



Gravenhurst Tourism: What We're Learning & What's Next

Land Acknowledgement

We acknowledge that the region we call “the Great Canadian wilderness just north of Toronto” is founded on the traditional lands and waterways of the Anishinabek, Algonquin, Mohawk and Métis peoples, and is part of the Robinson Huron (1850) and Williams (1923) Treaties territory, and the unceded territory of the Algonquins of Ontario.

We further acknowledge that as Canadians, we are all treaty people.

Explorers’ Edge staff are committed to the ongoing truth and reconciliation process, including economic reconciliation through tourism development, and we will work diligently to listen, to learn, to take action, and to be respectful towards all First Nations, Métis and Inuit peoples.

Tourism Gravenhurst Partnership Recap

Our shared goal is to increase overnight visitation, visitor spending and year-round tourism activity in Gravenhurst.

The project includes:



Bookable Packages

Developing bookable Gravenhurst packages visitors can find and purchase directly.



Marketing & Sales

Consumer marketing and sales activity to build demand for Gravenhurst.



Operator Support

Business and operator support throughout the partnership.



Visitor Research

Visitor research and performance measurement to guide decisions.



From June 4 to Today

In 3 months, the Gravenhurst partnership has gone from a conversation with Gravenhurst Tourism Operators to bookable packages, active campaigns and a growing base of visitor data tuned in to Gravenhurst.

Here's what we've been building:

- Building and contracting with our first cohort of operators in packages
- Testing what resonates in the market
- Running consumer advertising and generating leads
- Collecting visitor data
- Producing photography and video

This meeting is a mid-project check-in and we're just getting started! More Gravenhurst businesses to welcome, more packages to build, more visitor data to dig into, more room to grow.



Packages

Here's what we've been building:

A History Lover's Dream Getaway

Taboo, Bethune Memorial House, Muskoka Steamships

Fall Colours on the Water Weekend

Silver Gull Outdoors, Fairfield, Burger Boys

The Ultimate Muskoka Weekend

Muskoka Bay Resort, Muskoka Steamships

Wiigwaasi Jiimaanke Birchbark Canoe Build

Muskoka Discovery Centre, Hope Arises Project

Bakery to Boardwalk

Muskoka Discovery Centre, The Bakery, Muskoka Guided E-Bike Tours

In progress:

Muskoka Soul

North Catering

Camping in Muskoka

Hale Muskoka

Interested in learning more about being part of a package? Send us an email, info@explorersedge.ca



Turning the Work into Long-Term Value for Gravenhurst

Asset Development



A growing library of four-season photography and video, available to Gravenhurst operators for their own marketing.

Together, the footage becomes a film that links Gravenhurst's accommodation, attractions and experiences into one story: part trip planner, part inspiration.

Audience Development



A growing list of visitors who've shown interest in Gravenhurst specifically, nurtured through email, remarketing and future seasonal Gravenhurst offers.

FlixBus Development



We continue to connect transportation with overnight stays, packages and local experiences, as well as connecting residents to jobs and further education opportunities.

Operator Outreach



Outreach continues with Gravenhurst operators, growing participation in packages, promotional assets, meetings, site visits and workshops, with an eye on winter, spring, 2027 & 2028.



Four Sources of Visitor Intelligence

This section covers four sources of data we've collected on Gravenhurst visitors, why each one matters, and how they work together.

Intelligence source	What it tells us
1. Packages	What visitors will consider and purchase
2. Geofencing	Who visits, where they come from and when they travel
3. Contest	Preferred experiences, price ranges and travel timing
4. Visitor Exit Survey	Why visitors came, what they did and how they experienced Gravenhurst





GRAVENHURST 2025 GEOFENCING DATA

What It Means for Your Business

A decision guide for Gravenhurst business owners — built from the 2025 Environics Analytics geofencing package and the Ontario TREIM economic-impact model.

Why This Data Matters

Turning “we get a lot of visitors” into numbers you can plan against

Geofencing profiles everyone whose phone pinged inside a defined Gravenhurst boundary in 2025, plus an Ontario government economic-impact model built from that visitation data. Run once, it's a snapshot. Run every year, it becomes a trend line, showing whether your tourist mix is growing, whether a marketing push moved traffic, and whether your local base is holding steady.

Who makes up the visitors to Gravenhurst?

181K–185K

Unique Visitors in 2025 —
individual people, counted once

2.9M–3.0M

Total Visits in 2025 — every ping, so
frequent locals dominate

Understanding who makes up these 181,000+ visitors, where they come from, and why the visit, year over year, can help with your business development in a variety of ways.

Why Year-Over-Year Tracking Matters

And where to start this year

A single year of geofencing data shows the current shape of your market. Repeating it annually shows whether that shape is changing — whether the GTA is sending more day-trippers, whether the local base is refreshing, and whether last year's campaign changes actually moved the numbers. Decisions made on one year of data are a guess; decisions made on three consecutive years are a strategy.

A short checklist to start with this year

- Build geo-targeted ad audiences around the top feeder FSAs (P1L, P1P, L3V, L4N, L0K regionally; M5V, M2N, L4J for the GTA)
- Shift messaging radius seasonally — wide toward the GTA May–August, narrow to local/regional September–December
- Set weekend staffing and stock levels for tourist volume; keep weekday hours consistent for the loyal local base
- Launch a loyalty or punch-card offer aimed at the 24% of visitors who generate 63% of all visits
- Prioritize direct mail/flyer drops to the top-5 regional FSAs over a broad blanket drop
- Re-run this same geofencing study next year and compare the two data sets directly

HANDOUT § 9

Turning This Into Decisions: Operations & Marketing

Data that helps inform hours, staffing, messaging style and print vs. digital etc.

