

A scenic view of a waterfront path. In the foreground, a rocky shoreline meets the water. A paved path runs along the water, where several cyclists are riding. In the background, a large industrial building with multiple silos is visible under a clear sky.

2022 'Cycle Simcoe' Digital Marketing Campaign

County of Simcoe

Digital Campaign Overview

In 2022, Tourism Simcoe County developed a digital advertising campaign, targeting cycling tourists through our program Cycle Simcoe, with the goal of stimulating the local economy as struggling operators recovered from the pandemic. The campaign consisted of a three target groups;

- Multi-day cycling tourist riding the Simcoe County Loop Trail
- Cycling events that encouraged overnight accommodation
- General cycling tourists looking for a 'staycation'

The campaign ran for four months during the summer of 2022 and was an overwhelming success. Through our annual cycling tourism economic impact study, Tourism Simcoe County estimated \$1.3 million in visitor spending, as a direct result of cycling tourism and the four-month digital campaign. This is not only an increase over 2021 but doubles the pre-pandemic results.

The organic portion of the digital campaign was also incredibly successful with 400 cyclists tagging @cyclesimcoe in a social media post while riding the Simcoe County Loop Trail, earning them a free 'I rode the Simcoe County Loop Trail' t-shirt!

The following outlines the campaign in specific detail, including highlights from the annual economic impact report.

Marketing Objectives

1. Run a digital advertising campaign to increase overnight cycling visits in Simcoe County during 2022 season, using both pre-pandemic and pandemic visitor counts as a baseline
2. Increase Simcoe County Loop Trail trips in 2022 through our social media t-shirt contest
3. Partner with local cycling events and increase out of County spectators to their annual event through our digital advertising campaign
4. Produce a positive economic impact to the region through cycling tourism, growing our yearly cycling visitor spending by 10% over pre-pandemic result
5. Increased awareness that Simcoe County is an international preferred cycling destination



Target Audience

Regions - GTA, SW Ontario, Ottawa

Cyclists – mountain bike, road, and gravel

More specifically:

- Multi-day cycling tourist riding the Simcoe County Loop Trail
- Cycling events that encouraged overnight accommodation
- General cycling tourists looking for a 'staycation'



Budget

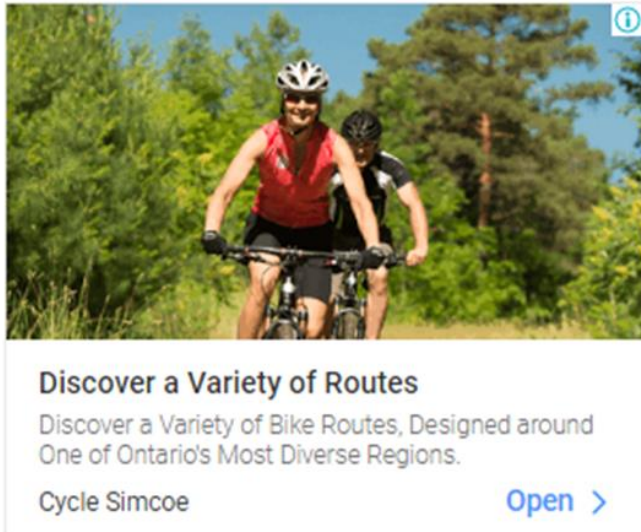
- Organic campaign, Simcoe County Loop Trail t-shirts - \$6,000
- Digital advertising campaign - \$22,714.51

