

# 2026 Marketing Campaigns

Explore the Bruce

explore  
the **BRUCE**



# 2026 Marketing Campaigns

## Goals

- Increase visitation in shoulder seasons by promoting activities and experiences,
- Increase length of stay from day visits to minimum two-night visits by creating itineraries and suggested things to do,
- Make trip planning easier for visitors by providing suggested lists of places to eat, things to do and where to shop,
- Increase awareness of the Explore the Bruce brand and offerings.

## Primary Target Regions

- Kitchener-Waterloo
- Guelph
- Wellington County
- London
- Stratford
- Perth County
- Cambridge
- Milton, Oakville, Burlington, Hamilton
- Grey County
- Huron County

# Audience Segments

## 1. Nature Lovers (35-54, often with kids)

- **Motivation:** outdoor adventure, scenic views, beaches, camping, hiking
- **Data connection:** interested in beaches, hiking, campgrounds, watersports
- **Content ideas:** outdoor weekend itineraries, family-friendly adventure list

## 2. Memory Makers (35-50, family-focused travelers)

- **Motivation:** trips that build family stories, major events and festivals, unique experiences
- **Data connection:** strong representation among July-September visitors, motivated by recommendations from family and friends
- **Content ideas:** events calendar content, family-friendly “Top 5 Things to Do This Weekend”



**BRUCE**  
county

# Audience Segments

## 3. Mellow Vacationers (55+, working couples or semi-retired)

- **Motivation:** relaxation, slow travel, scenic drives, dining, local experiences
- **Data connection:** high visitor representation aged 46-64, prioritized dining, sightseeing, shopping and cultural stops
- **Content ideas:** scenic “slow mornings in Bruce County” posts, local dining itineraries, road trip scenic drives and hidden stops



# Marketing Methods



## Campaigns at a Glance

	MONTHS	EXECUTIONS	METRICS
<b>1. Winter Campaign – ‘Dare to Winter’</b>	January - March	Digital Campaign	Website Traffic
<b>2. Last Minute Campaign – ‘Spur of the Moment’</b>	June – August October – November	Digital Campaign	Website Traffic
<b>3. Explore the Bruce Rewards</b>	January - December	Social Media Campaign	Rewards Participation
<b>4. Fall Campaign – ‘Culinary Along the Bruce Coast’</b>	August – October	Digital Campaign	Website Traffic
<b>5. Social Influencers - ‘Safety First’</b>	June – March	Social Influencers	Instagram and Facebook Followers
<b>6. Explore the Bruce Social Contests</b>	June October	Social Media	Instagram and Facebook Followers

# Marketing Tactics At a Glance

TACTIC	MONTHS	METHODS	METRICS
<b>1. Event Promotions</b>	Monthly	<ul style="list-style-type: none"> <li>Instagram Pinned Post</li> <li>Festival and Events Page on ETB Website</li> </ul>	<ul style="list-style-type: none"> <li>Likes / Shares / Comments on the Posts</li> <li>Event Page visits on ETB</li> </ul>
<b>2. E-newsletter</b>	Monthly	<ul style="list-style-type: none"> <li>Features: <ul style="list-style-type: none"> <li>Monthly events</li> <li>Feature community</li> <li>Feature activity / tour</li> <li>Rewards</li> <li>Responsible Travel</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Website Visits</li> <li>Opened / Read Emails</li> </ul>
<b>3. Brochure Distribution</b>	Ongoing	<ul style="list-style-type: none"> <li>Trails Brochure</li> <li>Cycling Brochure</li> <li>Visitor Map</li> </ul>	<ul style="list-style-type: none"> <li>Printed Brochures to visitors</li> <li>Printed Brochures to businesses / visitor centres</li> <li>PDF Downloads</li> </ul>
<b>4. Tradeshows / Tourism Events</b>	February, September	<ul style="list-style-type: none"> <li>Outdoor Adventure Show</li> <li>International Plowing Match</li> </ul>	<ul style="list-style-type: none"> <li>Engagements with visitors</li> <li>Brochure distribution</li> </ul>
<b>5. Visitor Inquiries &amp; Trip Planning Support</b>	Ongoing	<ul style="list-style-type: none"> <li>1-800- Tourism Phone Line</li> <li>Email Inquiry</li> <li>ChatBot on ETB.com</li> <li>Social Media Inquiries (DMs)</li> </ul>	<ul style="list-style-type: none"> <li>Phone calls</li> <li>Emails</li> <li>ManyChats Inquiries</li> <li>Direct Messages on Social</li> </ul>
<b>6. Social Media Organic Posts</b>	Ongoing	<ul style="list-style-type: none"> <li>Daily posts on Facebook and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Views</li> <li>Reach</li> <li>impressions</li> </ul>

