

4TH ANNUAL STAKEHOLDER OPEN HOUSE

October 15, 2026

7:00pm

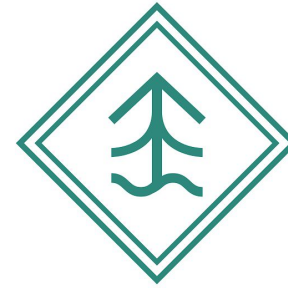
Propeller Club

575 Edward St.

Wiaraton



WELCOME



Discover South Bruce Peninsula



AGENDA

- I. Welcome – About MATA
 - I. What is a MAT? How did this come about
2. 2026-27 Marketing Plan
3. Tourism & Event Coordinator Update
4. RTO7 update
5. Networking

VISION, MISSION AND CORE VALUES

Our Vision

- To have the Town of South Bruce Peninsula as a four-season Tourism destination of choice in Ontario.

Our Mission

- To work with our tourism stakeholders to build, sustain and grow tourism in the town of South Bruce Peninsula through investment and education.

Core Values

- Collaborative, Transparent, Trustworthy and Accountable to our Tourism Stakeholders

What is MATA?

MATA (Discover South Bruce Peninsula) is the Eligible Tourism Entity (ETE) established to support the marketing efforts in South Bruce Peninsula.

- Town of South Bruce Peninsula passed the by-law to enact the Municipal Accommodation Tax (MAT) in 2021
 - 4% fee on transient accommodation
 - 80+ municipalities in Ontario have a MAT ranging from 4% -6%
- MATA receives 50% of the fees collected from the MAT
 - the remaining 50% of the MAT is retained by the Town of South Bruce Peninsula
- Ontario Regulation 435/17 Sec 5 (3) states that 'Any amount paid to the eligible tourism entity shall be used by the ETE for the exclusive purpose of promoting tourism.
- MATA does not collect the MAT

2026-27 Marketing Plan

Goal: Grow visitation May - June and September - March by 15%

Goal: Increase MAT revenue by 10% May - June and September - March

Primary Audience: Outdoor Explorers



2026-27 Marketing Plan

- Crowdriff
- Video/Image Development
- Paid Social Media Advertising
 - Blogs
- Grow
DestinationSouthBrucePeninsula.com
- Influencer Partnerships
- Brochure Reprint
- Swag
- Print
- Trade Show



2026-27 Marketing Plan

Shoulder Season Product focus:

- Camping
- Cycling
- Hiking
- Paddling/Fishing/Boating
- Stargazing
- Art



2026-27 Marketing Plan



Library

Media Hub

Planner

UGC

Creators

Build

Partners

Settings

CrowdRiff

All ready to use

Uploaded

Approved UGC

Expiring assets

My Visuals

2025 PP South Bruc...

2025 Saugeen Beac...

2026 Destination O...

Ainslie Summer 2026

Cape Croker Park A...

MATA Website Images

Sandhill Farms Aug...

Sauble Falls B&B

South Bruce Penins...

South Bruce Penins...

All ready to use > Approved UGC

Hide my posts ☐

AI Mode Search rights-approved assets

Showing 107 assets

Type Orientation Quality: Any Sort: Most recently approved



@ Instagram user



@ Instagram user



@ Instagram user



@ Instagram user



@ Instagram user



@ Instagram user



@ Instagram user



@ Instagram user

2026-27 Marketing Plan

Fall / Winter Photo and Video shoot

Fall Shoot (Completed)

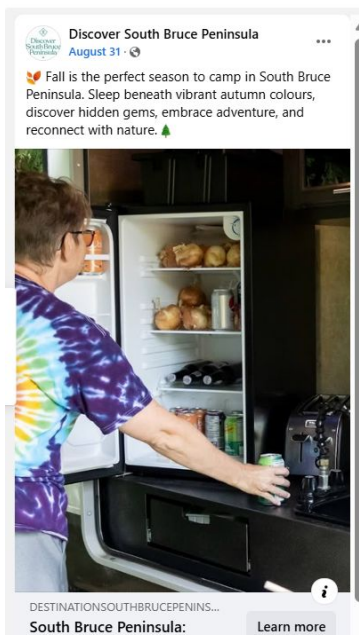
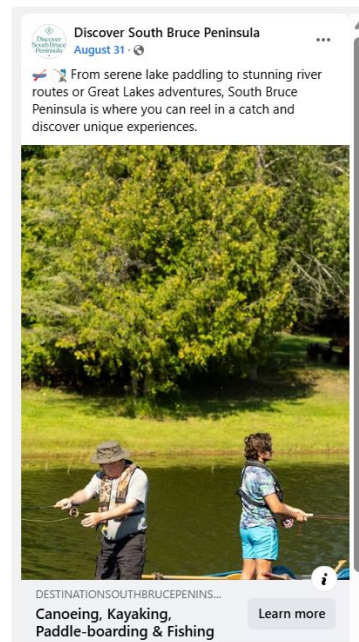
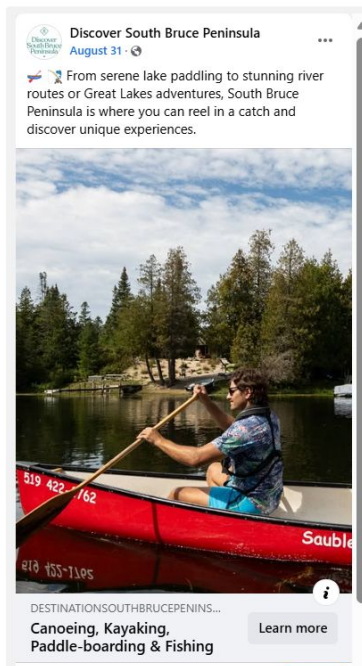
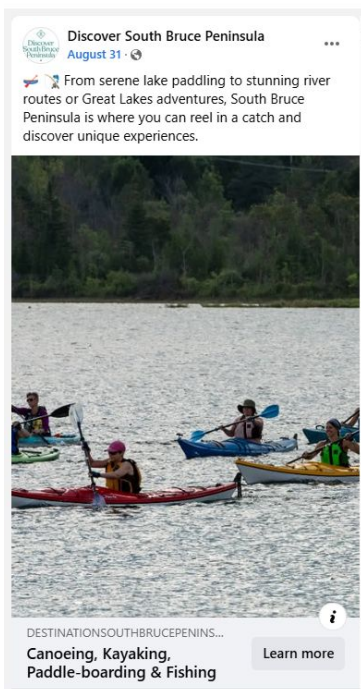
- Cottaging
- Mini golf
- Shopping
- Surfing

Winter Shoot (Jan 2027)

- B&B
- Snowshoeing
- Winterfest

Contact us to be a model!





