasing out traditional media and publications will be a multi-year strategy



TOURISM MINI CONFERENCE

KEYNOTE SPEAKER

TERRY O'REILLY

November 18, 2020

9:30 AM - 11:00 AM

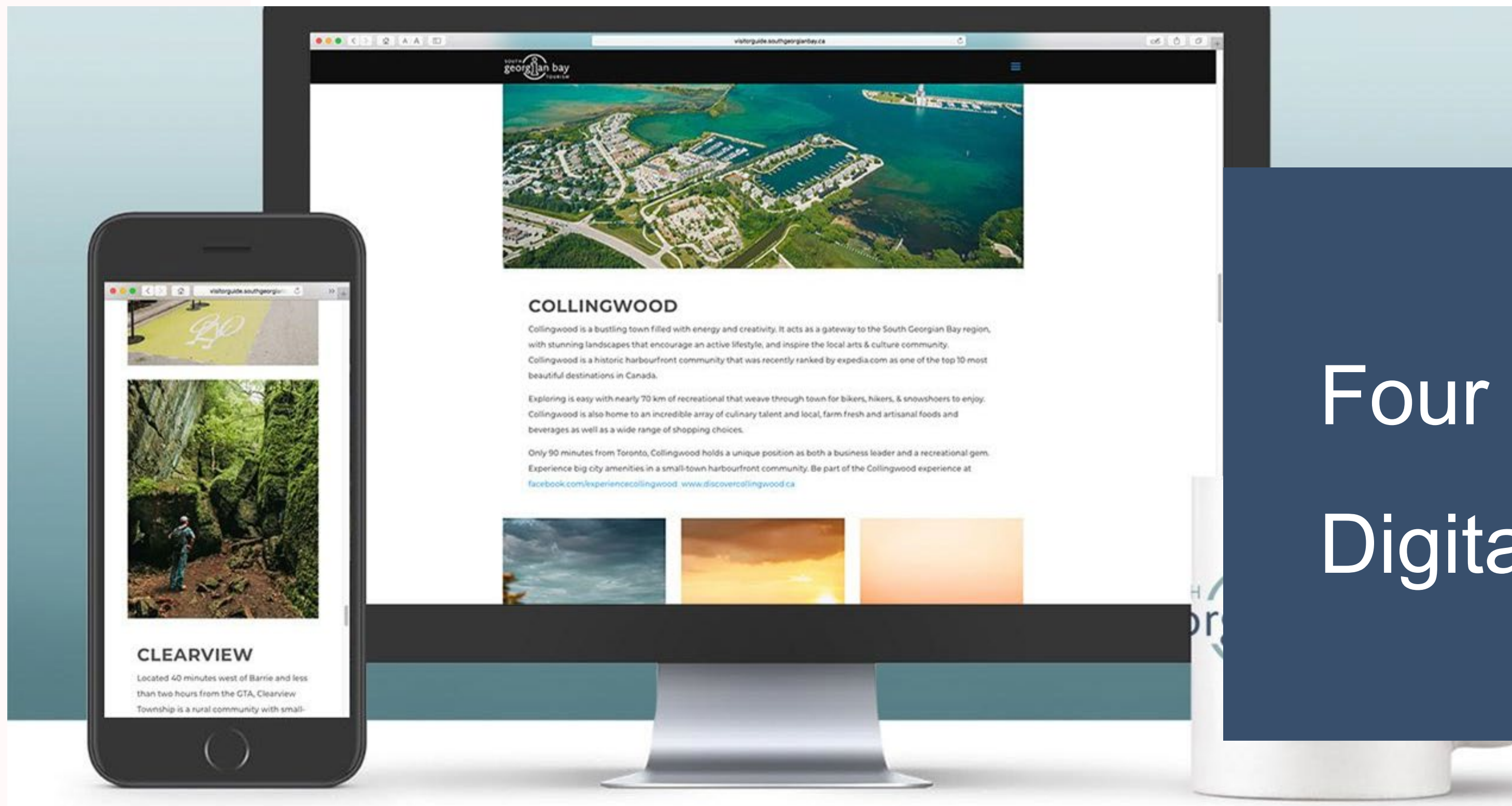
EDUCATION

We will lead projects and communication efforts to benefit our members & stakeholders which differentiate SGB in the travel market

