



**Muskoka: Home of the Stars**  
November 6, 2024

# ANALYTICS

Primary Dimension: Page Page Title Other **12 months prior-22/23**

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	
	<b>1,774,019</b>	% of Total: 100.00% (1,774,019)
1. /	118,164	(6.66%)
2. /things-to-do/	84,580	(4.77%)
3. /ontario-fall-colour-report/	61,422	(3.46%)
4. /ice-skating-trail-arrowhead/	40,056	(2.26%)
5. /eclipse-walk-with-light-huntsville/	35,818	(2.02%)
6. /your-insider-winter-adventure-guide-to-huntsville-on/	31,012	(1.75%)
7. /events/	28,209	(1.59%)
8. /best-places-to-visit-in-canada/	27,058	(1.53%)
9. /packages/	26,151	(1.47%)
10. /places-to-stay/	25,192	(1.42%)
11. /events/?month_select=all	22,086	(1.24%)

Page title and screen class	Views	Active users
Total	2,166,281 100% of total	1,086,929 100% of total
Explore Some of Canada's Best Fall Colours in Muskoka, ON	202,217	221,069
Places To Stay in Muskoka	126,147	45,044
Things To Do in Muskoka	106,400	52,700
Events in Muskoka	104,501	72,953
Ontario Fall Colour Report - Best Autumn Fall Colours in Ontario	92,260	72,218
The Best Spots in Muskoka for Après-Ski Fun - Discover Muskoka: Plan Your Trip	55,548	57,470
The Snowshoe Capital of Ontario - Muskoka	44,904	43,169
Muskoka Overnight Packages & Travel Deals	44,103	23,897
Top 10 Must-Do Winter Activities in Muskoka	41,963	41,537
(not set)	38,683	984
Places To Eat - Discover Muskoka: Plan Your Trip	36,226	19,408
Muskoka Cranberry Route - Discover Muskoka: Plan Your Trip	35,476	34,373
Ice Skating Trail at Arrowhead Provincial Park	31,948	25,395
Muskoka: Home of the Stars	26,742	24,359
Muskoka Itinerary: Fall Family Fun Weekend in Huntsville	25,205	29,963
Muskoka Maple Festival - Discover Muskoka: Plan Your Trip	24,330	25,772
Family Fun in Muskoka	23,884	24,271

Last 12 months

Promoted

Promoted

Promoted

Promoted

Promoted

# ANALYTICS



## MONTH OF OCTOBER 2023

Location	Occupancy Percentage			Average Daily Rate		
	2023	2022	**Point Change	2023	2022	Variance
HUNTSVILLE	65.5%	63.4%	2.1	\$177.76	\$189.41	-6.2%
BRACEBRIDGE   GRAVENHURST	62.0%	71.9%	-9.9	\$200.46	\$189.07	6.0%
MUSKOKA	62.2%	63.2%	-1.1	\$205.63	\$214.06	-3.9%
RTO 12	61.6%	63.0%	-1.4	\$202.07	\$210.29	-3.9%
ONTARIO	72.1%	70.6%	1.5	\$205.28	\$191.03	7.5%

## MONTH OF NOVEMBER 2023

Location	Occupancy Percentage			Average Daily Rate		
	2023	2022	**Point Change	2023	2022	Variance
HUNTSVILLE	37.4%	38.9%	-1.5	\$120.09	\$131.73	-8.8%
BRACEBRIDGE   GRAVENHURST	35.6%	49.5%	-13.9	\$146.78	\$149.96	-2.1%
MUSKOKA	35.4%	38.3%	-2.9	\$148.67	\$159.75	-6.9%
RTO 12	37.6%	38.1%	-0.5	\$149.71	\$157.12	-4.7%
ONTARIO	65.8%	65.3%	0.4	\$192.89	\$181.57	6.2%

## MONTH OF AUGUST 2024

Location	Occupancy Percentage			Average Daily Rate		
	2024	2023	**Point Change	2024	2023	Variance
HUNTSVILLE	82.1%	77.1%	5.0	\$264.58	\$251.86	5.1%
BRACEBRIDGE   GRAVENHURST	72.8%	80.9%	-8.2	\$270.90	\$245.81	10.2%
MUSKOKA	78.7%	76.3%	2.4	\$318.17	\$298.05	6.7%
RTO 12	80.1%	76.6%	3.5	\$303.46	\$288.45	5.2%
ONTARIO	80.0%	78.4%	1.6	\$231.03	\$217.59	6.2%