Hours & Staffing

Weekend hours

Weekend visits skew tourist-heavy (45.8%) vs. weekdays (33.6%) — make sure weekend capacity is tourist-ready, especially May–August.

Weekday hours

Weekday traffic is disproportionately local and repeat — worth protecting consistent weekday hours to serve that loyal base.

Seasonal staffing

Build headcount toward July–August (the two highest-volume months) and the weekend; scale back into fall/winter.

Staff knowledge

Summer staff should speak to activities and trail/park logistics; off-season staff benefit more from knowing regulars by name.

Creative Style & Format

Campaign style

Keep offers simple and outcome-focused (“a day on the water”) — status and novelty language under-performs across every segment.

Creative assets

Use real photos and genuine reviews over polished stock creative; this audience checks travel content and reviews before deciding.

Print vs. digital

Print (direct mail/flyers) reaches the loyal regional/local core efficiently when targeted to the top FSAs.

Digital priority

Digital should carry the GTA summer push — that audience researches and books online and skews younger and more urban.

Turning This Into Decisions: Advertising & Timing

How the data above should change your channel mix and campaign calendar

Channel & Geo-Targeting

Lead channels

Facebook and YouTube for broad reach; WhatsApp for repeat/loyal audiences, which index well above benchmark on it.

Paid vs. organic

Paid display is a lower priority than organic travel content and Google/TripAdvisor presence — this audience researches before booking.

Geo-targeted ads

Build Meta/Google audiences around P1L, P1P, L3V, L4N, L0K regionally; M5V, M2N, L4J for GTA summer campaigns.

Print & direct mail

Prioritize the same top-5 FSA list outside the immediate region over a broad blanket drop.

Campaign Timing

Flex the radius seasonally

Cast a wide net toward Toronto/GTA May–August, peaking around July (11.4% of visits, 48.8% tourist share).

Pull in Sep–Dec

Lean into local/regional audiences once Toronto's share falls below 9% and local share climbs above 66%.

Don't run one mix all year

The same messaging mix year-round wastes budget in both directions — tourist-facing spend in winter, local-facing spend at peak summer.

Local vs. tourist priority

Locals (24% of visitors, 41.4 visits/yr) are the volume engine — protect with loyalty offers. Tourists are the reach engine — spend acquisition budget on them May–Aug.

GRAVENHURST 2025 GEOFENCING DATA

The data

Two Ways to Count Customers

Every figure in this data pulls from two groups

Metric	Unique Visitors	Visits
Total customers (2025)	181,461	2,923,550
0–5 km share	4.8%	34.6%
0–15 km cumulative	10.0%	46.7%
0–50 km cumulative (approx.)	~28%	~63%
Reach by 250 km	93.0%	96.0%

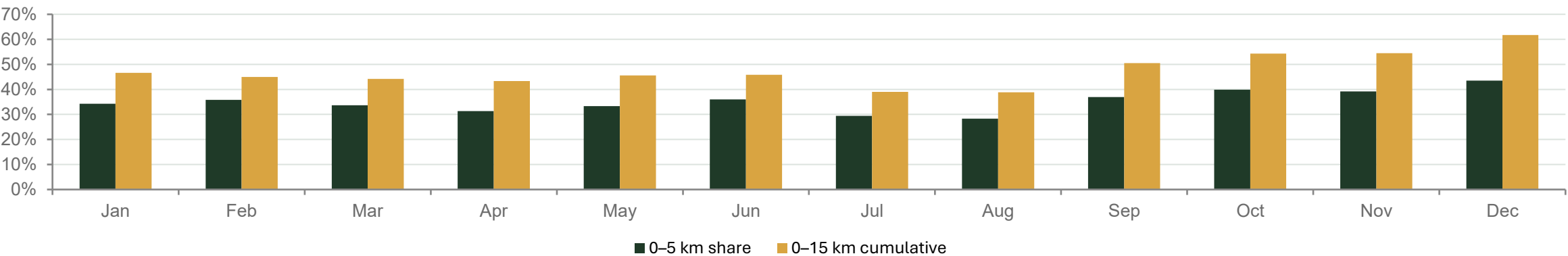
Only 4.8% of unique individuals live within 5 km of Gravenhurst — but that small local group accounts for 34.6% of all visits.

Use Unique Visitors to size your addressable market. Use Visits to understand actual foot traffic. A campaign built on one alone overstates — or understates — how tourist-heavy your customer base really is.

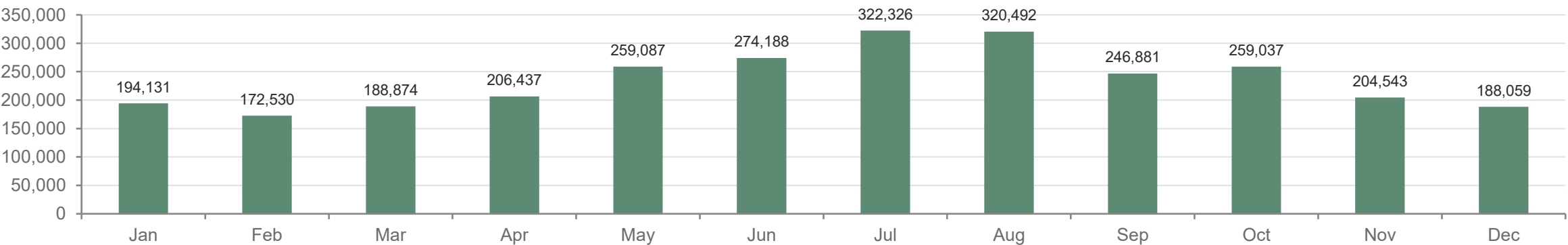
Where Visitors Travel From, by Month

Local dominance peaks in December; the widest catchment is mid-summer

Local share by month



Total visits by month



Reach by 250 km holds at 93–99% every month — what changes seasonally is how locally concentrated visitors are, not the size of the addressable market.