Fall Social Media Campaign

- Digital Advertising Program (\$15K Value)
- September - October (PT 1)
 - Camping, Fishing/Paddling/Cycling

- 20K clicks
- Reach 286K
- Impressions 608K
- Cost per Click \$0.15

<https://www.destinationouthbrucepeninsula.com/blog/camp-ride-paddle-your-fall-escape-to-south-bruce-peninsula/>

🍂🌟 Slow down and discover the creative spirit of South Bruce Peninsula through the local artisans, vibrant murals, and [...See more](#)



Immerse Yourself in the Creative Spirit [Learn more](#)

Ad · 🍂 Explore the iconic Bruce Trail, where breathtaking Georgian Bay vistas, and diverse trails invite every hiker to discover [...See more](#)



Your South...
Funded in Par... [Learn more](#)

👍 Like 💬 Comment ➦ Share

🍂🌟 Explore the iconic Bruce Trail, where breathtaking Georgian Bay vistas, and diverse trails invite every hiker to discover [...See more](#)



Panoramic Views & Diverse Trails [Learn more](#)

🍂🌟 Explore the iconic Bruce Trail, where breathtaking Georgian Bay vistas, and diverse trails invite every hiker to discover [...See more](#)



Panoramic Views & Diverse Trails [Learn more](#)

🍂🌟 Stay a little longer and experience South Bruce Peninsula at a relaxed pace. Explore trails, local art, and charming cafés [...See more](#)



Check out Great Shoulder Season Packages [Learn more](#)

🍂🌟 Slow down and discover the creative spirit of South Bruce Peninsula through the local artisans, vibrant murals, and [...See more](#)



Immerse Yourself in the Creative Spirit [Learn more](#)

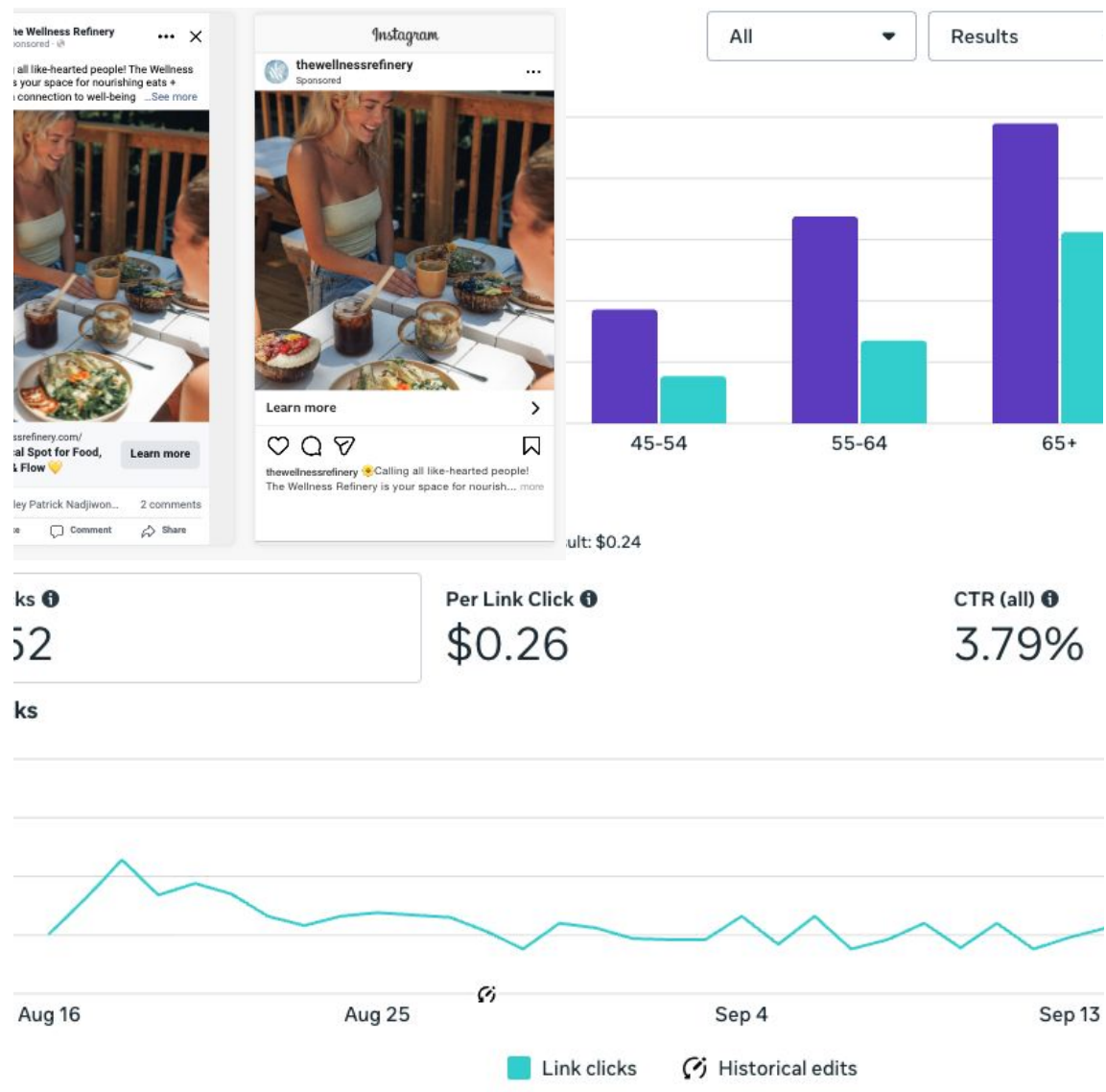
Fall Social Media Campaign

- Digital Advertising Program (\$15K Value)
- November - December (PT 2)
 - Winter Getaways, Art, Hiking

<https://www.destinationouthbrucepeninsula.com/blog/discover-south-bruce-peninsula-this-fall-hike-explore-local-art-stay-longer/>

Social Media Program

- Operations Implementation Program
 - Partnership with RTO7
- \$1,000 Social Media Advertising Program
- Free for Tourism Businesses in South Bruce Peninsula
- 5 spots available for campaigns that run before March 31, 2026





2025-26 Results (10 campaigns)