# Campaign 1

Winter Campaign - “Dare to Winter”

explore  
the **BRUCE**





# Marketing Campaign 1

**Campaign Name:** Discover the Magic of Bruce County

**Campaign Dates:** Jan 1 – March 31, 2026

**Execution:** Digital Campaign

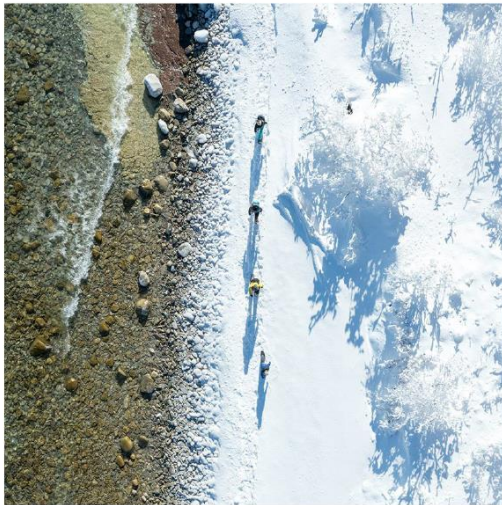
**Financial Partner:** DestON

**Call to Action:** Click on Digital Advertisement → Explore the Bruce Website

# Facebook and Instagram Ads

**Destination Ontario**    
 Sponsored · 

Don't hibernate this winter. Embrace the snowy days and cooler temps where winter is done right. From picturesque hiking trails to snowmobile trails, and all trails in between, Bruce County is your perfect winter getaway destination.



explorethebruce.com  
**Dare To Do Winter in Bruce County**

[Learn more](#)

 Like  Comment  Share

**Destination Ontario**    
 Sponsored · 

Visiting Bruce Peninsula National Park and Fathom Five National Marine Park in the winter is a very different experience than visiting in the summer. Here's everything you need to know before you go.



explorethebruce.com  
**An Epic Winter Adventure in Bruce Peninsula National Park**

[Learn more](#)

 Like  Comment  Share

**Destination Ontario**    
 Sponsored · 

Fresh, crisp air, bright sunshine, snow covered escarpments and incredible landscapes; it's the perfect time of year to visit the Bruce and embrace winter adventures.



explorethebruce.com  
**Discover the Magic of Bruce County in Winter**

[Learn more](#)

 Like  Comment  Share



45.0°N 81.3°W

**BRUCE**  
county

# Google Demands Generated Ads



[Visit site](#)



DESTINATION  
ONTARIO

## Dare To Do Winter in Bruce County



Embrace the snowy days and cooler temps where winter is done right.

**Sponsored** • Destination Ontario



[Visit site](#)



DESTINATION  
ONTARIO

## An Epic Winter Adventure



Everything you need to know before visiting Bruce Peninsula National Park this winter.

**Sponsored** • Destination Ontario



[Visit site](#)



DESTINATION  
ONTARIO

## The Magic of Winter in Bruce County



It's the perfect time of year to visit the Bruce and embrace winter adventures.

**Sponsored** • Destination Ontario



45.0°N 81.3°W

**BRUCE**  
county

# Explore the Bruce Website

**EXPLORE the BRUCE** | [Things to Do](#) | [Towns to Explore](#) | [Places to Stay](#) | [Plan Your Visit](#) | [Rewards](#) | [Search](#)

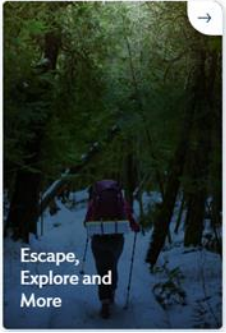
[Home](#) > [Winter Itineraries](#)



## Winter in Bruce County

Get lost in the serene landscapes, endless adventures and cozy comforts of staying in Bruce County.

Explore winter itineraries, packed with local travel tips.