Locals vs. Tourists: The Annual Picture

0–40 km = Local, 40+ km = Tourist — the split behind the economic-impact model

Segment	Locals (0–40 km)	Tourists (40+ km)	Total	Avg. visits/yr — Locals	Avg. visits/yr — Tourists
Unique Visitors	44,767 (24.2%)	140,038 (75.8%)	184,805	41.4	7.9
Total Visits	1,854,159 (62.8%)	1,100,663 (37.3%)	2,954,822	—	—
— Weekend visits	482,475 (54.2%)	407,773 (45.8%)	890,248	—	—
— Weekday visits	1,371,683 (66.4%)	692,894 (33.6%)	2,064,577	—	—

Locals are the volume engine

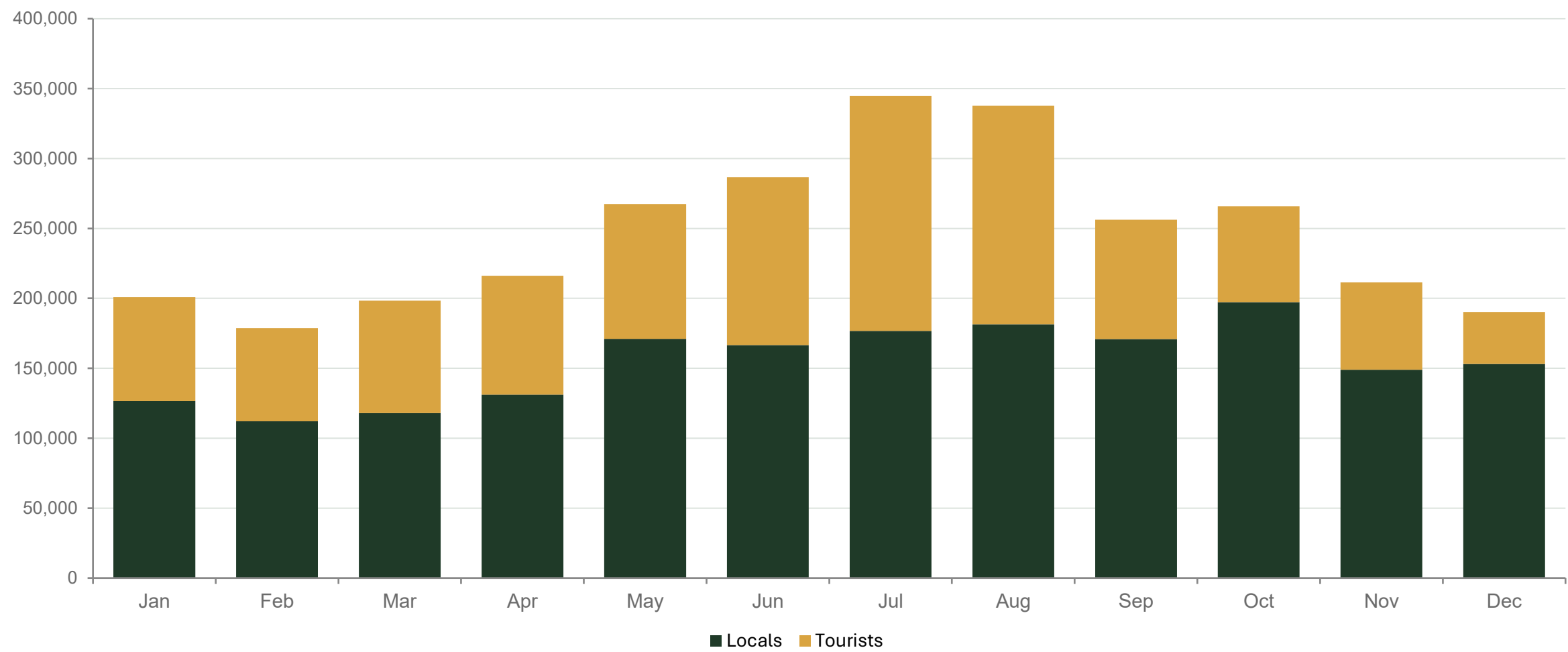
Just 24% of unique visitors, but averaging 41.4 visits/year each — versus 7.9 for the average tourist.

Tourists concentrate on weekends

Weekend visits skew far more tourist-heavy (45.8%) than weekday visits (33.6%) — locals visit steadily through the week.