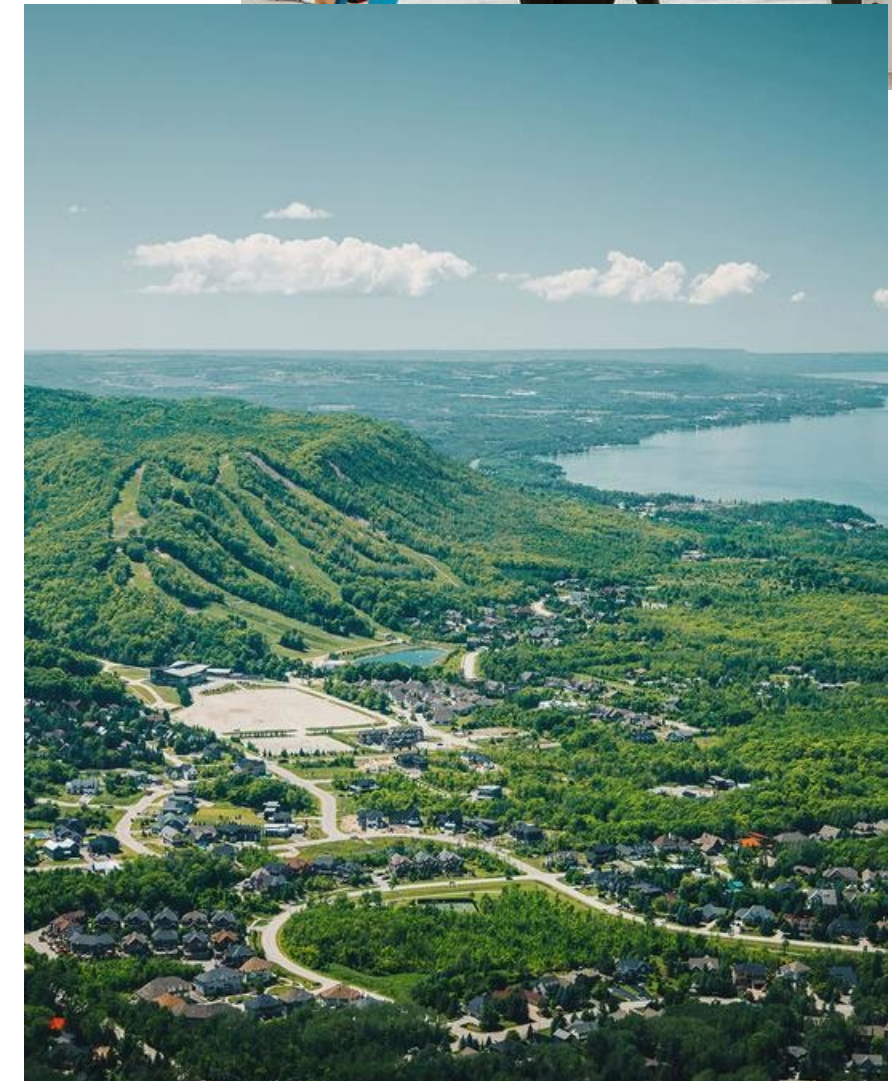