Chat with us

## Performance Metrics

	Goal	Actual
<b>Impressions</b>	10,515,400	10,453,493
<b>CTR – Click Thru Rate</b>	1.07%	1.00%
<b>CPC – Cost Per Click</b>	\$0.44	\$0.48
<b>AD Clicks</b>	112,500	104,600
<b>Leads to ETB Website</b>	91,300	83,026
<b>Leads to Partners</b>	91,300	83,631

# Campaign 2

Last Minute Campaign -  
“Spur of the Moment.”

explore  
the **BRUCE**



# Marketing Campaigns

**Campaign Name:** Spur of the Moment Getaway

**Campaign Dates:**

1. June – August
2. October - November

**Execution:** Digital Campaign

**Financial Partner:** RTO7 (Your Spur of the Moment Getaway)

**Call to Action:** Click on Digital Advertisement → Explore the Bruce Website



# Instagram and Facebook Ads

## **Kid's Playcation – Bruce County's Version**

**Caption:** Need a last-minute family getaway? Choose Bruce County for aerial parks, zip lines, beach-side mini putt, and arcades where everyone wins.

## **Coastline Chic - Shop, Sip & Cycle**

**Caption:** A last-minute girls' getaway on e-bikes, curated for moms ready to unplug, unwind, and escape for the night (or three).

## **Spur of the Moment –Last minute friend's getaway**

**Caption:** Bruce County, on a whim. Discover ready-to-go tours and trip ideas featuring golfing, paddling, and scenic hiking in Bruce County.



**BRUCE**  
county

# Instagram and Facebook Ads

- Add art rendering here



# Google Gen Ads.

## **Kid's Playcation: Bruce County's Version**

**Caption:** Spontaneous family fun starts in Bruce County: Imagine, aerial parks, zip lines, mini putt by the beach, and classic arcades.

## **Coastline Chic: Shop, Sip & Cycle**

**Caption:** Because moms deserve a break too—last-minute girls' getaways on e-bikes, no kids, just freedom.

## **Spur of the Moment: Golfing , Paddling and Hiking**

**Caption:** On a whim, head outside. Discover ready-to-go tours and trip ideas featuring golfing, paddling, and scenic hiking in Bruce County.



**BRUCE**  
county

# Google Gen Ads.

- Add art rendering here



45.0°N 81.3°W

**BRUCE**  
county

# Performance Metrics

	Goal	Actual
Impressions		
CTR – Click Thru Rate		
CPC – Cost Per Click		
AD Clicks		
Leads to ETB Website		
Leads to Partners		

# Campaign 3

Explore the Bruce Rewards

explore  
the **BRUCE**





# Marketing Campaign

**Campaign Name:** Explore the Bruce Rewards

**Campaign Dates:** January 1, 2026 – December 31, 2026

**Financial Partner:** RTO7 (\$7,500)

**Execution:** Social Media Campaign

**Call to Action:** Click on Advertisement → Download Rewards

# Facebook and Instagram Ads

## Explore the Bruce Rewards

**Caption:** Earn points for exploring Bruce County and redeem them for trips, hats, and Explore the Bruce merchandise

**Caption:** It's simple. Explore Bruce County and get rewarded. Earn points, unlock trips, and score exclusive Explore the Bruce swag.



45.0°N 81.3°W

**BRUCE**  
county

# Explore the Bruce Rewards

**EXPLORE THE BRUCE**

Things to Do ▾ Towns to Explore ▾ Places to Stay ▾ Plan Your Visit ▾ Rewards

Search 🔍

Home > Rewards

## Explore the Bruce Rewards

Experience Bruce County with the Explore the Bruce Rewards mobile app.

Get rewarded for exploring Bruce County. Discover must-see destinations in Bruce County and earn points to redeem for exclusive rewards.