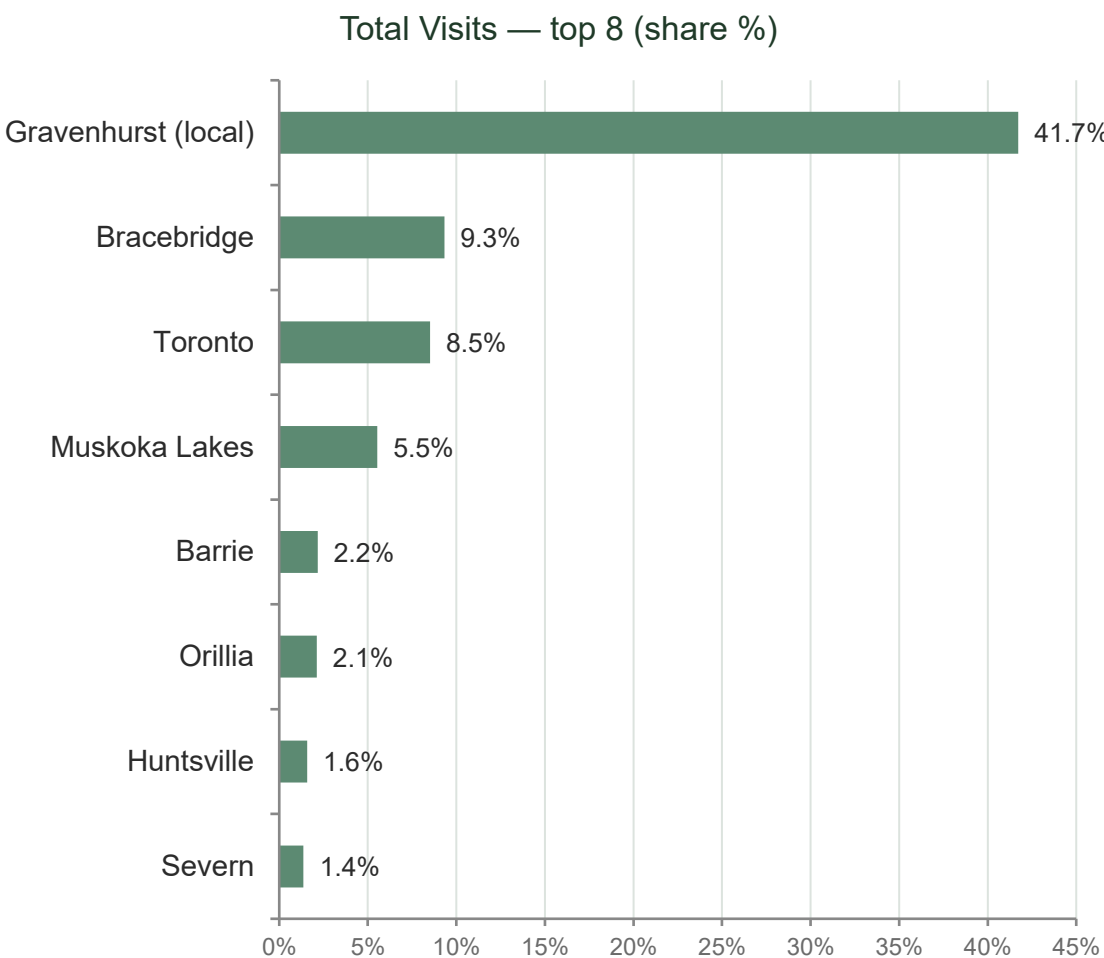
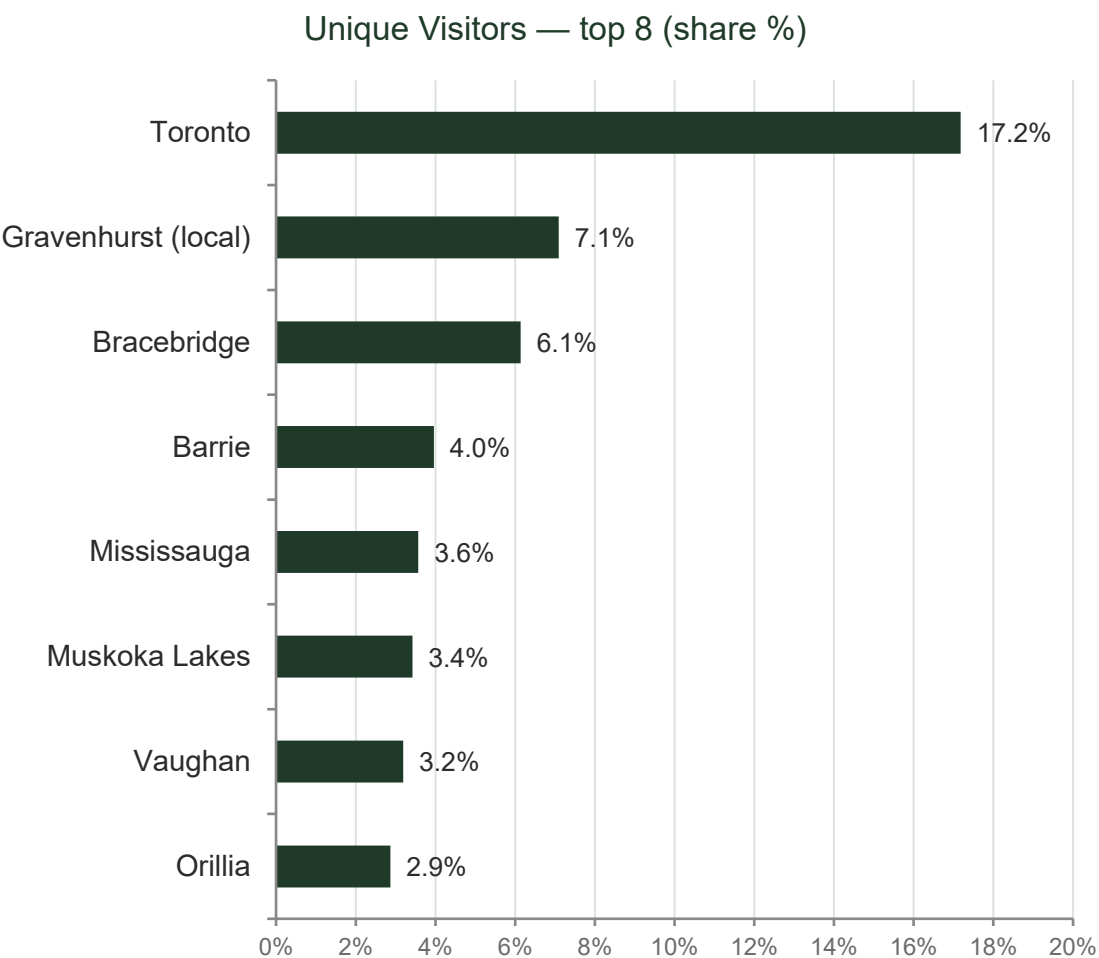
Locals vs. Tourists: Month by Month