Clicks: 87.5K

Cost per Click: \$0.27

Reach: 1.1M

Click through Rate: 3.08%

Impressions: 2.6M

Engagements: 96K

OIP Results

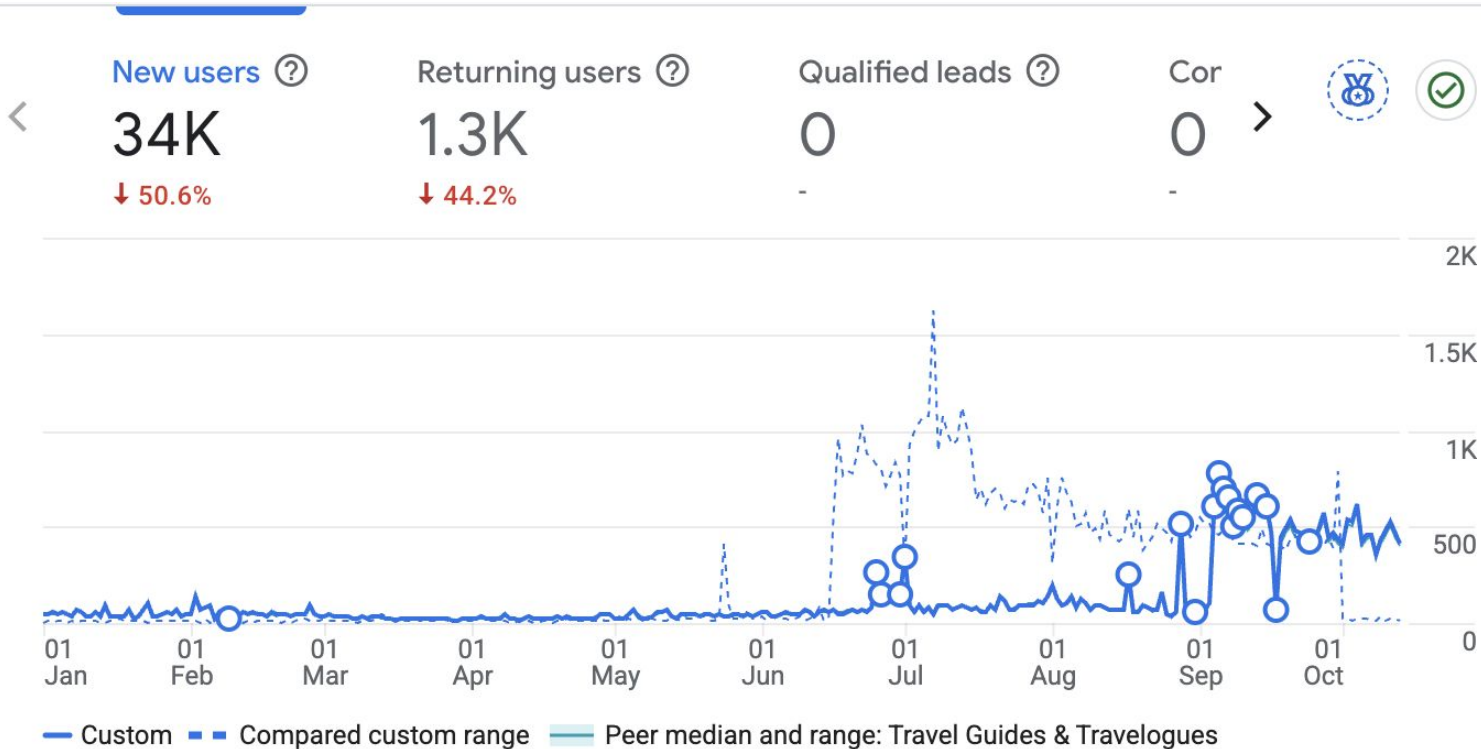
• Past Participants 2025/2026

- Sauble Beach Party
- The Wellness Refinery
- Carson's Camp
- Great Ape Empire Inc.
- Red Bay Getaway
- Wiarton Homecoming
- Sauble River Farms

• 2026/2027 Participants

- Taylor Gallery & Ashanti Cafe
- Bluewater Education Foundation
- Redneck Ranch Inc.
- Wellness Refinery
- Symon Says

2026-27 Marketing Plan - Website



New users ▾ by

First user primary channel group (Default C... ▾

FIRST USER PRIMARY CHANNEL ...

NEW USERS

Paid Social	18K	↓ 64.3%
Direct	7.1K	↑ 90.2%
Organic Search	6.9K	↑ 84.7%
Paid Search	3	↓ 100.0%
Organic Social	679	↓ 82.6%
Referral	1.2K	↑ 49.6%
Unassigned	91	↑ 175.8%

2026-27 Marketing Plan - Website

Active users▼ by City



CITY	ACTIVE USERS
Toronto	7.7K ↓ 47.4%
Montreal	475 ↓ 91.1%
Ottawa	571 ↓ 82.2%
Hamilton	1K ↓ 55.0%
Brampton	1.3K ↓ 26.0%
Mississauga	1.1K ↓ 38.9%
Singapore	2.4K ↑ 6,189....

[View cities](#) →

Sessions▼ by
Session manual so...



SESSION MANUAL ...	SESSIONS
facebook	20K ↓ 65.9%
google	7.3K ↑ 32.8%
destinationontario.c...	967 ↑ 1,485....
bing	705 ↑ 140.6%
syndicatedsearch.go...	0 ↓ 100.0%
googleads.g.doublec...	0 ↓ 100.0%
youtube.com	1 ↓ 99.8%

[View Manual campaigns](#) →

2026-27 Marketing Plan - Website

Landing page +		↓ Sessions	Active users	New users	Average engagement time per session	Key events All events ▾
SHOW ALL ROWS						
Total		38,386 vs. 77,813 ↓ 50.67%	33,790 vs. 70,765 ↓ 52.25%	34,459 vs. 69,705 ↓ 50.56%	13s vs. 12s ↑ 5.5%	0.00 vs. 0.00
1	/blog/camp-ride-paddle-your-fall-escape-to-south-bruce-peninsula					
	Jan 1 - Oct 13, 2026	20,429 (53.22%)	17,826 (52.76%)	18,312 (53.14%)	1s	0.00 (-)
	Jan 1 - Oct 13, 2025	0 (0%)	0 (0%)	0 (0%)	0s	0.00 (-)
	% change	0%	0%	0%	0%	0%
2	/					
	Jan 1 - Oct 13, 2026	3,879 (10.11%)	3,505 (10.37%)	3,511 (10.19%)	22s	0.00 (-)
	Jan 1 - Oct 13, 2025	3,086 (3.97%)	2,552 (3.61%)	2,499 (3.59%)	1m 30s	0.00 (-)
	% change	25.7%	37.34%	40.5%	-74.96%	0%
3	/festivals-and-events					
	Jan 1 - Oct 13, 2026	1,199 (3.12%)	1,102 (3.26%)	1,081 (3.14%)	58s	0.00 (-)
	Jan 1 - Oct 13, 2025	878 (1.13%)	806 (1.14%)	773 (1.11%)	40s	0.00 (-)

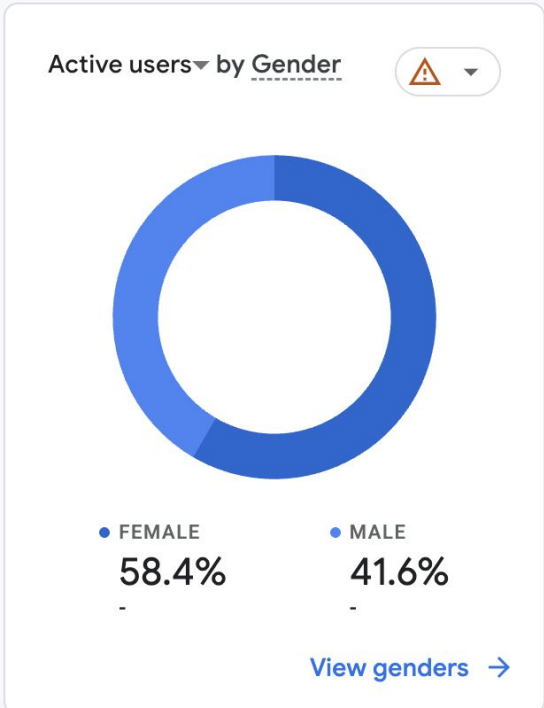
Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS	
Camp, Ride, Paddle: Your Fal...	21K	-
Explore Nature's Wonders: U...	61	↓ 99.5%
Home - Discover South Bruc...	4.3K	↓ 46.8%
Waves Whispering Your Na...	34	↓ 99.7%
Paddle Paradise: Explore the...	30	↓ 99.7%
Hiking Adventures in South ...	48	↓ 99.4%
Tent camping in South Bruce...	16	↓ 99.8%