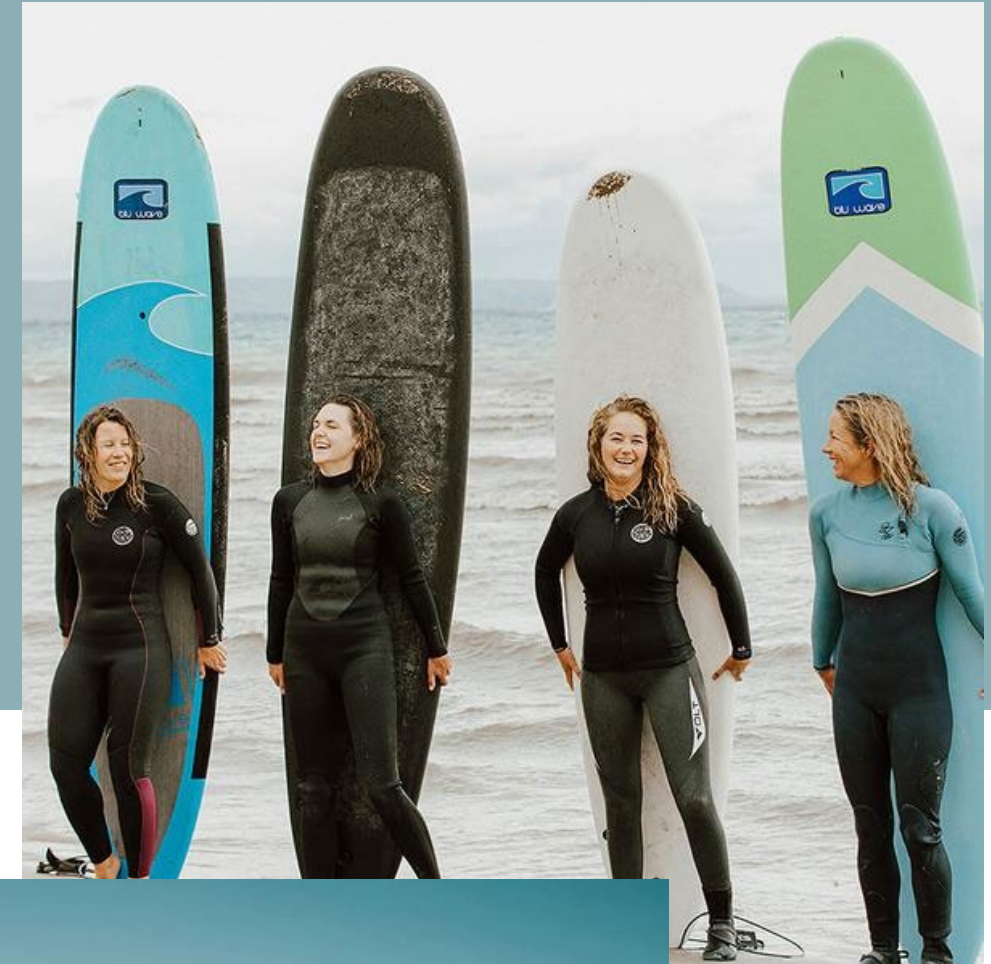