Tourist share peaks in July (48.8%) and bottoms out in December (19.5%)



Top Visitor Origin Markets

Toronto brings the most unique visitors; Bracebridge and Muskoka Lakes drive the most repeat visits

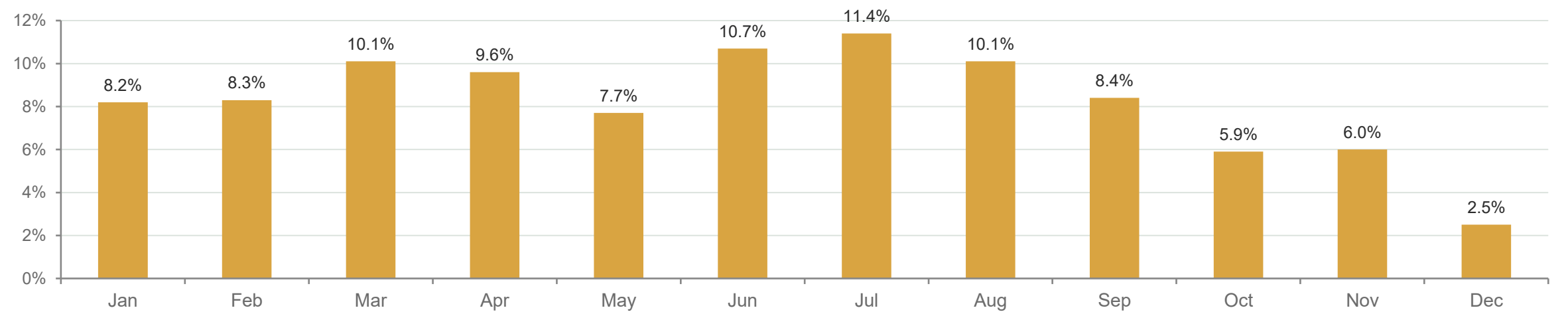


Top Postal Areas & Toronto's Seasonal Pull

For geo-targeted ads, direct mail and flyer drops

Customer set	Top 5 FSAs
Unique Visitors	P1L Bracebridge (6.90%) · P1P Gravenhurst (6.28%) · L3V Orillia (4.47%) · L4N Barrie (2.52%) · L0K Coldwater (2.30%)
Visits	P1P Gravenhurst (39.39%) · P1L Bracebridge (10.27%) · P0C MacTier (4.18%) · P0E Kilworthy (3.61%) · L3V Orillia (3.08%)

Toronto's share of monthly visits (all visits, city-level ranking)



Toronto's contribution more than quadruples from its December low (2.5%) to its July peak (11.4%) — reinforcing summer as the prime window for GTA-directed marketing.

Who the Visitors Are: Demographics

HANDOUT § 5.1 • TABLE 8

Indexed against the Ontario average (Index 100) — the repeat-visit crowd skews older and more local

Characteristic	Unique Visitors	Visits
Median household maintainer age	51 (Index 94)	56 (Index 104)
Average household income	\$151,016 (Index 108)	\$142,310 (Index 102)
Married / common-law	57.8% (Index 104)	57.8% (Index 104)
Couples without children at home	39.4% (Index 103)	45.1% (Index 118)
Own vs. rent	69.9% own / 30.0% rent	73.7% own / 26.1% rent
House vs. apartment	64.5% house / 35.1% apt.	74.1% house / 25.3% apt.
University degree	38.8% (Index 118)	30.4% (Index 93)
Visible minority presence	42.0% (Index 115)	25.2% (Index 69)
Immigrant population	34.5% (Index 110)	23.2% (Index 74)

Who the Visitors Are: Lifestyle Segments

Both lists are dominated by older, rural/small-town, nature-oriented PRIZM segments

Unique Visitors — top 5 (27.2% of the base)

#	Segment	Share	Index
1	Backcountry Boomers	8.40%	494
2	Country Traditions	6.70%	181
3	Scenic Retirement	4.72%	219
4	Suburban Recliners	3.76%	178
5	Down to Earth	3.64%	209

Visits — top 5 (47.5% of visit volume)

#	Segment	Share	Index
1	Country Traditions	11.00%	297
2	Scenic Retirement	9.84%	457
3	Backcountry Boomers	9.83%	578
4	Suburban Recliners	8.77%	415
5	Old Town Roads	8.01%	1,174

Visits concentrate even more heavily in these segments — Old Town Roads (Index 1,174) and Backcountry Boomers (Index 578) are extreme over-representations among high-frequency visitors, reflecting a small, very loyal, older rural/retiree core.

The Visitor's Values, Media & Shopping Behaviour

HANDOUT § 6

What this means for marketing tone, channel and creative

Values

Attraction to Nature and Utilitarian Consumerism outrank status-seeking or novelty — especially among repeat, high-frequency visitors.

Media & Channels

Facebook and YouTube lead both groups (70–75%+ current use). WhatsApp and travel-content consumption both index well above benchmark.

Activities

Fitness walking, home exercise, canoeing/kayaking, photography, and fishing/hunting top the list of participation activities.

Attractions

National/provincial parks, specialty movie theatres, and parks/city gardens are the most-attended local attractions.

Retail

Walmart, Canadian Tire and Costco lead department-store visits; Tim Hortons and McDonald's dominate quick-service.

Creative takeaway

Lead with nature access, practicality and value. Real photos and reviews outperform polished ad creative with this audience.