# TOURISM IN MUSKOKA COMMITTEE

**Gravenhurst**  
Amy Taylor

**Huntsville**  
Kelly Haywood

**Georgian Bay**  
Trisha Walton

**Bracebridge**  
Ciara + Holly

**Muskoka Lakes**  
James Cox

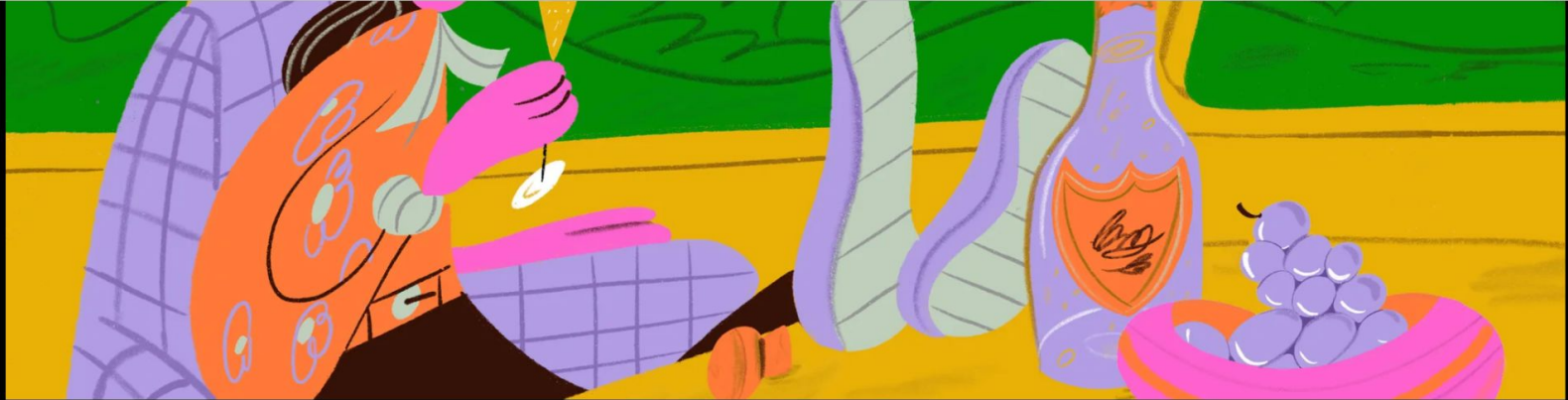
**Lake of Bays**  
Morgan Lonsdale

**Muskoka Tourism**  
Val Hamilton

# POWER OF PRODUCT DEVELOPMENT



GET DIGITAL ACCESS FOR \$2 \$1 PER MONTH »



Milagros Pico

NEWS & ADVICE

## The Biggest Travel Trends to Expect in 2024

From home swapping to astrotourism, these are the trends shaping travel in 2024, according to our editors and contributors.

BY CONDÉ NAST TRAVELLER AND SARAH ALLARD

December 30, 2023

# POWER OF PRODUCT DEVELOPMENT

GET DIGITAL ACCESS FOR \$2 \$1 PER MONTH »

...they're going at the airport. The service, which includes a full itinerary and access to a team via Whatsapp, is particularly popular with solo female travelers, while overall demand has grown so much that the London-based brand recently launched trips in the US. —*Lauren Burvill*

## 20. Frontier tourism

**What's the trend?** To go above and beyond. Or below and under. As crossings of the tumultuous Drake Passage to Antarctica rack up millions of TikTok views and traffic jams form on Everest, canny travelers are seeking more individual, less obvious experiences that combine thrill-seeking with more meaningful self-empowerment.

**Why will it matter in 2024?** One person's frontier is another's backyard, of course, so frontiers are entirely subjective here. For some, this could mean being the first to camp under the stars in a remote landscape, or hike an ancient pilgrimage trail that's been off the map for centuries. It's still possible to bag a rare place on a Kamba African Rainforest Experience in the Republic of the Congo, being one of just 12 people to explore a game park the size of Belgium.