Manage consent

Chat with us 😊



# Performance Metrics

	2025 Results	Actual
<b>Total Views</b>		
<b>Top 5 Performing Content</b>	<ul style="list-style-type: none"><li>• Pioneer Park, Southampton</li><li>• Southampton Flag Pole</li><li>• Bruce Power Visitor Centre</li><li>• Paddling Tour</li><li>• Beaches</li><li>• Lighthouses Tour</li></ul>	
<b>CPC – Cost Per Click</b>		
<b>AD Clicks</b>		
<b>Leads to ETB Website Rewards</b>		
<b>Leads to Download Button</b>		

# Campaign 4

Fall Campaign - Culinary Along the Bruce Coast

explore  
the **BRUCE**





**BRUCE**  
county

# Marketing Campaigns

**Campaign:** Fall Campaign, Culinary Along the Bruce Coast

**Campaign Dates:** August – October, 2026

**Execution:** Digital Campaign

**Financial Partner:** DestON



# Facebook and Instagram Posts

## 1. Bruce County's Boat, Brews & Buddies Tour

**Caption:** Sunsets along Georgian Bay on a glass bottom boat, it's the perfect time of year to visit the Bruce and embraced the escarpment and turquoise of Bruce Peninsula National Park

## 2. Fireside Fall Feast in Bruce County

**Caption:** Pizza, pastures and live music. Explore the farm gardens, say hello to the farm animals and top off your visit with woodfire pizza and live music in the Bruce County's countryside.

## 3. Culinary Along the Coastline

**Caption:** A one-of-a-kind coastal culinary experience along Lake Huron's beaches, where local chefs present curated meals inspired by Bruce County, with turquoise waters and iconic lighthouses as your backdrop.

# Facebook and Instagram Posts

**Destination Ontario**  Sponsored · 



Sunsets along Georgian Bay on a glass bottom boat, it's the perfect time of year to visit the Bruce and embraced the escarpment and turquoise of Bruce Peninsula National Park.




explorethebruce.com

Bruce County's Boat, Brews & Buddies Tour [Learn more](#)

 Like  Comment  Share




**Destination Ontario**  Sponsored · 



Pizza, pastures and live music. Explore the farm gardens, say hello to the farm animals and top off your visit with woodfire pizza and live music in the Bruce County's countryside.




explorethebruce.com

Fireside Fall Feast in Bruce County [Learn more](#)

 Like  Comment  Share




**Destination Ontario**  Sponsored · 

A one-of-a-kind coastal culinary experience along Lake Huron's beaches, where local chefs present curated meals inspired by Bruce County, with turquoise waters and iconic lighthouses as your backdrop.



explorethebruce.com

Culinary Along the Coastline [Learn more](#)

 Like  Comment  Share

ART RENDERING ONLY



# Google Generated Ads

## 1. Bruce County's Boat, Brews & Buddies Tour

**Caption:** Experience Bruce County sunsets on Georgian Bay with a glass-bottom boat adventure.

## 2. Fireside Fall Feast in Bruce County

**Caption:** Farm life, live music, and woodfired pizza. Gather with friends beneath the barn beams in Bruce County.

## 3. Culinary Along the Coastline

**Caption:** Dine along Lake Huron with local chefs, curated meals, turquoise waters and coastal lighthouses.

# Google Generated Ads



Visit site



**Bruce County's Boat , Brews & Buddies Tour**  
Sunssets along Georgian Bay on a glass bottom boat, it's the perfect time of year to visit the Bruce and embrace the escarpment and turquoise of Bruce Peninsula National Park.

Sponsored • Destination Ontario



Visit site



**Fireside Fall Feast in Bruce County**  
Pizza, pastures and live music. Explore the farm gardens, say hello to the farm animals and top off your visit with woodline pizza and live music in Bruce County's countryside.

Sponsored • Destination Ontario



Visit site



**Culinary Along the Coastline**  
A one-of-a-kind coastal culinary experience along Lake Huron's beaches, where local chefs present curated meals inspired by Bruce County, with turquoise waters and iconic lighthouses as your backdrop.

Sponsored • Destination Ontario

ART RENDERING ONLY



# Performance Metrics

	Goal	Actual
Impressions		
CTR – Click Thru Rate		
CPC – Cost Per Click		
AD Clicks		
Leads to ETB Website		
Leads to Partners		

# Campaign 5

Safety First - Bruce County

explore  
the **BRUCE**



# Marketing Campaign

**Marketing Campaign:** Safety First – Responsible Tourism

**Campaign Dates:** May 1, 2026 – December 31, 2026

**Execution:** Social Influencers

**Financial Partner:** RTO7

**Call to Action:** Follow @explorethebruce Instagram and Facebook

**Goal:** increase followers on Social Media



# Performance Metrics

	Goal	Actual
# of Influencers		
Increase Followers <ul style="list-style-type: none"><li>- Instagram</li><li>- Facebook</li></ul>		
Post <ul style="list-style-type: none"><li>- Views</li><li>- Shared</li><li>- Likes</li></ul>		