Four Audiences to Build Offers Around

Practical packages an operator can act on directly

Audience	Opportunity	Package ideas	Best timing
Loyal Locals	Already coming — grow spend per visit, not traffic	Punch-card bundles, weekday off-peak deals, “bring a friend” offers	Year-round, extra push Sep–Dec
GTA Summer Day-Trippers	Large, high-value — must be won fresh each trip	Pre-bookable weekend bundles across 2–3 businesses; strong review-site presence	May–Aug, peaking in July
Regional Repeaters	Steady secondary market, good for partnerships	Cross-promotions with Bracebridge, Muskoka Lakes, Huntsville	Year-round anchor
Retiree / Cottage-Country Core	Values-led, not discount-led	Shoulder-season offers around fishing, walking, canoeing, parks	Spring & fall shoulder seasons

The Economic Case: TREIM Impact

Ontario's Tourism Regional Economic Impact Model, run on 2025 same-day tourist volume

Impact measure	Value
Total visitor spending in RTO12	\$100,839,780
Regional GDP impact (RTO12)	\$49,168,140
GDP spillover to rest of Ontario	\$8,213,263
Jobs supported in RTO12	579
Total tax revenue generated	\$26,205,480
Average spend per tourist visit	\$91.62

Leading industries by GDP impact (RTO12)

Industry	GDP impact
Retail Trade	\$10,373,812
Net Indirect Taxes on Production	\$16,314,340
Food & Beverage Services	\$8,524,535
Arts, Entertainment & Recreation	\$3,232,461

Retail Trade and Food & Beverage Services capture the largest share of visitor-driven GDP — squarely the shops, restaurants and downtown businesses this guide is written for.



Two audiences. One calendar

A broad, GTA-anchored visitor base to win each summer, and a small, loyal, near-in base that carries the year. Flex your marketing radius with the seasons and re-run this study next year to see what moved.

ONBOARDING & DIGITAL ASSET KITS INCLUDE:

- Artwork for social media, websites and newsletters, for the business partners to use at their discretion throughout the marketing campaign
- Zoom sessions or one-on-one calls with business partners to inform and support them through the campaign
- Collaboration invitations on all social media posts to help push out the messaging
- Print assets for business partners
- Onsite photography & videography to create campaign content



Play Video



4 Packages. One Destination. Gravenhurst.

1

Great Canadian Wilderness
August 11

Fall's best seat! 🍂 On the water. 🚣
A FALL 2-NIGHT GETAWAY IN GRAVENHURST, MUSKOKA for \$991.66 🍷 Fairfield Inn for the at
Duff Lake for the paddle, Burger Boys for the sweet finish.

This trip package offers the ultimate Muskoka fall colours and the perfect time to get out on the
water. You'll rest and relax in your super comfortable accommodations at Fairfield Inn before
trotting the lake with your paddle experts. No experience needed, just an adventurous heart and
beautiful fall afternoon on Duff Lake, topped off with an ice cream reward for your efforts.

Your weekend includes:

- Two nights at the Fairfield Inn & Suites Gravenhurst
- A guided afternoon paddle on Duff Lake with Silver Out Outdoors
- Ice cream in the park at Burger Boys

September 18-20
September 25-27
October 2-4, 2026

Final price for double occupancy is \$991.66. Taxes and fees included.



FALL COLOURS ON
THE WATER WEEKEND:
Includes 2 nights at Fairfield Inn & Suites Gravenhurst, a guided afternoon paddle on Duff Lake with Silver Out Outdoors, and ice cream in the park at Burger Boys.

Reserve your Muskoka
getaway.

Book now



FALL COLOURS ON
THE WATER WEEKEND:
Includes 2 nights at Fairfield Inn & Suites Gravenhurst, a guided afternoon paddle on Duff Lake with Silver Out Outdoors, and ice cream in the park at Burger Boys.

Reserve your Muskoka
getaway.

Book now

2

Great Canadian Wilderness
September 9 at 10:31 PM

A History Lover's Dream Getaway: Bethune House, Muskoka Steamship Cruise & Taboo Resort
Book This Fall Getaway Today!

Bethune history. Steamship. adventure. Taboo Rest.

This historic fall getaway will have you captivated and appreciating Dr. Norman Bethune's story.
It comes alive at the Bethune Memorial House National Historic Site in Gravenhurst, located just
steps from your accommodations at the Taboo Muskoka Resort. Where you'll enjoy a wonderful
two-night stay in addition to a sightseeing cruise on the Wenevich II Steamship.

Your escape includes:

- Admission to Bethune Memorial House — interactive exhibits, film, art, and statues telling its story
- A 1.5-hour sightseeing cruise aboard the Wenevich II — a historic steamship-past cottage
gardens and grand lakeside estates, narrated by a local historian
- Two nights at Taboo Muskoka, right on Lake Muskoka — 300 sq ft of comfort, two queen beds
resort views

Everything's arranged. All you have to do is show up.

Available: Sept 9-11 | Sept 30-Oct 2 | Oct 7-9, 2026
From \$1,252.90 (based on double occupancy, taxes & fees included)



A HISTORY LOVER'S
DREAM GETAWAY:
Includes 2 nights at Taboo Muskoka, a 1.5-hour sightseeing cruise aboard the Wenevich II, and admission to the Bethune Memorial House National Historic Site.

Book This Fall
Getaway: Bethune...

Book now



A HISTORY LOVER'S
DREAM GETAWAY:
Includes 2 nights at Taboo Muskoka, a 1.5-hour sightseeing cruise aboard the Wenevich II, and admission to the Bethune Memorial House National Historic Site.

Book This Fall
Getaway: Bethune...

Book now

3

THE ULTIMATE
MUSKOKA WEEKEND:
MUSKOKA BAY SUITE, SKYBAR AND STEAMSHIP.

BOOK TODAY!