Black Tomato, meanwhile, is designing an intrepid new expedition to the remote Mitre Peninsula in Argentina, along with a trip in Peru navigating the Sacred Valley of the Incas by raft. "This sort of adventure goes beyond bragging rights and is more akin to self-empowerment and the gratification of pushing our own horizons," says Black Tomato co-founder Tom Marchant. The Ultimate Travel Company is also heading to Peru, a country repositioning itself for luxury travelers, with stays at Puqio, its first tented exploration camp, in the remote Colca Valley in the Southern Peruvian Andes.

Wilderness camping is also popping out fresh terrain in Karnataka, with rust stays



## Reach <sup>①</sup>

Accounts Center accounts reached	297,495
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Plays	69,127
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Initial plays	46,965
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Replays	22,162
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## Interactions <sup>①</sup>

Reels interactions	466
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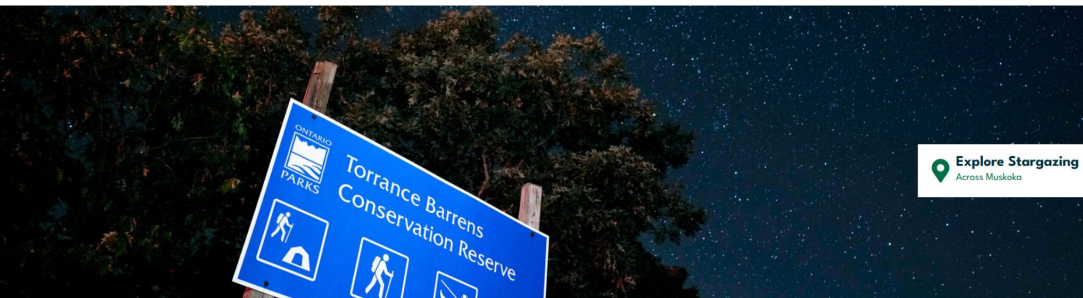
♡ Likes	293
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🗨️ Comments	10
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🔖 Saves	38
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📤 Shares	125
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## Muskoka: Home of the Stars October 17 - November 20

If you've ever dreamed of exploring the stars, witnessing the northern lights, or capturing the Milky Way in all its glory, Muskoka is your ultimate destination. With the stunning landscape, world-class dark sky preserves, and abundant opportunities for adventure, Muskoka is quickly becoming a top spot for astro-tourism. Here's how we're shining a light on our dark skies and inviting astro-enthusiasts from around the globe to join us. Many people ask where the 'Stars' live and you just need to look up ;).

- 23 Events
- Free to Attend
- Locations Across Muskoka
- 4 Different Programs
- 5 Expert Guides

### Beginner Stargazing and Astrophotography Session

October 19, 25, 26, 31 November 1, 2, 15, 16, 17  
Start time: 7pm (some additional 9pm slots)  
No cost to attend  
Locations: Across Muskoka

Curious about the stars and eager to capture their beauty? Join our Beginner Stargazing and Astrophotography session and start your journey through the night sky! This 1.5 hour session is perfect for those new to stargazing, offering a fun and accessible introduction to identifying key constellations, planets, and stars, as well as the basics of astrophotography. Led by Emara and Phil.



### Star Stories & Smudging: Honouring the Night Sky

October 25, 26  
Start time: 7pm | No cost to attend  
Locations: Across Muskoka

Join Emily Porter, Indigenous Naturalist and Night Sky Interpreter for an evening in Muskoka filled with storytelling, astronomy and ceremony. Enjoy connecting with indigenous culture, connecting

### Myths + Legends Under the Stars

November 1 & 2  
Start time: 7pm | No cost to attend  
Locations: Across Muskoka

Earth's moon, with its desolate beauty, has been a source of curiosity and fascination throughout history. In this 1.5-hour Astro-Tourism session, a range of lunar topics will be explored from origins of the moon, moon phases, features of the moon and other moons in the solar system.

Join this guided hike to deepen your understanding and appreciation of Earth's celestial companion, and peer through binoculars to gaze upon its many craters and "seas". Led by Vanessa.

