



South Georgian Bay Tourism

Organizational Role

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 producte and expe



Brand Promise

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



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.



\$7,000 Recovery & Resiliency \$56,000 \$168,000 TIAO FUNDING GOOGLE AD GRANT

\$14,000

RT07

FUNDS



2,700 FOLLOWERS

500,000

ANNUAL REACH

INSTAGRAM

2,700 Followers 500,000 Annual Reach

FACEBOOK

6,600 Followers 100,000 Annual Reach

TWITTER

5,167 Followers



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NEWSLETTER

3000 + Subscribers to Newsletter

GOOGLE CAMPAIGNS

Year Around \$140,000 Campaign Budget



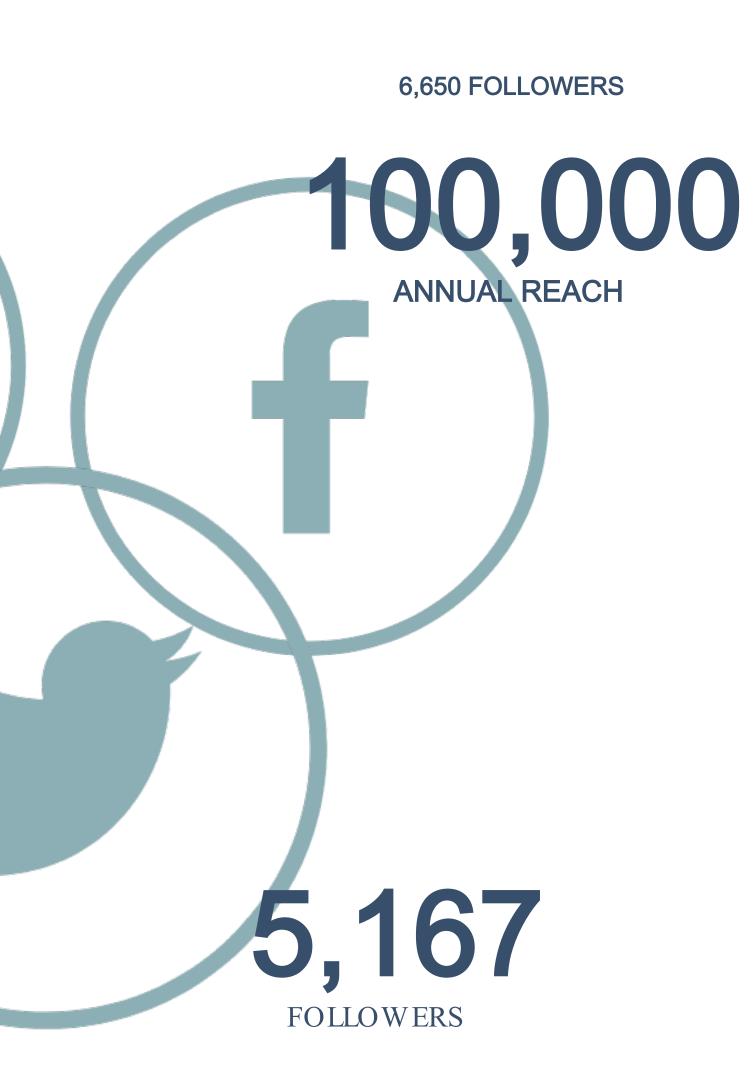
WEBSITE STATISTICS

1.5 Million Annual Impressions



ANNUAL SOCIAL REACH

TOTAL REACH





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 marke t (30%) will be travelling from the South Western Ontario regions.

HOPSCOTCH THE GLOBE





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



EVELIKE A LOCAL Live Like a Local

100-mile diet? More like 100-mmmetre diet.

