

FAST FACTS

What is a Destination Management Organization (DMO)?

At Explore the Bruce, we're proud to serve as your local Destination Management Organization. DMOs play a pivotal role in guiding and supporting tourism development through strategic collaboration with a wide range of partners. As leaders in destination management, we are responsible for research and development to gain valuable insights into tourism trends, visitor preferences, and market dynamics.



How we can help your community:

- 1.** Mobilizing Tourism Data Collection, Analysis and Sharing:
Gather annual public data and share the data with tourism organizations and community partners in Bruce County. This data can help you understand and evaluate the landscape and impact of tourism within Bruce County.
 - 2.** Strengthening Product Development and Community Development:
We support the development of healthy and attractive communities by offering resources to maintain and grow commercial and public areas. We work with partners on new projects that aim to revitalize existing buildings, redevelop properties and support community partners, like you, with expanding tourism experiences and infrastructure improvements.
 - 3.** Enhancing Destination Marketing and Partnerships:
We promote market-ready tourism attractions, events and businesses. Tourism businesses find success promoting with us through the Explore the Bruce marketing channels because it has a high active following, brand awareness and we have targeted marketing strategies.
 - 4.** Empowering Partners and Advancing Special Projects:
We believe in turning challenges into opportunities by working hand-in-hand with local partners to support innovative and sustainable tourism initiatives. Our peers lean on our support on new projects because we have successfully implemented similar initiatives with one of the eight local municipalities or have connections with other provincial partners who have done so.
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Connecting

you with the right person to support your tourism initiative (ie. Land Use Policy Planner, like minded entrepreneurs, event organizer and/or, local Chamber).

Supporting

you, municipalities, volunteers and tourism partners with tourism initiatives by participating in research or navigating through adversity such as global Municipal Accommodation Tax explorations, sustainable tourism research studies and/or tourism data collection initiatives.

Funding

community development initiatives through Spruce the Bruce grants (ie. wayfinding signage, marketing tourism attractions, downtown streetscape infrastructure such as benches, public spaces, etc.)

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1. Tourism Data Collection

As a DMO, we analyze socioeconomic data and market trends to inform business inquiries and marketing plans. We created a system to collect, store and use tourism data to support evidence-based decision-making in Bruce County and provide raw data to partners to support their economic development initiatives. This program supports Bruce County's strategic goal to promote responsible growth and the economic development strategic focus to support tourism business development



How we can help you:

1.

Tourism Data Collection

We created a knowledge hub by gathering and utilizing research and insights, tourism trends, and utilizing the data to make informed decisions and measure performance. Alongside local municipalities, we gather annual public data, conduct visitor surveys to help us understand and evaluate the landscape and impact of tourism within Bruce County.

2.

Data Reporting and Analysis

We have a system to collect, store and use tourism data to support evidence-based decision-making in Bruce County. We also provide raw data to partners to support their tourism and economic development initiatives. The data helps support tourism business development and business retention and promote responsible growth.

3.

Data Sharing for Decision Making and Planning

The data is shared annually with tourism organizations and community partners in Bruce County. The data can improve operational efficiency, provide information for strategic planning for partners and help understand the tourism landscapes and the personas of visitors to the area.

4.

Annual Visitor Survey and Report:

Together with each local municipality, we conduct a regional visitor survey, gathering valuable insights from people traveling throughout the area. The goal of this survey is to support tourism agencies, businesses, and local decision-makers by providing data that helps guide strategic planning and investment. This information helps businesses understand who is coming to the area, their interests and how to attract them to the area.

BGDISC

Tourism Workforce and Community Development
Open Data can be found on BGDISC.

investinbruce.ca

The economic impact of tourism data is used to attract new investment in Bruce County and to show why entrepreneurs should choose Bruce County to invest in their Tourism Business.

Visitor Survey's

The visitor data is valuable for tourism operators to understand who our visitors are, what they are looking for and how to effectively market to them.