# Campaign 6

## Social Media Contests

explore  
the **BRUCE**



# Marketing Campaign

**Campaign Name:** Social Media Contests and Giveaway

**Campaign Dates:**

1. June 2026
2. October 2026

**Execution:** Social Media Contest



# Performance Metrics

	Goal	Actual
Giveaway Costs		
Increase Followers <ul style="list-style-type: none"><li>- Instagram</li><li>- Facebook</li></ul>		
Post <ul style="list-style-type: none"><li>- Views</li><li>- Shared</li><li>- Likes</li></ul>		

# Other Marketing Tactics:

1. Event Promotions
2. Email Newsletters
3. Printed Brochures
4. Tradeshows
5. Visitor Inquiries / Emails / Phone
6. Social Media Organic Posts

**explore**  
**the BRUCE**





**BRUCE**  
county

# Marketing Tactic 1

**Tactic:** Social Media Events

**Campaign Dates:**

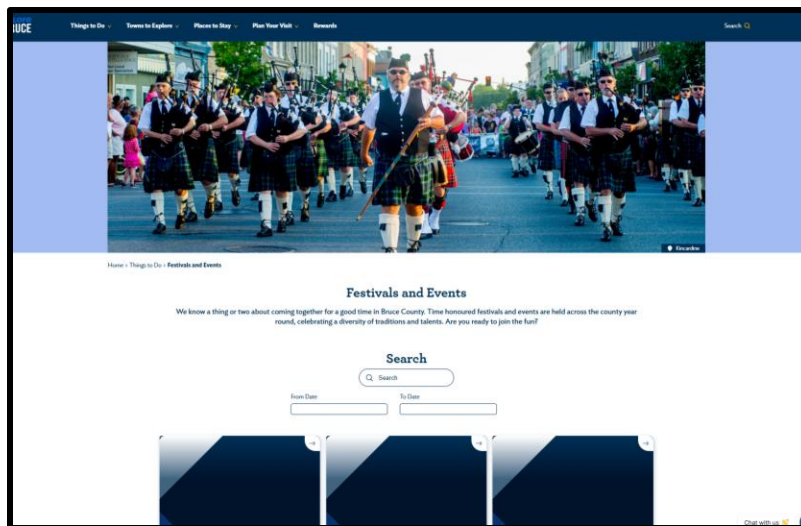
- Jan 1, 2026 – December 31, 2026

**Tactic:**

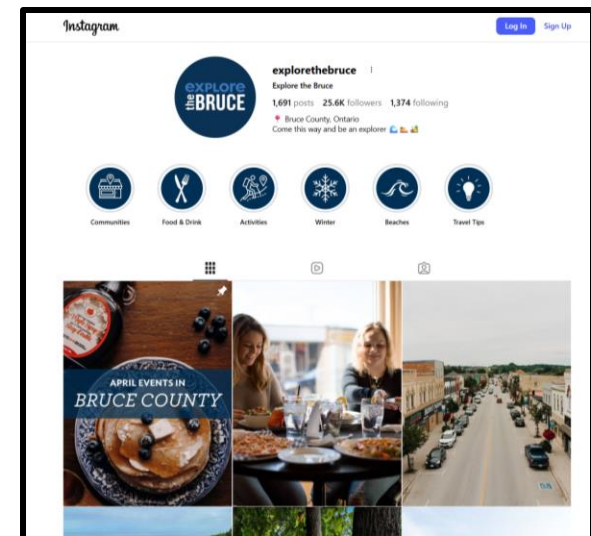
- Website
- Facebook and Instagram Pages