Total Budget = \$28,714.51



Marketing Mediums and Examples

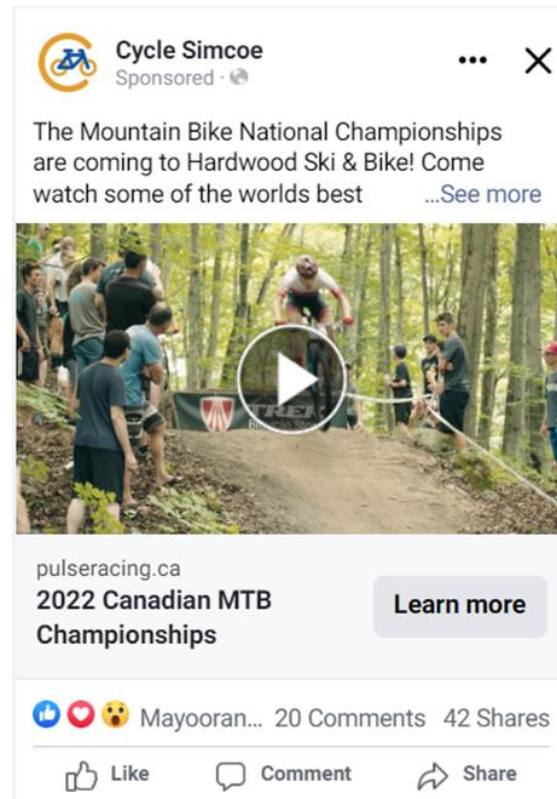
Google Display



Discover a Variety of Routes
Discover a Variety of Bike Routes, Designed around One of Ontario's Most Diverse Regions.
Cycle Simcoe [Open >](#)


This is a Google Display advertisement for Cycle Simcoe. It features a photograph of two cyclists riding on a dirt path through a forest. Below the image, the text reads "Discover a Variety of Routes" and "Discover a Variety of Bike Routes, Designed around One of Ontario's Most Diverse Regions." The Cycle Simcoe logo is in the bottom left, and a blue "Open >" button is in the bottom right.

Facebook/Instagram



Cycle Simcoe Sponsored · 🌐

The Mountain Bike National Championships are coming to Hardwood Ski & Bike! Come watch some of the worlds best ...See more

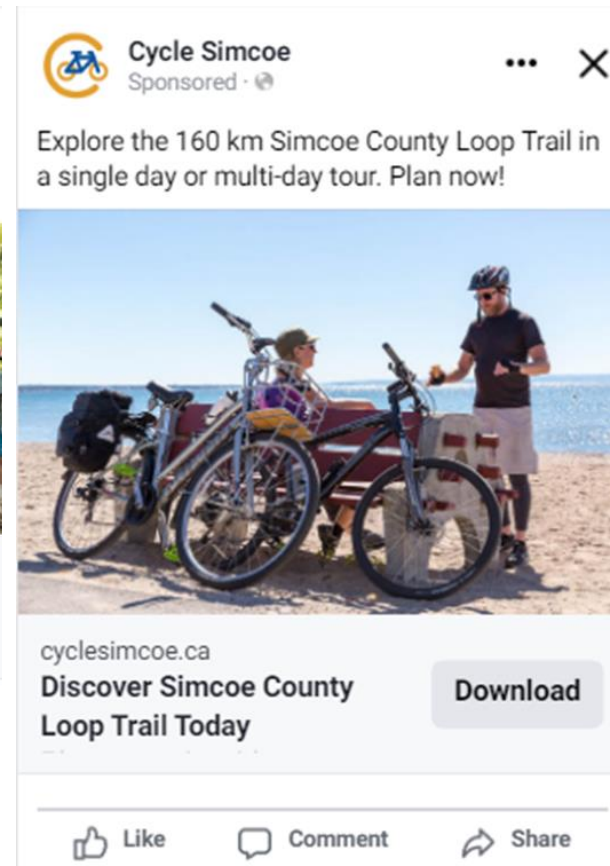


pulseracing.ca
2022 Canadian MTB Championships [Learn more](#)

👍❤️😬 Mayooran... 20 Comments 42 Shares


👍 Like 💬 Comment ➦ Share

This is a Facebook sponsored post from Cycle Simcoe. The text promotes the Mountain Bike National Championships at Hardwood Ski & Bike. It includes a video thumbnail showing a cyclist on a dirt trail. The post is from pulseracing.ca and is titled "2022 Canadian MTB Championships". It has 20 comments and 42 shares. The interaction bar shows "Like", "Comment", and "Share" options.