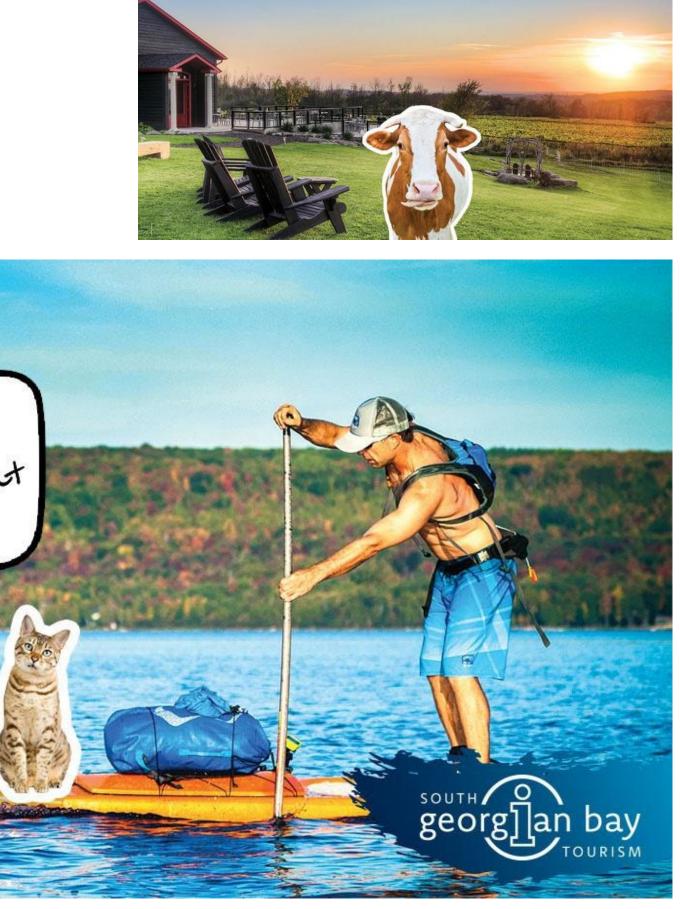
alocal

at the market 🔿

georgjan bay



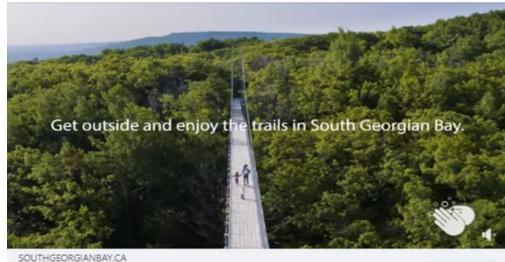
I didn't choose the float life, the float life chose ME-OW





South Georgian Bay Tourism September 11 · @

Looking to enjoy the fall colours? Get on the trails in South Georgian Bay & immerse in the beauty of nature!

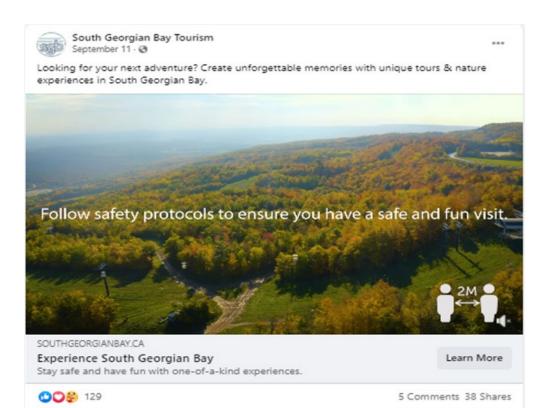


Plan An Adventure In South Georgian Bay Stay safe and have fun on 30+ incredible trails.

008 160

6 Comments 47 Shares

Learn More



digital

marketing

campaign

4,592

NEW NORMAL PARTNERSHIP WITH RT07

123,358



Impressions

Clicks

Video Views

C S 5 C



Bucket List for SGB

SGB Editor | Activities, Family Fun, Food & Drink, On The Bay, Shop, Uncategorized, Wine, Cider & Brews | 90 Comment

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

BUCKET LIST FOR SGB



6 Things to Do in the Blue Mountains in the Summer

SGB Editor | Activities, Food & Drink, Plan, Shop, Uncategorized, Wine, Cider & Brews | 9 0 Comment

The Town of the Blue Mountains caters to

6 THINGS TO DO IN THE BLUE MOUNTAINS IN THE



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









ROYAL HARBOUR RECORT





SGBT AMBASSADOR





RECOVERY &

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

CONTINUED



TOURISM MINI CONFERENCE

KEYNOTE SPEAKER

TERRY O'REILLY

November 18, 2020 9:30 AM - 11:00 AM

EDUCATION

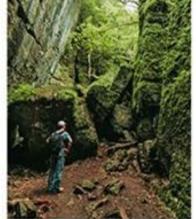
We will lead projects and communication efforts to benefit our members & stakeholders which differentiate SGB in the travel market



REVENUE GENERATION

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





CLEARVIEW

Located 40 minutes west of Barrie and less than two hours from the GTA, Clearview Township is a rural community with small-



visitorguide southgeorgianties ca

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COLLINGWOOD

Collingwood is a bustling town filled with energy and creativity. It acts as a gateway to the South Georgian Bay region, with stunning landscapes that encourage an active lifestyle, and inspire the local arts & culture community. Collingwood is a historic harbourfront community that was recently ranked by expedia.com as one of the top 10 most beautiful destinations in Canada.