### Gather Under The Moon

October 17 (Hunter's Moon), October 18, November 15 (Harvest Moon)  
Start time: 7pm | No cost to attend  
Locations: Across Muskoka

Earth's moon, with its desolate beauty, has been a source of curiosity and fascination throughout history. In this 1.5-hour hike Astro-Tourism session, a range of lunar topics will be explored from origins of the moon, moon phases, features of the moon



# Stargazing Experts Leading Events



Vanessa



Robin



Phil



Emara



Emily



phil.mcroberts

Following

Message



187 posts

319 followers

419 following

Phil McRoberts

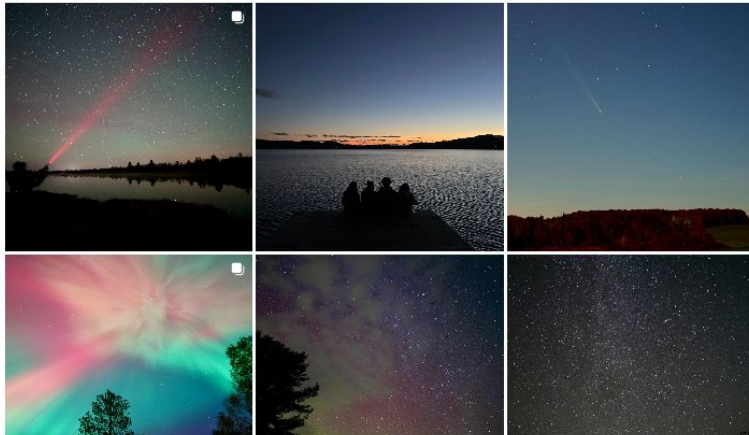
Wildlife Photographer and Adventure Guide

[www.canadianadventureexpeditions.com](http://www.canadianadventureexpeditions.com) + 1

POSTS

REELS

TAGGED



robin\_tapley

Following

Message



2,554 posts

2,932 followers

2,032 following

Robin Tapley

Naturalist/Wildlife Photographer and Adventure Guide. Contact: [robin@tapleynaturetrails.ca](mailto:robin@tapleynaturetrails.ca)

[www.canadianadventureexpeditions.com](http://www.canadianadventureexpeditions.com) + 1