Cycle Simcoe Sponsored · 🌐

Explore the 160 km Simcoe County Loop Trail in a single day or multi-day tour. Plan now!



cyclesimcoe.ca
Discover Simcoe County Loop Trail Today [Download](#)

👍 Like 💬 Comment ➦ Share

This is a Facebook sponsored post from Cycle Simcoe. The text promotes the 160 km Simcoe County Loop Trail. It includes an image of bicycles parked on a beach. The post is from cyclesimcoe.ca and is titled "Discover Simcoe County Loop Trail Today". It has a "Download" button. The interaction bar shows "Like", "Comment", and "Share" options.

Organic Social Media



12:46

#simcoecountylooptrail

nicolekertcher Barrie, Ontario [Follow](#) ...



❤️💬🚩

Liked by barbaraoutdoortravelgirl and others
nicolekertcher AWESOME day with the guys!

162km , 8hrs of Gravel fun on the Simcoe County Trail Loop!

Thanks Boys 😊

@cyclesimcoe

#simcoecountylooptrail #indiesimcoe #havellesimcoe

🏠 🔍 ➕ 📺 🔄

This is an Instagram post from nicolekertcher in Barrie, Ontario. The post features a selfie of a group of cyclists. The caption reads "162km , 8hrs of Gravel fun on the Simcoe County Trail Loop!" and "Thanks Boys 😊". The post is tagged with #simcoecountylooptrail, #indiesimcoe, and #havellesimcoe. The interaction bar shows "Like", "Comment", and "Share" options.

Campaign Timelines

The campaign ran consistently between June 3rd and October 28th, however the event campaign only ran for six weeks leading up to National Championships at Hardwood Ski and Bike.

Timing

- June 3 – July 20, 2022 – Hardwood Nationals Digital Campaign -
- June 24, 2022 – October 28, 2022 – Loop Trail and General Cycling Campaigns
- Daily 'I rode the Simcoe County Loop Trail' contest, with a call to action to tag Experience Simcoe County and Cycle Simcoe during their ride

Campaign Results – Digital

1. Cycle Simcoe Digital Campaign

To increase cycling in Simcoe County visitation in 2022, Tourism Simcoe County ran a four-month campaign, targeting cyclists in and around the GTA, SW Ontario and Ottawa. Messaging promoted the beautiful trails, landscapes and diverse geography to cycle in Simcoe County, including the Simcoe County Loop Trail, which is quickly becoming a provincial signature loop and has potential to be an internationally renowned cycling route.

Timing

- June 3 – July 20, 2022 – Hardwood Ski and Bike National event
 - promoted five videos, produced in a series, to highlight Simcoe County as a cycling mecca while also promoting the National Mountain Bike Championships at Hardwood Ski and Bike
- June 24, 2022 – October 28, 2022 – Organic Loop Trail social media T-shirt contest and general campaign
 - Promoting the Loop Trail through the message: ‘Riding the Simcoe County Loop Trail this summer? Tag @cyclesimcoe in a social media post during your adventure and we will send you a free ‘I rode the Simcoe County Loop Trail’ t-shirt!’

Results include:

- 114,830 ad clicks
- 16,694 conversions (map download, map mail-requests or click-out to partner site)
- 400 Simcoe County Loop Trail shirts mailed out

See research report below for economic impact data.

Campaign Results - Organic

2. Simcoe County Loop Trail – Instagram T-Shirt Contest

The Simcoe County Loop Trail is a 160 km route that travels through nine municipalities, using municipally maintained trails. This route was developed by the County of Simcoe, in partnership with participating municipalities. In 2022, TSC ran an organic social media contest, encouraging cyclists to tag @cyclesimcoe on Instagram during their adventure for a chance to win an “I Rode the Simcoe County Loop Trail” t-shirt.

The result was over 400 t-shirts mailed to cyclists who completed the Loop and tagged @cyclesimcoe on social media. Simcoe County operators also identified the Simcoe County Loop Trail as the #1 reason cyclists visited the County.