View pages and screens →

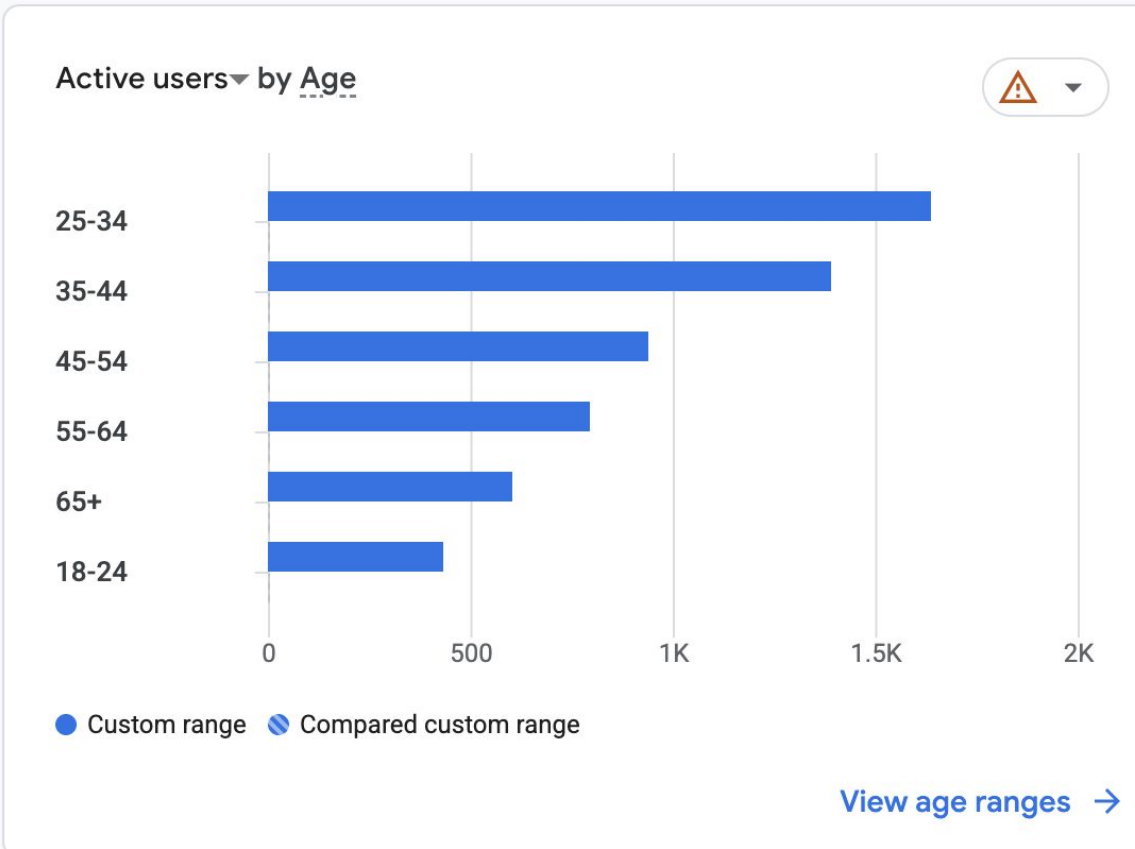
2026-27 Marketing Plan - Website



Active users▼ by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	762
Food & Dining/Cooki...	625
News & Politics/Avid...	549
Travel/Travel Buffs	545
Shoppers/Shopping ...	444
Media & Entertainme...	431
Home & Garden/Ho...	426

[View interests →](#)