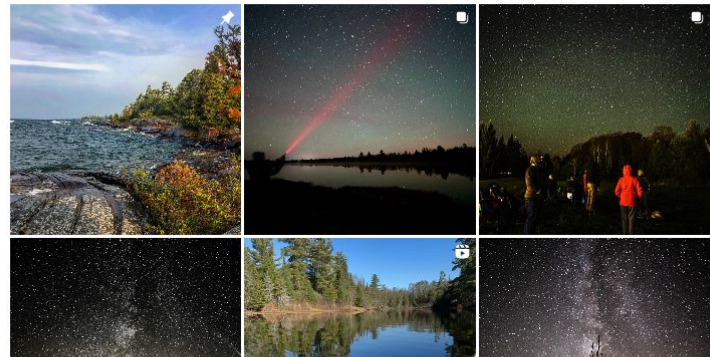


Highlights

POSTS

REELS

TAGGED



1,195 Registrants

\*As of November 2

Count

45 - 29

28 - 20

19 - 15

14 - 9

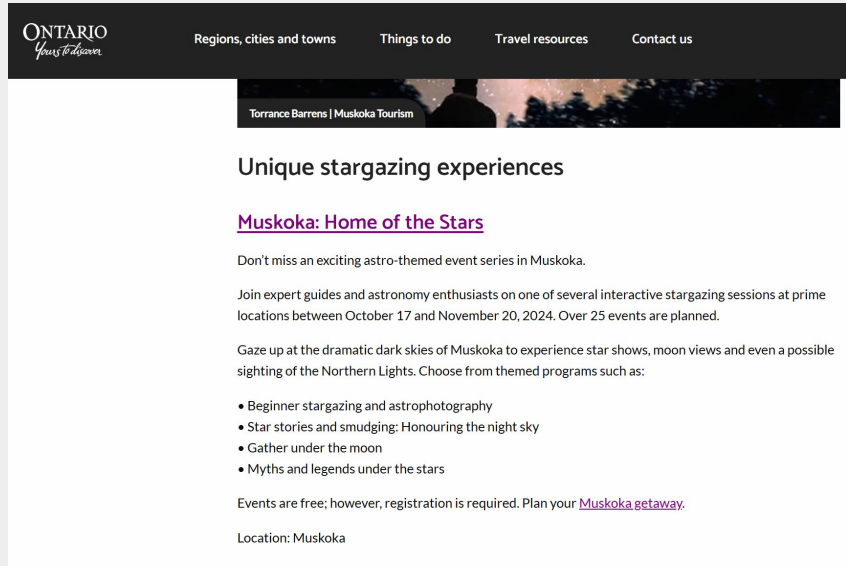
8 - 5

4 - 1





# MARKETING





# MARKETING

travel

Summarize Later

## This twinkling small town is the 'home of the stars' and it's a road trip from Montreal

There are free stargazing events in November. ✨



The incredibly nighttime views at the Torrance Barrens Dark Sky Reserve, Muskoka.

Discover Muskoka | Facebook, Ping Ye | Dreamstime

Share



**Helena Hanson**  
Managing Editor, Canada

This story was fact-checked

Published Nov 02, 2024, 3:52 PM

**HOME OF THE STARS**  
Fall brings fabulous skies and superb colours to Muskoka

From late October until the end of November a new program called Autonomous Adventure Across Muskoka will allow citizens to take part in planned hikes, camp fires under the stars, and participate in guided stargazing experiences.

Cranberry season runs from September 20 until October 20 with the Muskoka Cranberry Harvest Festival 20, also showcasing experiences and tours across the region. During the world famous Fall Cranberry Festival (October 16-20) there are music events, wine tastings and the cranberry derby, where runners can put on a pair of hip waders and their bladders on the bog with the lights and burning bonfires.

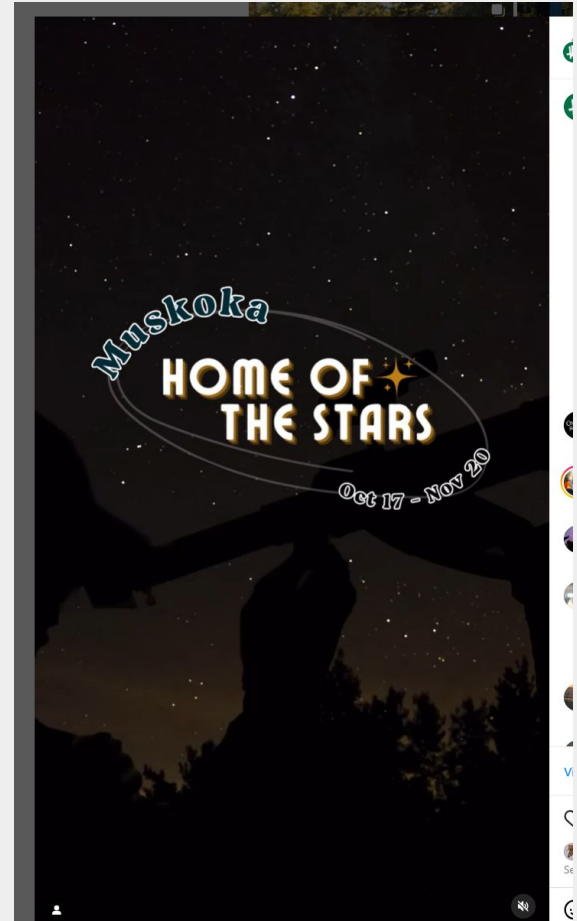
The world famous Torrance Barrens dark sky preserve preserves an unspoiled wilderness in the substantial hills of all its lakes. A 1000-acre preserve, this is a 4,000-acre, fully protected conservation area protected from urban light. It is a step towards greater protection of other sensitive observation points for optimal viewing.