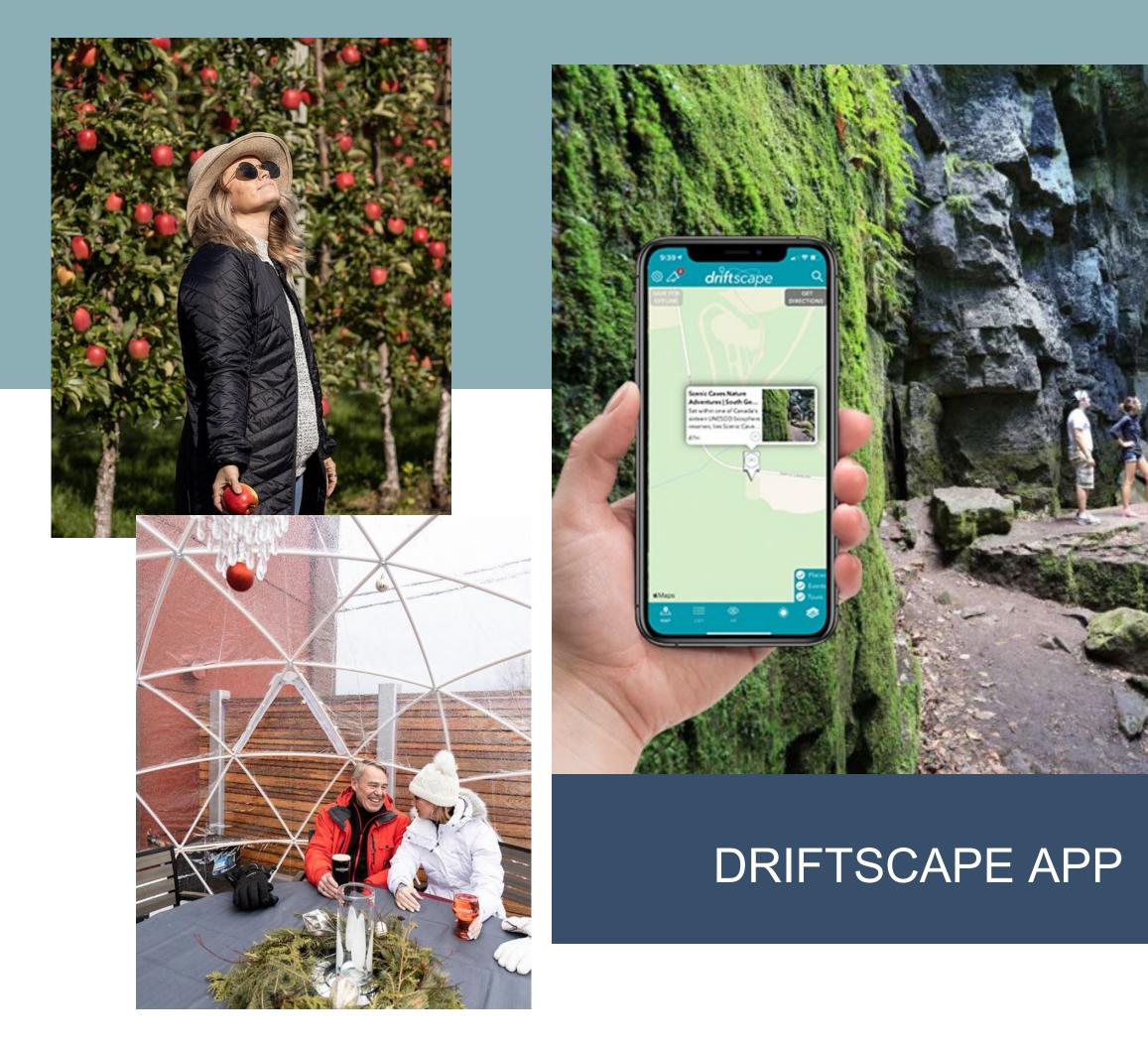
Exploring is easy with nearly 70 km of recreational that weave through town for bikers, hikers, & snowshoers to enjoy. Collingwood is also home to an incredible array of culinary talent and local, farm fresh and artisanal foods and beverages as well as a wide range of shopping choices.