2026-27 Marketing Plan - Social Media

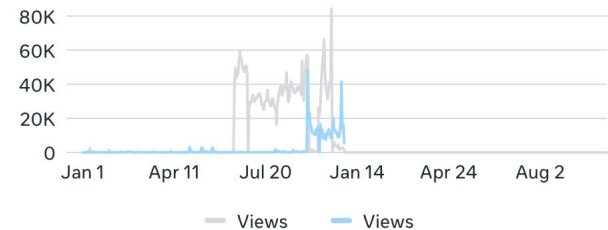
Facebook

Jan 1, 2026 – Oct 14, 2026
vs. Jan 1, 2025 – Oct 14, 2025

Views

Export

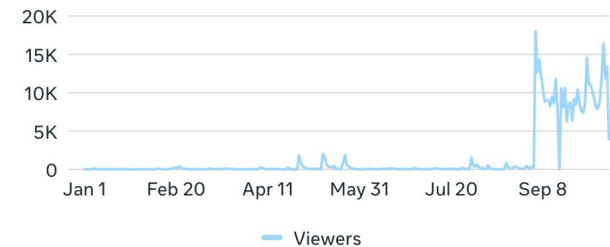
612.9K ↓ 83.4%



Viewers

Export

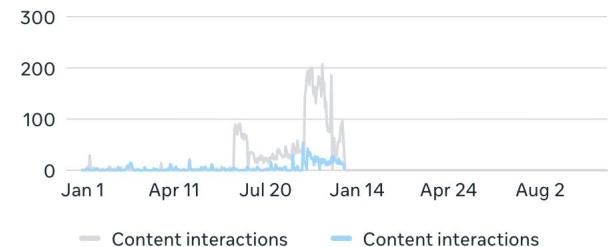
210.9K



Content interactions

Export

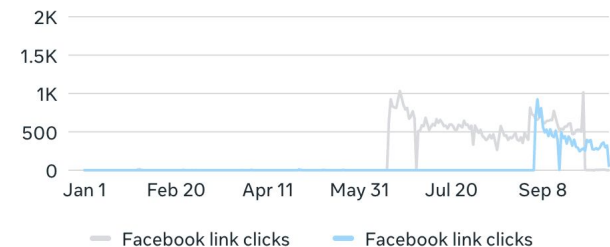
1.3K ↓ 84.8%



Link clicks

Export

16.4K ↓ 73.7%



Facebook