Discover Muskoka  
1-800-267-9700  
www.DiscoverMuskoka.ca

**Fall highlights**

- NURSERY NIGHTS AT SANDHILL NURSERY  
September 14-22, 2024 (October 1)
- MATTHEW GOOD AT ALGONQUIN THEATRE  
September 19
- MUSKOKA CRANBERRY ROUTE ACROSS THE REGION  
September 21 - October 20
- TOM COCHRANE AT DEERHURST RESORT  
October 1
- BALA CRANBERRY FESTIVAL  
October 15-20
- OKTOBERFEST MUSKOKA  
October 25 - 26

EARLY FALL COLOURS | September 24 - 28 | PEAK MAPLE COLOURS | October 1-12 | PEAK GOLDEN ENIGMS COLOURS | October 13-21



# MARKETING

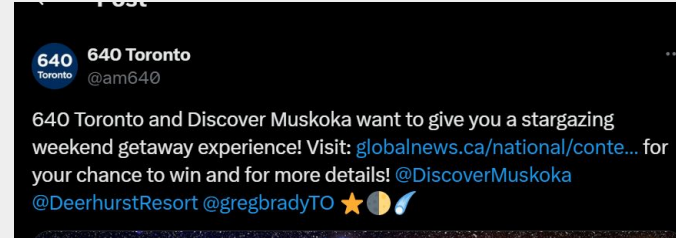


**GIVEAWAY**

Muskoka  
**HOME OF THE STARS**  
Oct 17 - Nov 20

**2 Night Stay at Deerhurst Resort**  
**\$200 Resort Credit**  
**Stargazing Events November 15 & 16**

Reach ①	
Accounts reached	11,363
Followers	51.7%
Non-followers	48.3%
Impressions	
From Home	8,419
From Profile	319
From Other	9
Engagement ①	
Accounts engaged	572
Followers	81.4%
Non-followers	18.6%
Post interactions	
Comments	890
Likes	507
Shares	350
Saves	56



**640 Toronto**  
@am640

640 Toronto and Discover Muskoka want to give you a stargazing weekend getaway experience! Visit: [globalnews.ca/national/conte...](https://globalnews.ca/national/conte...) for your chance to win and for more details! @DiscoverMuskoka @DeerhurstResort @gregbradyTO 🌟🌙👉



Muskoka  
**HOME OF THE STARS**  
Oct 17 - Nov 20

**GATHER UNDER THE MOON**  
Dwight Beach, Lake of Bays | 7pm - 8:30pm - FREE to attend

**NOVEMBER 15 | BEAVER MOON**

- Earth's moon, with its desolate beauty, has been a source of curiosity and fascination throughout history. In this 1.5-hour hike Astro-Tourism session, a range of lunar topics will be explored from origins of the moon, moon phases, features of the moon and other moons in the solar system.

**EMARA GUIDE**

# RESULTS

Powered by

CLEAR DIGITAL



## Google Analytics Acquisition Overview

Town/City

Session def...

Device

Sep 20, 2024 - Nov 4, 2024

Total users

271,819

Sessions

342,018

Engagement rate

33.67%

Conversions

141,913

Engaged sessions

115,141

Powered by

CLEAR DIGITAL



## Google Analytics Acquisition Overview

Town/City

Session def...

Device

Sep 20, 2023 - Nov 4, 2023

Total users

160,922

Sessions

212,559

Engagement rate

42.30%




Conversions

139,518

Engaged sessions

89,919

# RESULTS

 Page title and screen class 	 Views	Active users	Views per active user
<input checked="" type="checkbox"/> Total	547,160 100% of total	271,103 100% of total	2.02 Avg 0%
<input checked="" type="checkbox"/> 1 Ontario Fall Colour Report - Best Autumn Fall Colours in Ontario	78,926	63,217	1.25
<input checked="" type="checkbox"/> 2 Events in Muskoka	38,195	39,010	0.98
<input checked="" type="checkbox"/> 3 Muskoka Cranberry Route - Discover Muskoka: Plan Your Trip	32,245	32,418	0.99
<input checked="" type="checkbox"/> 4 <u>Muskoka: Home of the Stars</u>	27,931	25,596	1.09