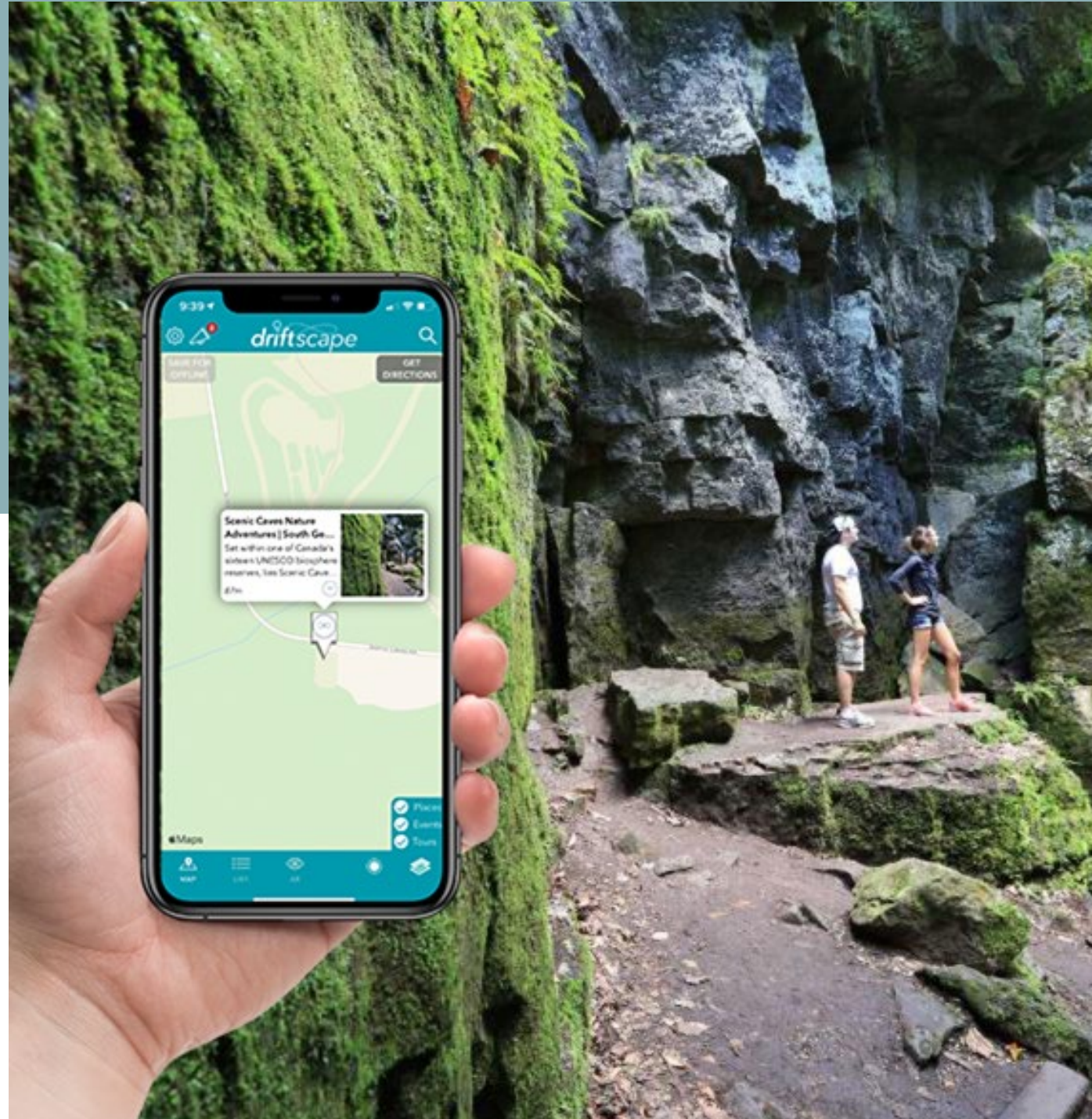


