

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 2025:
explorethebruce.com
- 1.2M+ Pageviews
 - 397,000+ Users
- Facebook:
- 7.5M+ Views
 - 34,000+ Followers
- Instagram:
- 626,700+ Views
 - 25,600+ Followers

Explore the Bruce Rewards

- In 2025:
- 61,100+ Webpage Views
 - 1,813+ Points Collected
 - 454 tourism business, events and attractions promoted

Brochures and Print

- In 2025:
- Three tourism brochures
 - Visitor Map
 - Trails Map
 - Paddling Map
 - 16,800+ brochures distributed to visitors' homes