**Financial Partner:** RTO7

# Marketing Tactic 1: Event Marketing



ETB Website: Event's Page



ETB Website: Event on Instagram



**BRUCE**  
county

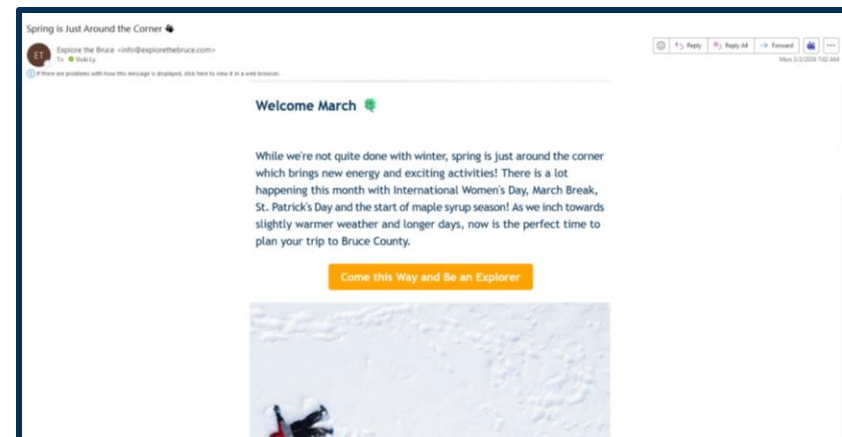
# Marketing Tactic 2

**Tactic:** Monthly Newsletter

**Campaign Dates:** Jan 1, 2026 –  
December 31, 2026

**Tactics:**

- Email Newsletter



# Marketing Tactic 3

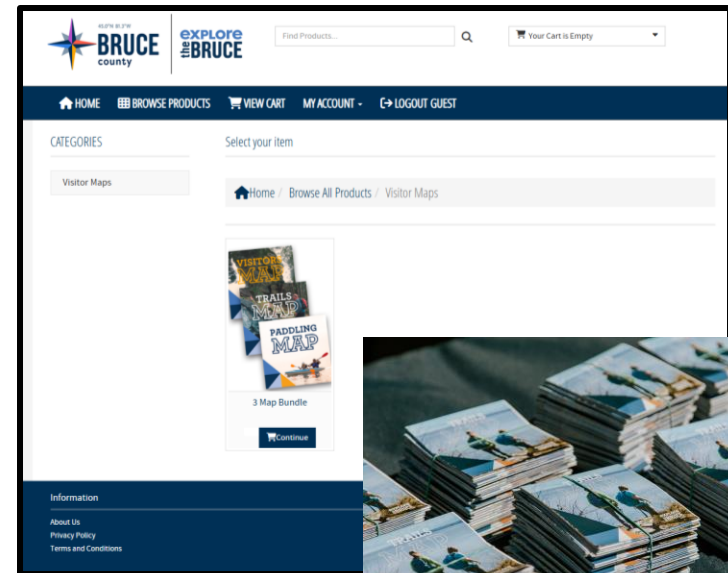
**Tactic:** Printed Brochures (3)

**Campaign Dates:**

Jan 1, 2026 – December 31, 2026

**Tactics:**

- Trails Brochure
- Paddling Brochure
- Visitor Map Brochure
- Print and Deliver on Demand