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2. Strengthening Product Development and Community Development

The Community Development program is called Spruce the Bruce, (STB). The program helps to build healthy, welcoming and vibrant communities and downtowns by offering resources to maintain and grow commercial areas and public experiences. The program helps our communities by developing them to be attractive places to live, work or build a business resulting in the attraction of residents and entrepreneurs



How we can help you:

- 1.** **Community Improvement Plans**
Supporting municipalities with updates to their Community Improvement Plan Areas (CIPAs).
 - 2.** **Community Toolkits and Community Brands**
Work alongside municipalities with community branding initiatives and that will make their communities attractive to tourists.
 - 3.** **Downtown Development**
Working with local municipalities with downtown revitalization projects such as updates to public spaces or streetscape revitalization projects, which will encourage tourists to visit and stay in the downtowns longer.
 - 4.** **Funding and Grants**
We provide grants to entrepreneurs, tourism businesses, and tourism attractions in Bruce County. Grants includes signage directing visitors to the beach or destination infrastructure grants such as building boat launches or updating lighthouses.
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STB Grants

Grants are available Q1, annually until funds run out. These grants help municipalities, nonprofit organizations and entrepreneurs in the tourism industry.

Research

We stay closely connected to what's happening on the ground, with a solid understanding of visitor trends, downtown improvements, and key infrastructure projects that shape the destination

Other Grants

We share other funding information from various levels of government that will help your community. Sign up for our newsletter to be the first to hear about these funding opportunities.

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3. Destination Marketing and Partnerships

We promote tourism experiences and attractions to visitors through the Explore the Bruce marketing channels. Our success comes from developing integrated marketing tactics alongside our partners, where we research market segments, travel intentions and track online activities with analytics to get a pulse on visitor interests and motivations.



How we can help you:

- 1.** **Explore the Bruce**
Explore the Bruce serves as our strategic, public-facing brand dedicated to promoting tourism and driving economic growth across the region. With a well-established brand presence, this platform offers our tourism partners a powerful opportunity to amplify their own destination marketing efforts and reach wider audiences.
- 2.** **Visitor Information and Tourism Trends**
Visitor demographics and behavioural data are the foundation of our marketing strategy. We craft targeted campaigns using detailed visitor personas tailored to each community, ensuring relevance and engagement. Our approach is agile—we continuously adapt based on emerging trends and insights to stay ahead and maximize impact for your community.
- 3.** **Digital Marketing and Promotions Campaign**
We amplify the reach of our digital marketing campaigns by collaborating with regional and provincial partners, ensuring broader visibility and engagement. Key tourism experiences including attractions, itineraries, and tours, are promoted through a multi-channel approach that includes the Explore the Bruce Rewards App, influencer partnerships, our website, and the ETB social media platform.
- 4.** **Partnership and Collaborations**
By collaborating on marketing initiatives, businesses and tourism partners can significantly expand their reach and connect with new audiences. We offer a range of tourism supports such as partnerships and funding opportunities designed to support tourism industry stakeholders in amplifying their visibility and impact.

Explore the Bruce

In 2024:
 explorethebruce.com
 • 1.5M+ Pageviews
 • 600,000+ Users
 Facebook:
 • 1.9M+ Reach
 • 33,000+ Followers
 Instagram:
 • 179,000+ Reach
 • 23,000+ Followers

Explore the Bruce Rewards

In 2024:
 • 6,000+ Views
 • 11,000+ Points Collected
 • 251 tourism business, events and attractions promoted

Brochures and Print

In 2024:
 • Three tourism brochures
 ◦ Visitor Map
 ◦ Trails Map
 ◦ Paddling Map
 • 14,000+ brochures distributed to visitors' homes



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4. Piloting and Advancing Special Projects:

We believe in turning challenges into opportunities by working hand-in-hand with local partners to support innovative and sustainable tourism initiatives. Our peers lean on our support on new projects because we have successfully implemented similar initiatives with one of the eight local municipalities or have connections with other provincial partners who have done so.



How we can help you:

- 1.** Partnership and Collaboration.
We collaborate closely with tourism partners on a variety of projects—offering support, facilitation, and guidance every step of the way. We also work with municipalities on community branding initiatives that help make their destinations more appealing to visitors.
 - 2.** Networking and Workshops
We offer valuable networking and learning opportunities where tourism operators and professionals can connect, share insights, and learn from each other’s experiences.
 - 3.** Research Best Practices
We actively research best practices to uncover new opportunities and tackle challenges. We’re happy to share insights from other communities and tourism businesses that have found success—so you can learn from proven strategies and apply them locally.
 - 4.** Funding and Grants
We stay closely connected to what’s happening on the ground and are always on the lookout for new grants and funding opportunities to support your tourism projects. While funding is offered at various times throughout the year, we’re here to help you stay informed—and we also provide ‘Letters of Support,’ to strengthen your applications.”
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Examples:

MAT

Municipal Accommodation Tax (MAT) Inquiry and Support

STA

Short Term Accommodation (STA) Inquiry and Support

Global Issues

Such as Covid-19, Tariff Increases