Great Canadian Wilderness • Following

Book a Cruise • Fall Getaway to Gravenhurst, Muskoka

4

Great Canadian Wilderness
August 10

Tour Gravenhurst by E-Bike: boardwalk to bakery day trip
Jump into a Muskoka Guided E-Bike Tour and enjoy 90 minutes discovering the side of
Gravenhurst most visitors never see.

Everything's included — e-bike, helmet, certified guide, and your bakery treat!

Only \$107.00 per person!

Every Thursday | 10:00 AM & 1:30 PM
Meet and Leave from the Fairfield Hotel, Gravenhurst



TOUR GRAVENHURST
BY E-BIKE: BAKERY TO
BOARDWALK DAY TRIP

BOOK NOW

Tour Gravenhurst by E-
Bike: Bakery to...
Thursday E-Bike Tour

Book now



TOUR GRAVENHURST
BY E-BIKE: BAKERY TO
BOARDWALK DAY TRIP

BOOK NOW

Tour Gravenhurst by E-
Bike: Bakery to...
Thursday E-Bike Tour

Book now



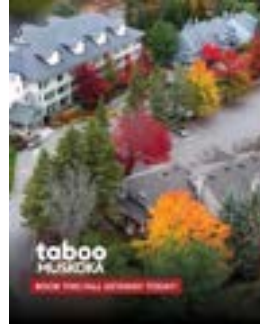
TOUR GRAVENHURST
BY E-BIKE: BAKERY TO
BOARDWALK DAY TRIP

BOOK NOW

Tour Gravenhurst by E-
Bike: Bakery to...
Thursday E-Bike Tour

Book now

A History Lover's Dream Getaway: Bethune House, Muskoka Steamship Cruise & Taboo Resort



A Classic fall Getaway: Muskoka Bay for the suite, Skybar for the sun, and a Steamship for the lake.



Fall Colours on the Water Weekend: Fairfield Inn for the stay, Gull Lake for the paddle, Burger Boys for the sweet finish.



Lead Generation Campaign

ENTER TO WIN

\$200 TRIP PACKAGE VOUCHER
for Gravenhurst, Muskoka



ENTER TO WIN

\$200 TRIP PACKAGE VOUCHER
for Gravenhurst, Muskoka



ENTER TO WIN

\$200 TRIP PACKAGE VOUCHER
for Gravenhurst, Muskoka



ENTER TO WIN

\$200 TRIP PACKAGE VOUCHER
for Gravenhurst, Muskoka



Great Canadian Wilderness

**Win \$200 to be used for a
packaged experience in
Gravenhurst**

Instead of visiting just one business,
our package experiences can combine
multiple local businesses, attractions,
activities, dining and destinations into
one great Muskoka experience.

What price range would you
consider for a packaged experience
in Muskoka?

Select all that apply

Under \$250 ☐

\$250-\$499 ☐

\$500-\$999 ☐

\$1,000+ ☐

Who would you most likely enjoy a
Gravenhurst Muskoka package
with?

Partner/spouse ☐

Family ☐

Friends ☐

Solo ☐

Group getaway ☐

How soon are you looking to plan a
trip?

Within the next 30
days ☐

Within 1-3 months ☐

Within 3-6 months ☐

Just exploring ideas ☐

Audience Profile — All Questions

Every lead-form question, broken out by answer. Percentages are share of all 487 leads.

What type of Muskoka experience interests you most?

Answer	Leads	% of 487
A Combination of Experiences	265	54.4%
Food & Dining	226	46.4%
Outdoor Adventures	172	35.3%
Relaxation & Wellness	151	31.0%
Attractions & Entertainment	151	31.0%
Shopping & Local Experiences	100	20.5%

n = 487 leads · select-all-that-apply, so shares add to more than 100%.

What price range would you consider for a packaged experience?

Answer	Leads	% of 487
\$250–\$499	228	46.8%
Under \$250	202	41.5%
\$500–\$999	68	14.0%
\$1,000+	27	5.5%

n = 487 leads · a few selected more than one range, so shares add to >100%.

Who would you most likely enjoy this package with?

Answer	Leads	% of 487
Partner / Spouse	324	66.5%
Family	85	17.5%
Friends	54	11.1%
Solo	15	3.1%
Group Getaway	9	1.8%

n = 487 leads · single choice, shares total 100%.

How soon are you looking to plan a trip?

Answer	Leads	% of 487
Just Exploring Ideas	151	31.0%
Within the Next 30 Days	149	30.6%
Within 1–3 Months	129	26.5%
Within 3–6 Months	58	11.9%

n = 487 leads · single choice, shares total 100%.

The Summer Campaign

Performance to date across all ads.



11k

Unique Link Clicks



654K

Ad impressions



Everyone who has landed on the booking platform can now be retargeted.

Building More Than Just Ad Performance

Immediate results, paired with value that lasts beyond the campaign.



Driving Demand

11k landing page visits have been delivered to the booking platform.



Building an Audience

We can retarget people who've shown interest by visiting the booking platform.



Creating Long-Term Value

Lead Generation campaign is also collecting visitor insights which can be used to develop tailored products, packages, and promotions for different buyer segments.

FOR GRAVENHURST
BUSINESS OPERATORS

Turn 2025 Visitor Data Into Bookings

Four visitor audiences Gravenhurst operators can target right now — who they are, when they come, and how to earn more from every visit.

181,461

Unique Visitors (2025)

2.95M

Total Visits (2025)

\$100.8M

Visitor Spending in RTO12

579

Jobs Supported in RTO12

\$91.62

Avg. Spend per Tourist Visit



LOYAL LOCALS

YEAR-ROUND

24% of visitors • 41.4 visits/yr avg

Already coming — upsell, don't chase. Try loyalty punch cards, weekday deals, bring-a-friend offers.



GTA DAY-TRIPPERS

MAY–AUG

Toronto alone = 17.2% of all visitors

High-value, one-shot visitors — win them pre-arrival with bookable bundles and strong online reviews.