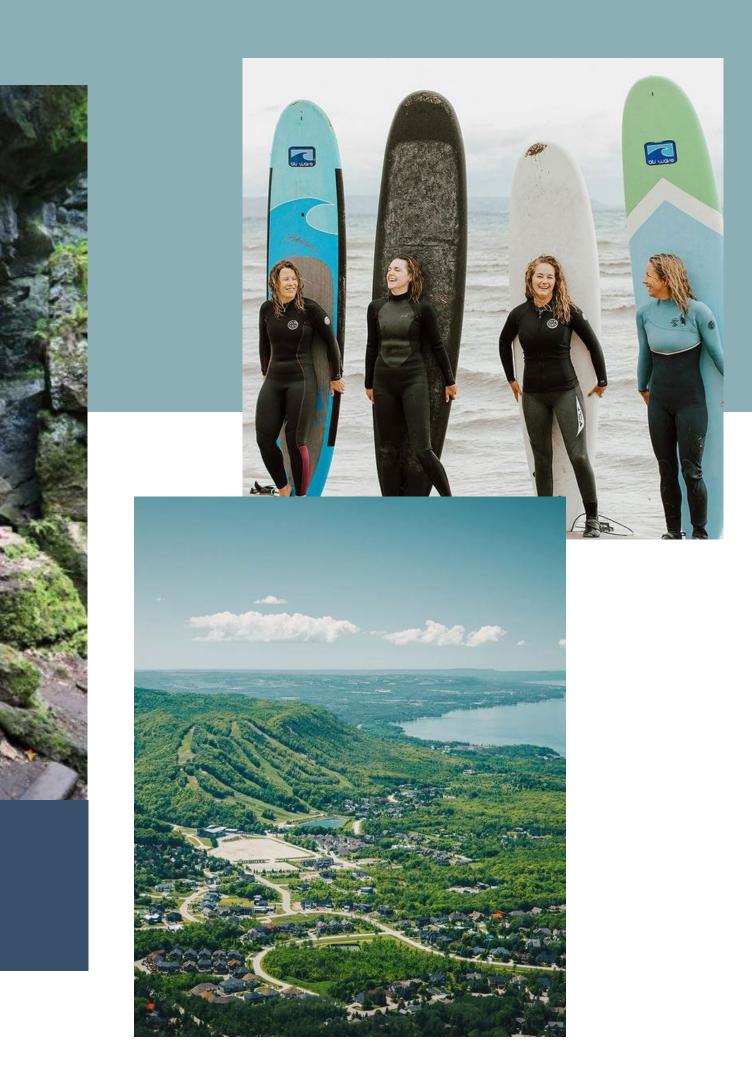
Only 90 minutes from Toronto, Collingwood holds a unique position as both a business leader and a recreational gem. Experience big city amenities in a small-town harbourfront community. Be part of the Collingwood experience at facebook.com/experiencecollingwood, www.discovercollingwood ca

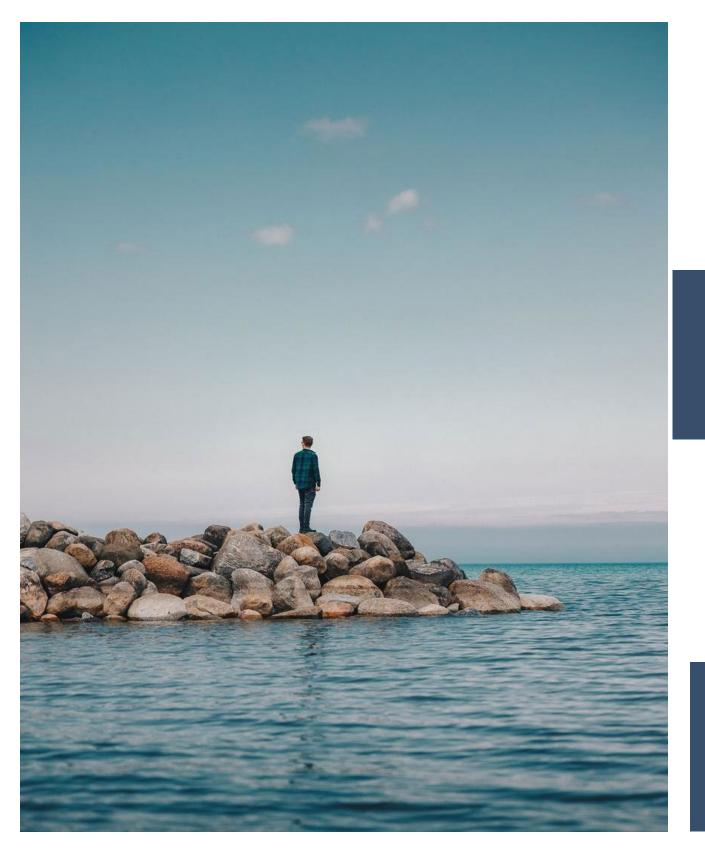




Four Season Digital Guide







100 +

STEADY MEMBERS YEAR OVER YEAR

35

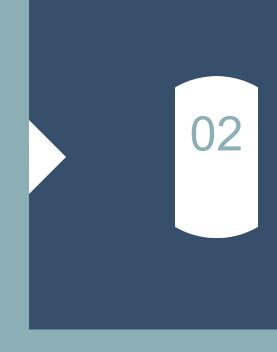
NEW MEMBERS IN 2021

2021 Recovery & Resiliency

GOOGLE ADWORDS

Year Around

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





01

VIDEO MARKETING

Year Around

Creating 15 videos using progressive storytelling techniques



PHOTO MARKETING

Year Around 7 photoshoots to enhance our storytelling content



CONTENT MARKETING

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



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