Lifetime: Sep 14, 2023 – Oct 13, 2026

Audience

Export

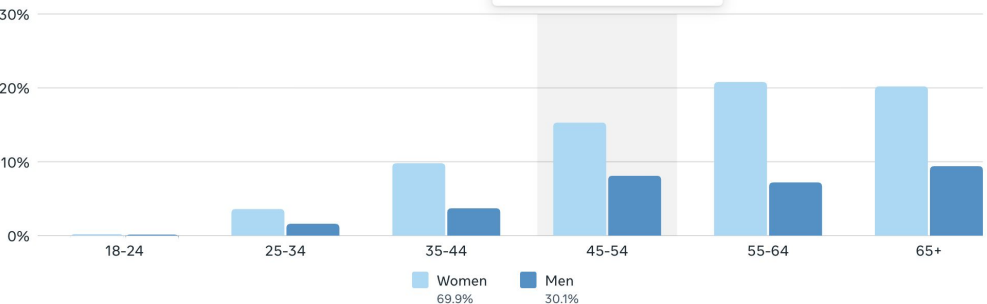
Demographics Trends Potential audience

Followers

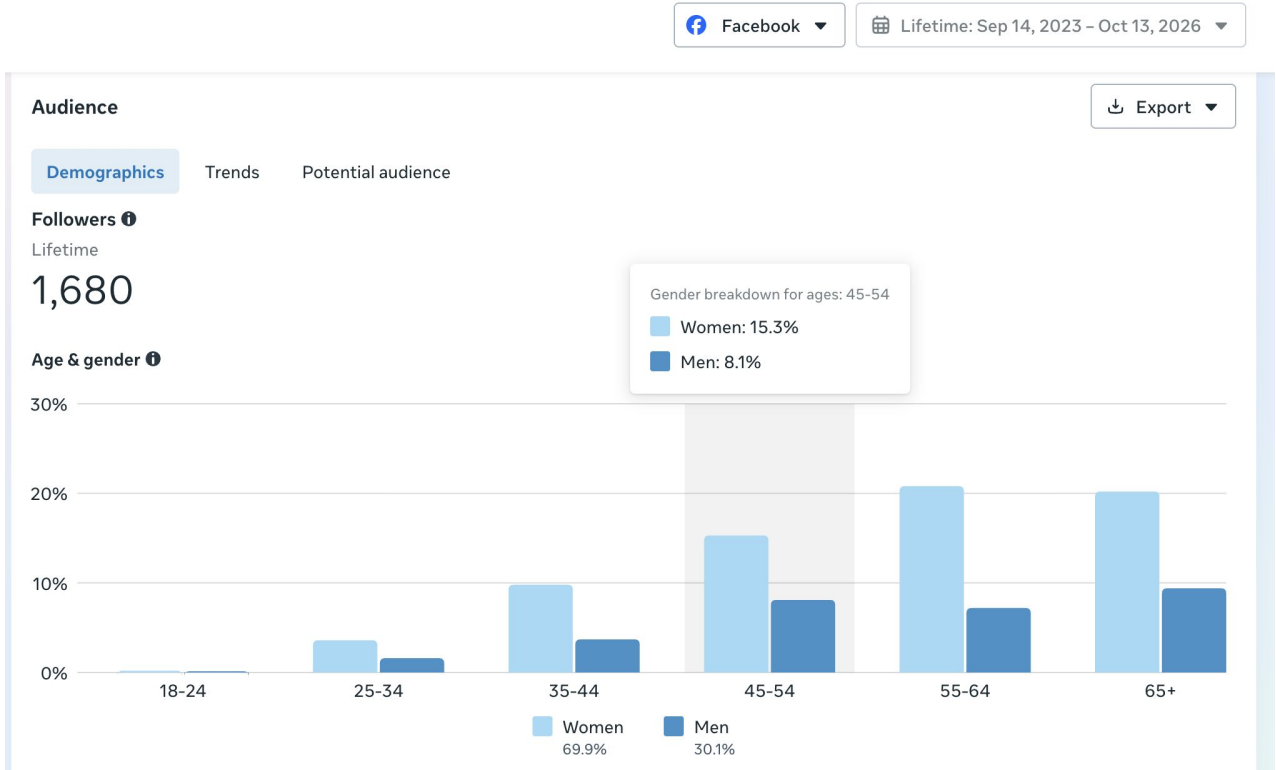
Lifetime

1,680

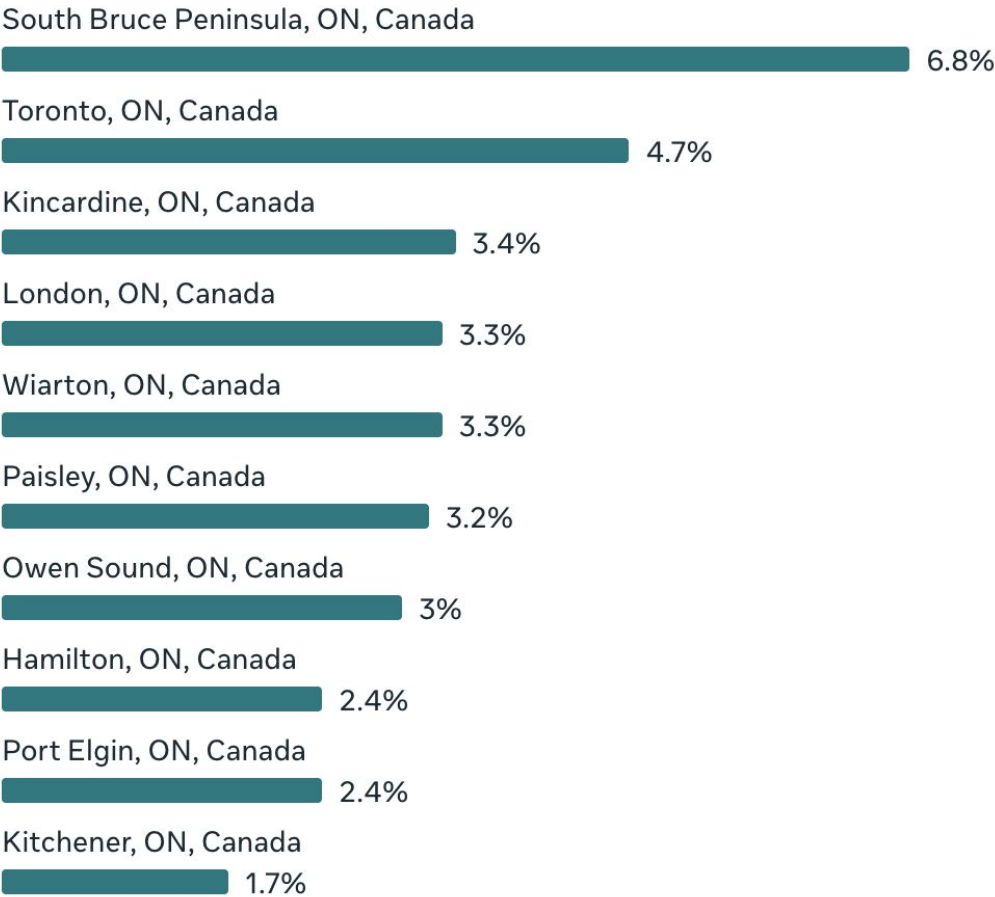
Age & gender



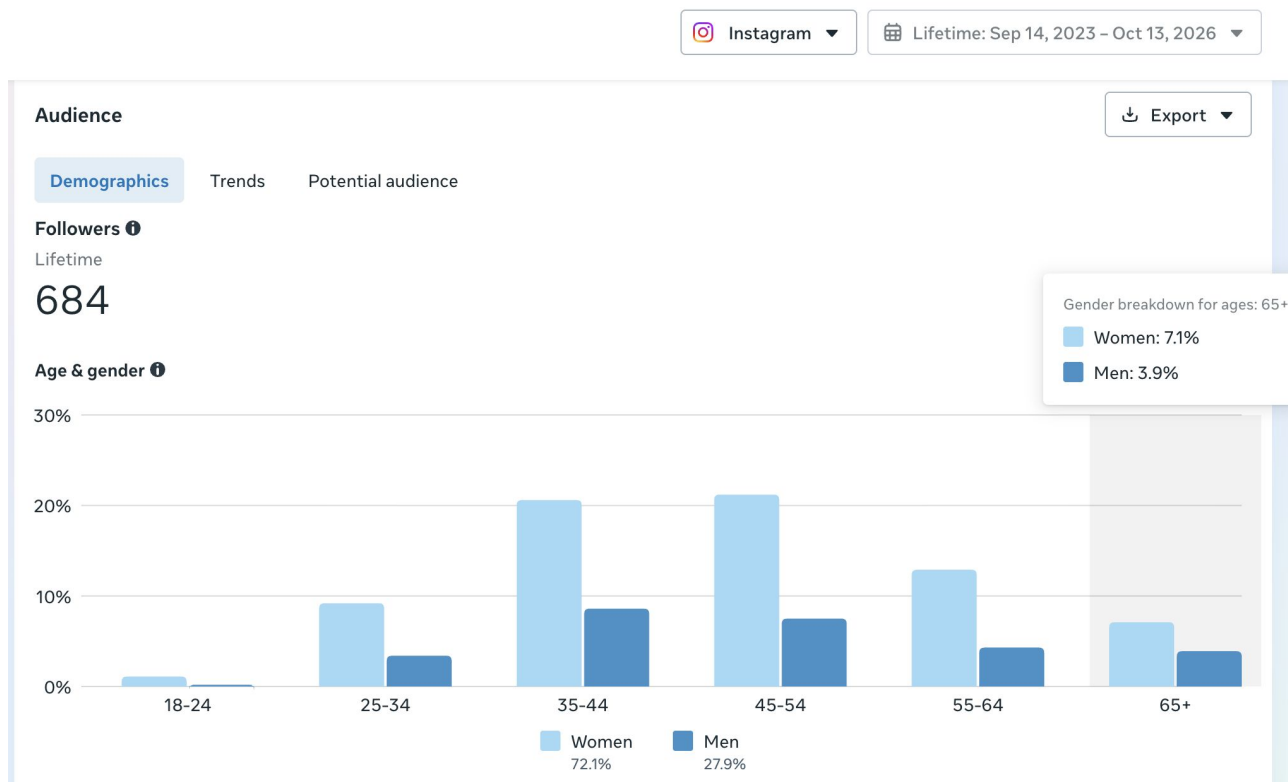
2026-27 Marketing Plan - Social Media (Facebook)



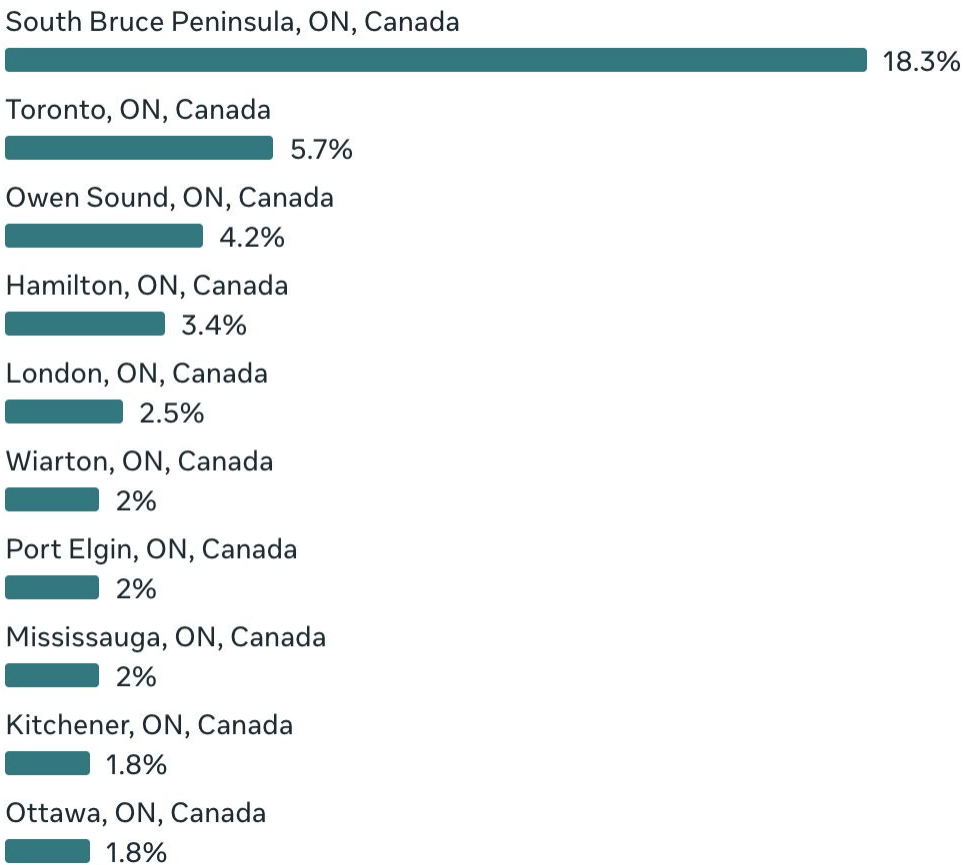
Top cities



2026-27 Marketing Plan - Social Media (Instagram)