Campaign Results – National Mountain Bike Championships

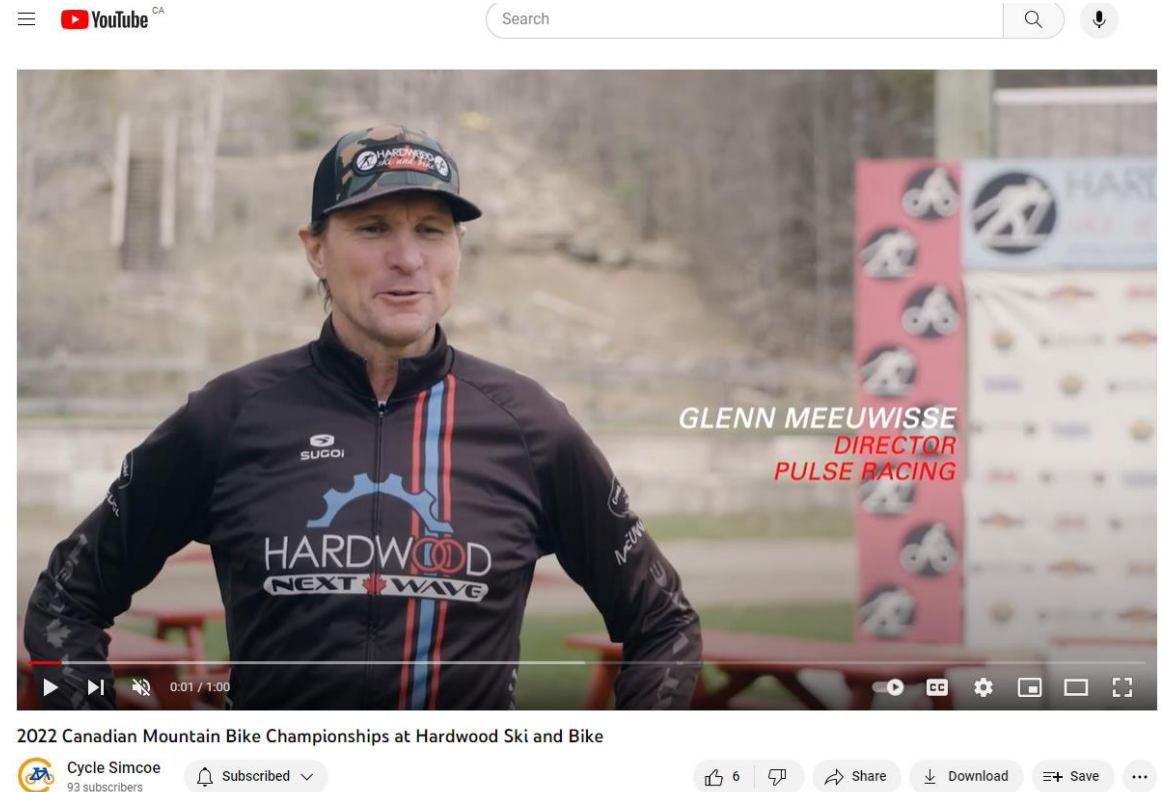
3. Hardwood Ski and Bike – National Mountain Bike Championships

In 2022, Hardwood Ski and Bike hosted the National Mountain Bike Championships over a four- day period, July 21st to 24. Most provincial teams stayed a minimum of four nights at Horseshoe Resort. TSC developed a promotional/digital campaign, highlighting Simcoe County as a premiere mountain bike destination and celebrating the 25th anniversary of hosting the National Championships at Hardwood Ski and Bike.

Videos can be viewed here:

<https://www.youtube.com/playlist?list=PL6zJems2fOJMq-EhwoSggJvSdQojdpbUa>.

The event received 177 out-of-province participants, over 2,000 spectators and 700 total participants, with an estimated economic impact of \$111,000 for Simcoe County.



2022 Cycle Simcoe Economic Impact Report - Overview

TSC, in partnership with RMCG Consulting, surveys cycling friendly businesses annually to determine the economic impact and yearly growth of cycling tourism in Simcoe County. The results are used to measure the success of our yearly campaign, and support future marketing and product development decisions.

2022 Results include:

- **\$1.3 million spent by cycling tourists in Simcoe County, a significant increase over previous years (\$848,292 in 2021 and \$484,428 in 2018)**
- 4,297 rooms booked by cyclists (2,676 in 2021)
- 29% of cyclists were considered regional cyclists (40-100 kms away)
- 34% of cyclists were considered long haul (100 + kms away)
- 120,132 cycling trips were recorded through Strava Data (cycling App) in Simcoe County