

FAST FACTS

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



FAST FACTS

Partnerships and Collaborations

Tourism businesses find success when they promote through Explore the Bruce's trusted marketing channels. With strong brand recognition, a highly engaged audience, and targeted digital strategies, we help amplify your message and connect you with visitors who are eager to discover authentic Bruce County experiences. From scenic tours to hidden gems, we love showcasing what makes our region special—and we're here to work with you to do the same.

Let's connect and showcase Bruce County, together. We can't wait to meet you.



How to Join the Explore the Bruce:

1. Submit your business listing and/or event on the Explore the Bruce website.

2. Follow us on social media accounts such as:
Explore the Bruce Instagram and Facebook (for tourism and visitor information).
Bruce County Economic Development Facebook and Instagram (for tourism industry news).

3. Order printed tourism maps to supply at your business.
These maps include: Visitor Brochure, Paddling Map and Trails Map.

4. Connect with us and introduce yourself at:
info@explorethebruce.com or 1-800-268-3838.

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