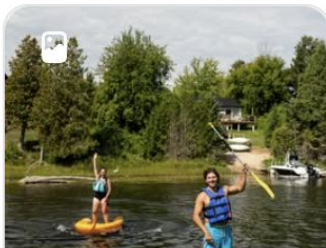


Top cities



2026-27 Marketing Plan - Social Media

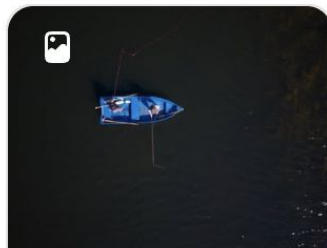
Top content



Mon May 11, 1:53pm

7,808

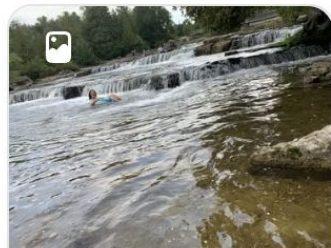
Views



Fri May 22, 10:58am

6,287

Views



Tue Apr 28, 3:18pm

5,720

Views



Fri Jul 31, 10:01am

4,252

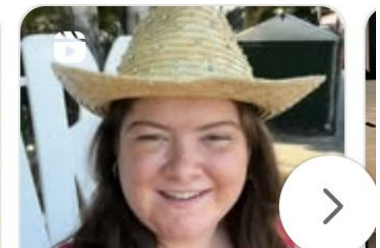
Views



Wed Aug 19, 10:04am

2,596

Views



Mon Aug 24, 10:37am

2,395

Views

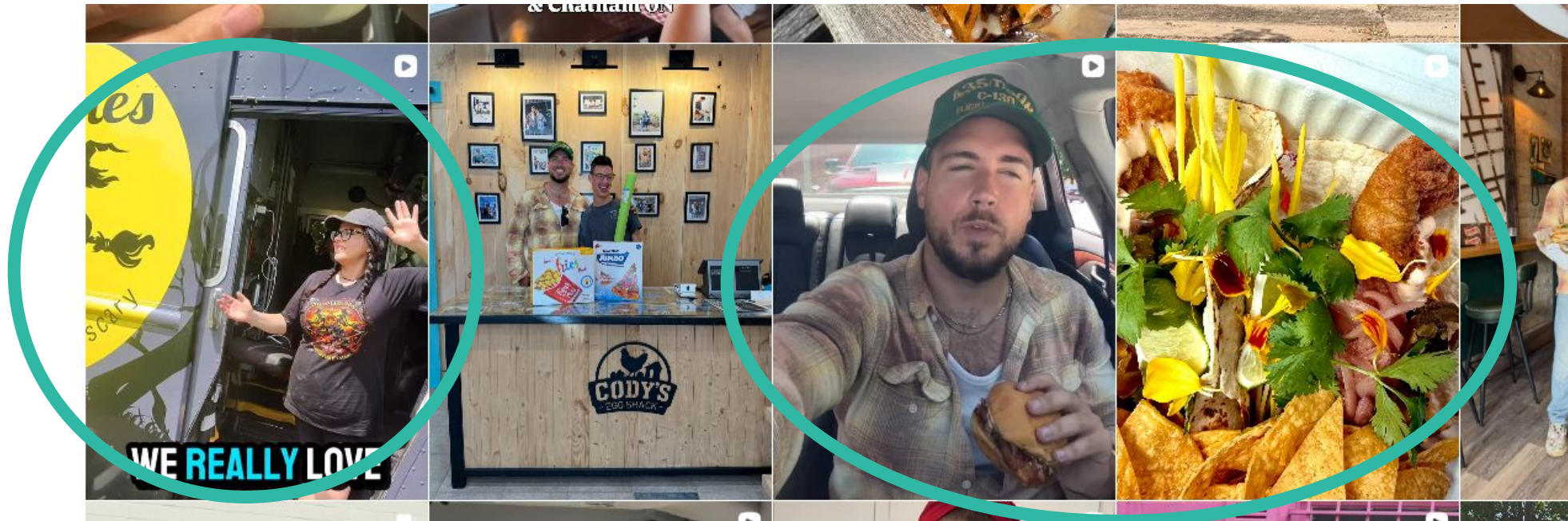
Influencer Partnership

Dine519

- 97K Followers on Facebook
- 112K Followers on Instagram
- 49.3 K Followers on Tiktok

Locations

- Sand witches 1.5K likes
- Sally's Kitchen 5.2K likes
- Howell's Fish 5.5K likes



Tourism Resources

- Discover South Bruce Peninsula Map

- Request a copy!

<https://www.destinationouthbrucepeninsula.com/accommodator-information/>

- Magnets

- Available upon request

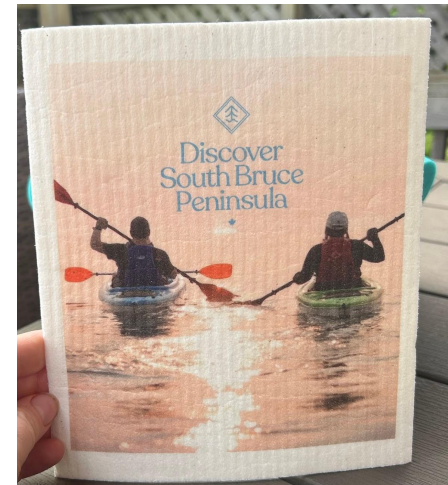
- Event & Music Calendar

- Submit your events to be added onto our calendar
- We are also looking to put together weekly events



SWAG

- Used for shows, prizes, & general marketing
- Items
 - Blue foam cowboy hats
 - Sand buckets
 - Tote bags
 - Reusable towels
 - Seed papers
 - Chap sticks



A family of four is sitting in lawn chairs on a grassy lawn in front of a modern house with large windows and a balcony, surrounded by trees. The text "TOURISM & EVENTS COORDINATOR UPDATE" is overlaid in the center.

TOURISM & EVENTS COORDINATOR UPDATE

Summer Cruiser

- The cruiser attended lots of events May-September
- Used by the Tourism Ambassador
- Sponsored by the Beck Group, Port Elgin Chrysler



Events Attended

June

- Summer Starts in Sauble
- Window of Wiarton Event

July

- Canada Day
- Endless Summer Concert
- Lavender Festival
- Not So Pro Volleyball

August

- Wiarton Homecoming
- Sandfest
- Earthbound Concert

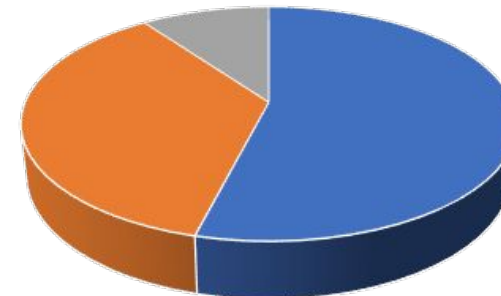
September

- Sauble Beach Party
- Fall Fundraiser
- International Plowing Match

Reoccurring

- Sauble Sunset Cruisers (Car Show)
- Concert Series in Wiarton
- Random Set up in Sauble & Wiarton

Event Location Breakdown



■ Sauble Beach ■ Wiarton ■ Other



Outdoor Adventure Show

- Outdoor Adventure Show, February 2026
- In partnership with the Tobermory and North Bruce Peninsula Chamber of Commerce
- Over 9000 attended
- Already registered for 2027



International Plowing Match (IPM)