REVENUE GENERATION

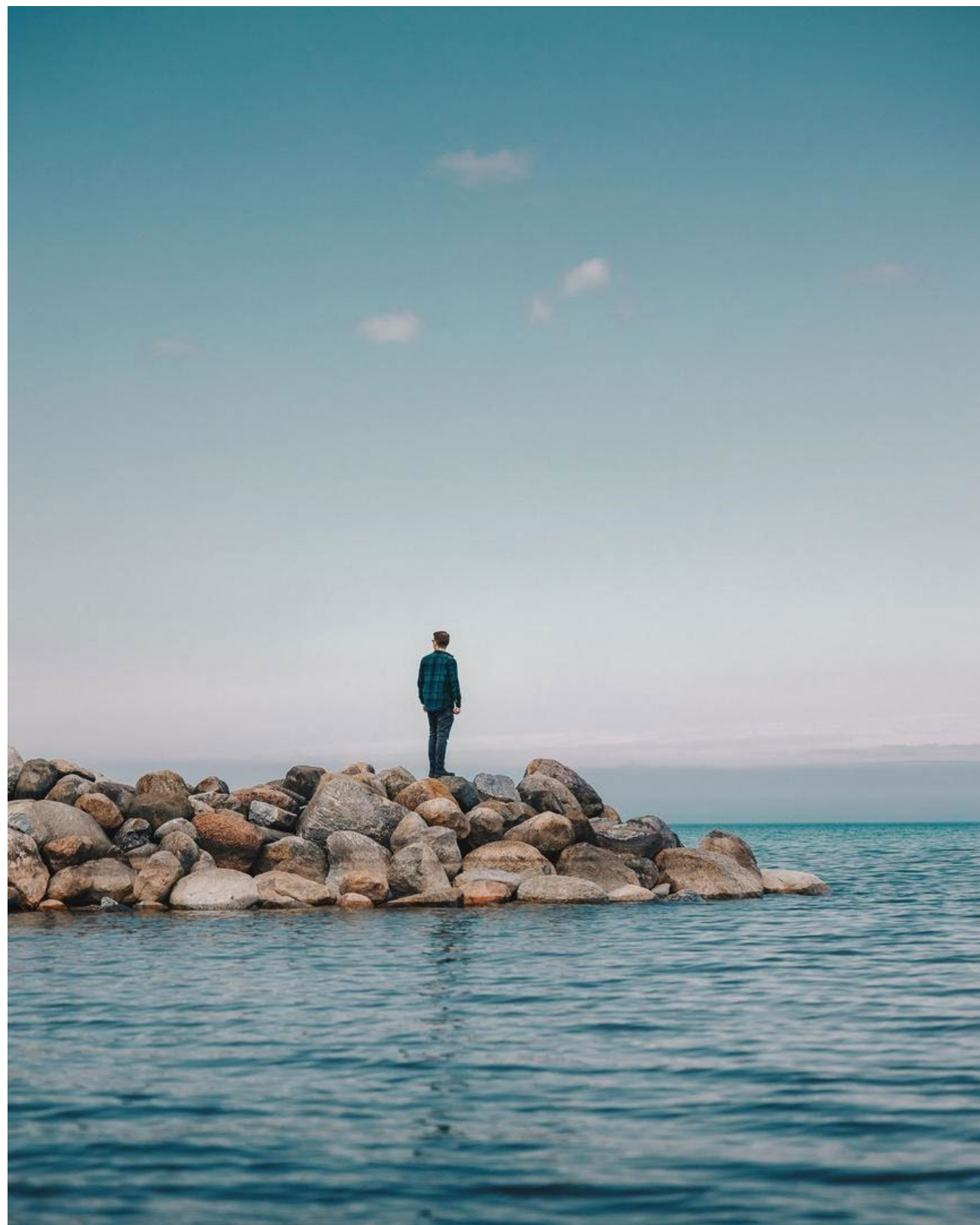
Establish revenue-generating opportunities for the organization through content partnerships.



Four Season Digital Guide



DRIFTSCAPE APP



100+

STEADY MEMBERS YEAR
OVER YEAR

35

NEW MEMBERS IN 2021

2021 Recovery & Resiliency

01

GOOGLE ADWORDS

Year Around

Campaigns to include road trip getaways,
four season destination activities, fall
experiences

02

CONTENT MARKETING

Year Around

Write & share 30 pieces of content
Showing content to people based on their
interest

03

VIDEO MARKETING

Year Around

Creating 15 videos using progressive
storytelling techniques

04

PHOTO MARKETING

Year Around

7 photoshoots to enhance our
storytelling content

05

DIGITAL MARKETING PROGRAMS

Content specific ads highlighting
content on our website driving
leads to member profiles

Questions

THANK YOU

LOOKING FORWARD TO WORKING TOGETHER IN 2021