REGIONAL REPEATERS

YEAR-ROUND

Bracebridge • Muskoka Lakes • Barrie • Orillia • Huntsville

A steady secondary market — good candidates for cross-town partnerships and bundled offers.



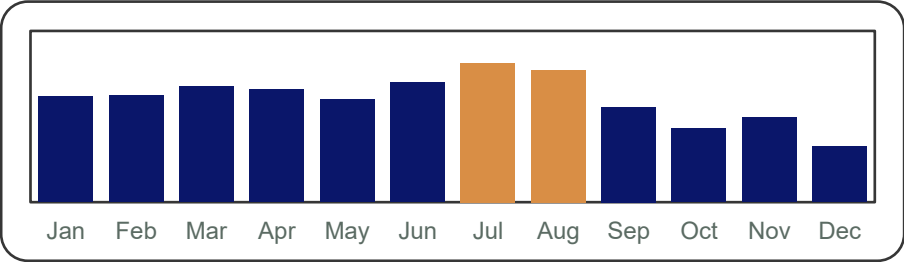
COTTAGE-COUNTRY CORE

SPRING & FALL

Top segment: Backcountry Boomers (Index 494)

Value-led, not discount-led — lead with outdoor activity, not nightlife or trends.

Tourist Share of Visits, by Month



Peak GTA day-trip season (Jul–Aug) vs. deep local season (Dec)

WHERE TO TARGET ADS & MAILERS

Regional FSAs: P1L Bracebridge • L3V Orillia • L4N Barrie • L0K Coldwater

GTA FSAs: M5V • M2N • L4J (Toronto-area)

Channels: Facebook & YouTube for reach;



BEST ROI PARTNERS — Retail Trade and Food & Beverage Services capture roughly \$19M of the region's visitor-driven GDP impact — the strongest anchors for co-branded packages.



Gravenhurst Visitor Exit Survey

HEY! HEY, YOU!

Take our VISITOR SURVEY!

In exchange, please accept this complimentary postcard to send to another cool person who should also visit Gravenhurst! We love cool people and will greet them with open arms... metaphorically. And sometimes literally. :)



Gravenhurst

GATEWAY TO MUSKOKA

44°53'56.40" N • -79°20'56.40" W

Visitor Exit Survey

Visitors love Gravenhurst

Visitor Exit Survey
Summer 2026 · 38 responses

84%

would recommend the town

91%

satisfied with their visit overall

92%

are returning visitors

Who's visiting

- 74% from outside the area, mostly Ontario
- 68% are 55 or older
- 57% stay with friends or family
- 80% stay at least one night

What they love

- The lakes and the steamship cruises
- The wharf, boardwalk and shops
- Music on the Barge and the markets
- Quiet, friendly, small-town charm

"It's nicknamed god's country for a reason. It pulls you in with its beauty and charm, and I'm its biggest fan."

Visitor, 65+

Visitor Exit Survey

What would bring them back sooner

What they're asking for

- More events, promoted further ahead
- More cafes and restaurants
- More shops for families and younger visitors
- A downtown worth lingering in: patios, art, window shopping

What businesses can do

- Cross-promote and bundle offers
- Add patios and street presence
- Tie promotions to events and cruises
- Welcome older visitors: seating, access, discounts
- Sharpen signage and posted hours

Top frustrations

Parking, summer road construction, and a downtown a few visitors called too quiet. Some the town's to fix, some yours.

"I love that a lot of businesses collaborate with each other and offer discounts."

Visitors already reward it, unprompted. Do more of it.

Tourism Tip Tuesday

Subscribe by texting
“Gravenhurst” to
705-300-8894

Tourism Tip Tuesday: one small tip a week to lift service and hospitality across the region, for business owners to front-line staff!



Local Voices, Local Tips

The Gravenhurst Chamber of Commerce has taken the lead. Every Tuesday, Meghan Pratt has gotten in front of local businesses with a text message and a short video. Quick, real and informative. Made in Gravenhurst, about Gravenhurst, for the Gravenhurst tourism businesses who serve visitors every day.

A quick tip that is relevant for the week ahead.

It's just a short video every Tuesday, but small, consistent learning compounds.



Inspiring Front Line

Our goal is to not just speak to business owners and managers but engage front line staff. Inspiring the next generation of tourism professionals to take ownership, and lead with hospitality.

<https://www.loom.com/share/ce74067f5a07467e911b5b9f58b5c67f>

<https://www.loom.com/share/4255400d0478416e96a8518126340854>



What's Next

That was a lot of intelligence, data and collaboration — here's where the partnership goes from here.

- | | | |
|----------|---|--|
| 1 | Package Sales | Ongoing |
| 2 | Package Development and Relaunch | Ongoing: Cohort 2 begins work on winter, spring and summer packages, while fall 2026 packages are evaluated, adjusted and relaunched with longer lead time. This cycle continues. |
| 2 | 2026 Geofencing | Comparing data year over year
January Zoom call: 2025 vs. 2026 data (for the data nerds!) |
| 3 | Asset Bank & Toolkit | Filming for Seasons of Gravenhurst continues this fall (Oct 7) and winter (Jan 6) — capturing what makes Gravenhurst worth the trip. Get involved: explorersedge.ca/film-photography-opportunities . |
| 4 | Gravenhurst Seasons Video | The film releases to the audience and using the data we've built throughout the partnership. |
| 5 | November Industry Sessions | Explorers' Edge's year-in-review, and a look ahead to next year's planning. All tourism operators welcome |
| 7 | March Wrap Meeting | Final wrap-up meeting, in person |

Have a question, an idea, or just want to talk tourism?
We're here to help. info@explorersedge.ca