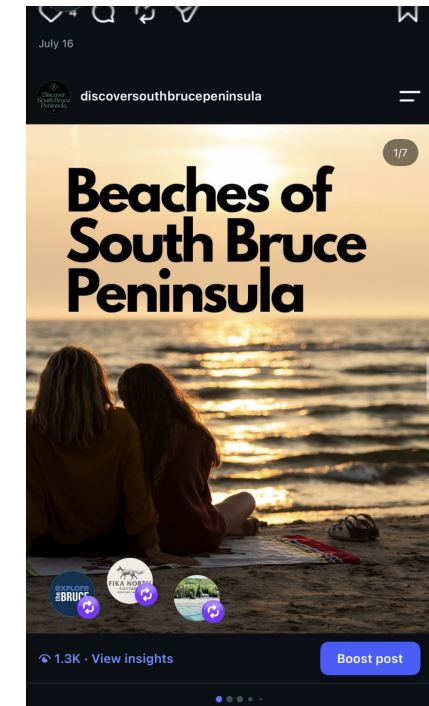
- Total visitors: 71,300
- In area with Bruce County + other municipalities
- Together saw over 29,086 people
- 2 raffles with lots of local goodies
 - over 1700 participants
- Gave away 400 blue hats + lots of other SWAG



Social Media Initiatives

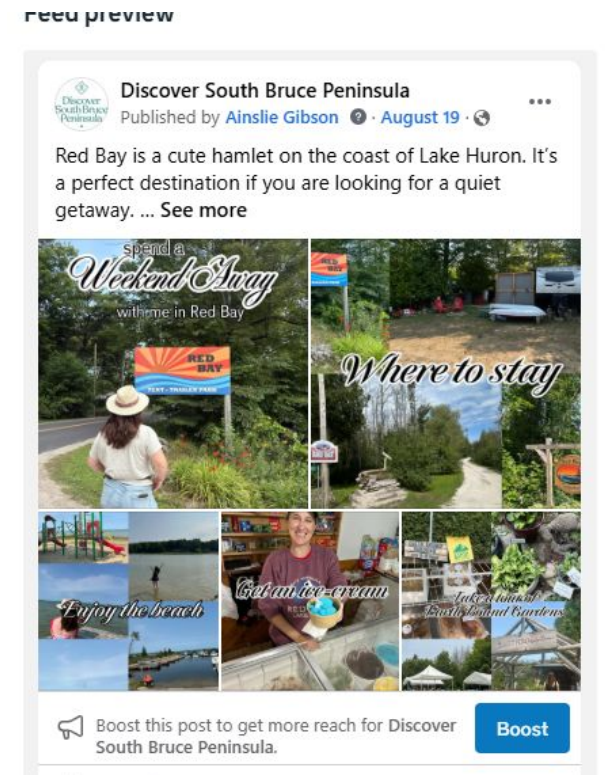
Social Media Posts

- Social media content focused on
 - Things to do
 - Places to stay
 - Local Business
- Fall Photo contest
 - Aligns with UGC goals
 - Still open!
- Work with local collaborators
 - Added local content with collaborations



Accommodator Highlight Series

- Sent sign-up form to all accommodations on our website
- Made 4 posts
 - 3 videos
 - 1 reel
- Participants
 - Hope Bay Campground
 - Sauble Beach “downtown” motels
 - Red Bay
 - Carson’s Camp
 - Coming: Bed & Breakfast
 - Wright House
 - Sauble Falls B&B



Generate over 10,000 views over Instagram and Facebook

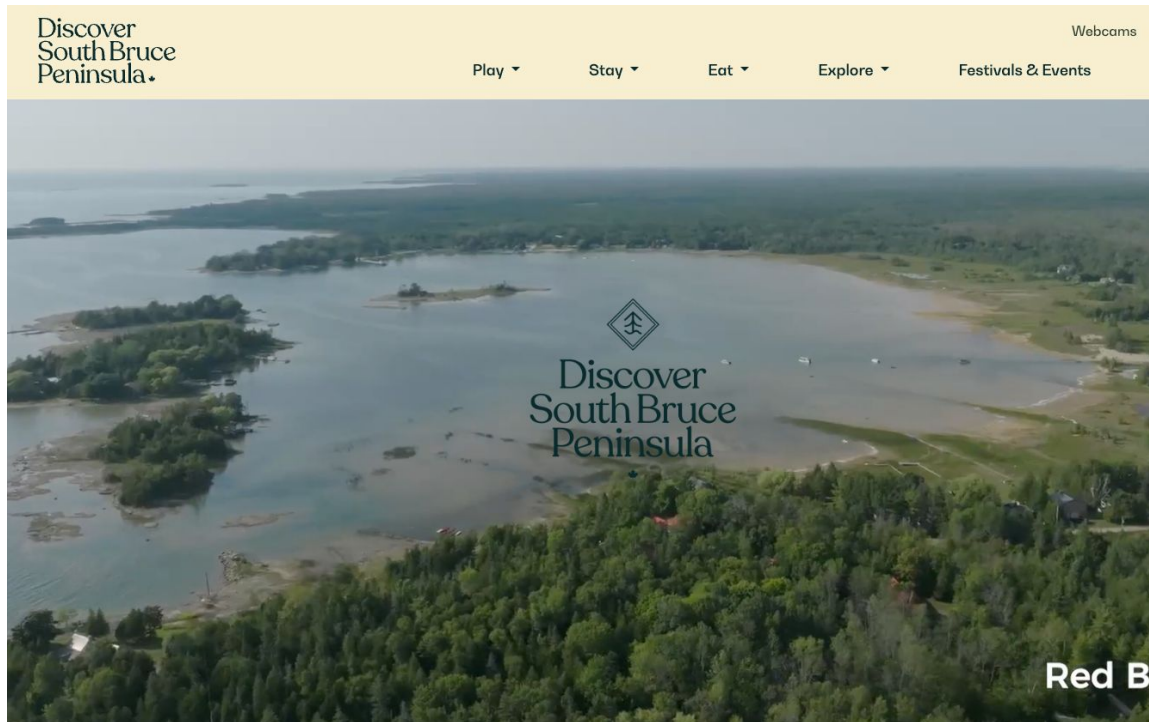
Other Activities

Grants

- Wiarton Homecoming
- Light Up the Night (Deep Water Gallery)
- Country Bash Takeover
- Country Music Concert
- Canada Day Slo Pitch
- Wellness Refinery
- Willie Warm-Up (Propeller Club)
- Sauble Beach Endless Summer Series
- Redneck Ranch
- Ghost walks (Moonchild)

- Sauble Beach Party
- Sauble Sunset Cruisers
- Wiarton & Sauble Chambers of Commerce

Total given out: \$50,000



JOIN OUR NEWSLETTER AND ADD YOUR BUSINESS TO
OUR WEBSITE
SOUTHBRUCEPENINSULATOURISM@GMAIL.COM

RT07 UPDATE

- Training programs available for staff, owners and operators
 - Typsy
 - The Art of Grant Writing – October 20, 2026 12pm
 - Building Content - October 27, 2026
 - How to Start your Sustainability Journey – January 2027
- Data and geofencing reports
- Programs for 2027 will launch in January
- T3 Accelerator
- Add your business to our website
- Join our newsletter

THANK YOU!