## Marketing Tactic 4

**Tactic:** Outdoor Adventure Show, Toronto

**Campaign Dates:** February 2026

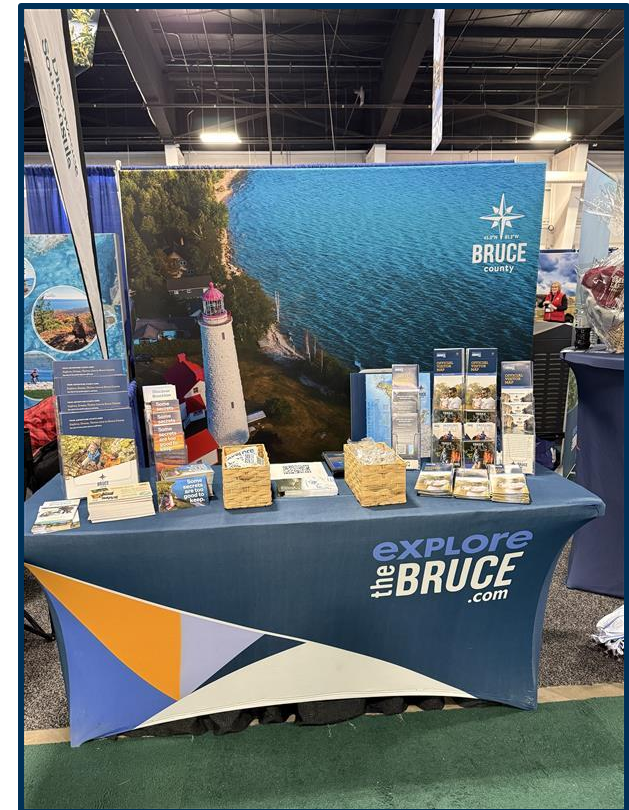
**Tactics:**

- Print and Deliver on Demand

**Collaborators:**

- 8 Bruce County Partner Municipalities
- Grey County
- Simcoe County

**Financial Contributor:** Bruce Grey Simcoe



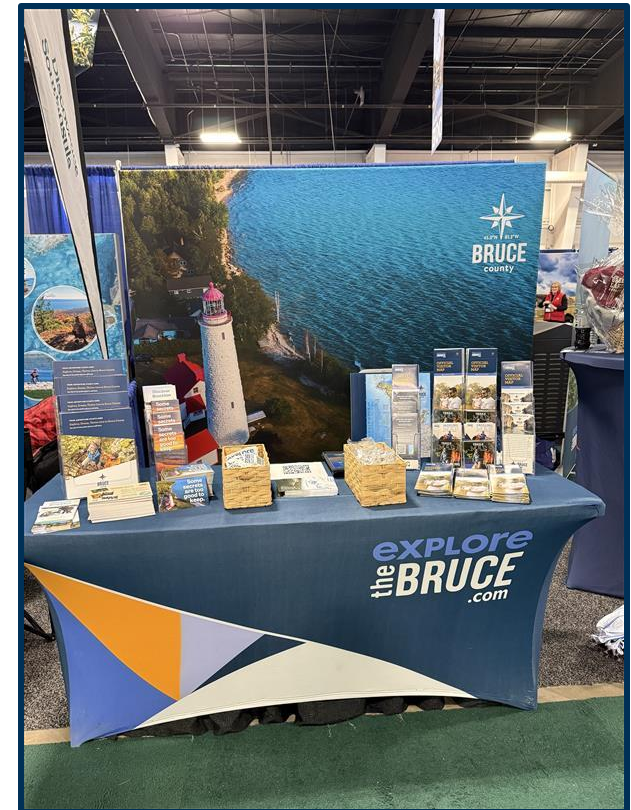
## Marketing Tactic 5

**Tactic:** Visitor Inquiry / Fulfillment

**Dates:** Ongoing

**Tactics:**

- Phone calls (1-800)
- Order Brochures
- Trip Planning
- Emails



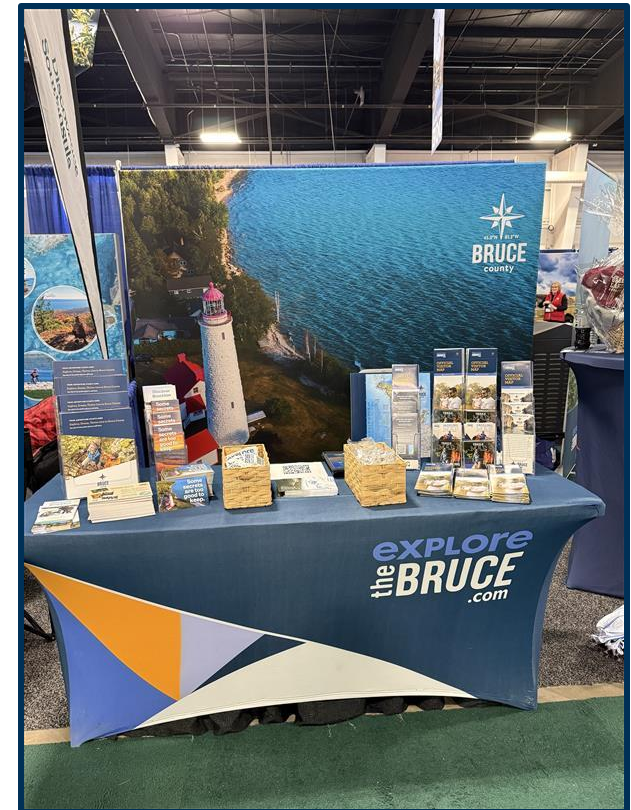
## Marketing Tactic 6

**Tactic:** Social Media

**Campaign Dates:** Ongoing

**Tactics:**

- Instagram
- Facebook
- Daily posts
- Contests
- Carousels



[explorethebruce.com](http://explorethebruce.com)

explore  
the **BRUCE**