**Cost of 23 events = \$5,750**

**Return on investment = 32 overnight stays from the 1,195 registrants**



# RESULTS

<b>Muskoka: Home of the Stars</b>		
<b>Placement</b>	<b>Impressions</b>	<b>Spend</b>
TTC	6,150,000	12,500
Demand GEN	2,476,957	3,714
META	614,926	700
Dockside Mag	45,000	3,313
AM640	489,762	5,000
Z103.5	111,111	2,000
Ontario Morning CBC #1	125,000	0
Ontario Morning CBC #2	125,000	0
Narcity	1,120,000	0
Moose FM My Muskoka Now	5,580	0
Muskoka <a href="#">Region.com</a>	55,000	0
Organic Giveaway	13,097	0
Destination Ontario	TBD	0
Organic Social	69,256	0
<b><u>TOTAL</u></b>	<b><u>11,400,688</u></b>	<b><u>\$27,227.47</u></b>

# POSITIONING/PRODUCT DEVELOPMENT

**75+**  
MUST-SEE  
SHOWS IN JULY  
& AUGUST

# Muskoka

**SUMMER 2024 CONCERT LINE-UP**

**CITY AND COLOUR · THE SMASHING PUMPKINS · SEAN PAUL · METRIC · DAN MANGAN · BIG WRECK · JULY TALK · THE SHEEPDOGS · TIM HICKS · THE GLORIOUS SONS · DALLAS SMITH · THE BEACHES · 54-40 · JJ WILDE · JIM CUDDY BAND · CHOIRCHOIRCHOIR! · DWAYNE GRETZKY · SAM ROBERTS · THE REKLAWS · JAMES BARKER BAND · DAVID WILCOX · CHILLIWACK · LOUD LUXURY · JP SAXE · BOSTON LEVI · KIEFER SUTHERLAND · KIM MITCHELL · THE TREWS · SPENCER BURTON · KASADOR · APRIL WINE · JOSH ROSS · STEVEN PAGE · NATALIE MACMASTER & DONNELL LEAHY · BLACKSTOCK · GRANT TINGEY AND HIRED GUN · NATE SILVA · TEXAS KING · KYUNG-A LEE · JUNKHOUSE · JAMES KENNEDY · CONOR GAINS · SHRED KELLY · COOPER ALAN · JUST HEART · ZED · AEROFORCE CLASSIC ALBUMS LIVE: LED ZEPPELIN II · THE DOWN RIVER BAND · GARRET T WILLIE · LEMON PISTOLS · THE PRACTICALLY HIP · FIVE ALARM FUNK · GOLDEN FEATHER · SANDMAN · DESTROYER · THE FREE LABEL · BUBBLEGUM BIKINI · FLEETWOOD MAC MANIA · THE VANIERS · TINY HORSE · DEANNA PETCOFF · JIN THE BAND · ILA BARKER · THE SARANDONS**

**DISCOVERMUSKOKA.CA**

**WED BANDSHELL CONCERTS IN BRACEBRIDGE** | **WED CONCERTS ON THE DOCK IN HUNTSVILLE** | **FRI ROCK THE DOCK IN HONEY HARBOUR** | **FRI + SAT CAMPFIRE SESSIONS IN HUNTSVILLE** | **SUN MUSIC ON THE BARGE IN GRAVENHURST**

**DISCOVER Muskoka** | **BROUGHT TO YOU BY:** H.A. | KEE | TALL PINES | B31 | CANVAS | JW MARRIOTT

## Reach ①

Accounts reached	158,386
Followers	13.2%
Non-followers	86.8%

Impressions	164,302
From Home	98,739
From Explore	1,832
From Other	791

## Engagement ①

Accounts engaged	6,051
Followers	29.3%
Non-followers	70.7%

Post interactions	8,454
Shares	3,933
Likes	3,625
Saves	799
Comments	97

## Profile ①

Profile activity	3,497
Profile visits	2,160
External link taps	862
Follows	475

# POSITIONING/PRODUCT DEVELOPMENT

Plays	295,101
Initial plays	232,021
Replays	63,080

## Interactions ⓘ

Reels interactions	9,706
Likes	2,765
Comments	33
Saves	2,168
Shares	4,740

# THE FUTURE



What new products or experiences would you like to see to increase interest and travel to Muskoka?





# RESULTS FROM POLL

Word cloud ▼  
35 votes

  Poll settings

What new products or experiences would you like to see to increase interest and travel to Muskoka?

Review answers

