



WELCOME TO THE
OWEN SOUND
VISITOR CENTRE

TOM
Tom Thomson Art Gallery
840 1 Ave. W.

Owen Sound Tourism 2025 Wrap Up

Community Services

February 18, 2025

owen
sound
where you *want* to live

Tourism App

Salmon Tour & Salmon Discovery Day

SALMON DISCOVERY DAY
SATURDAY, OCTOBER 4

FREE SHUTTLE SERVICES

Join us for Salmon Discovery Day on October 4! An accessible shuttle will be running from 11:30 a.m. to 3:00 p.m. to make it easy for everyone to enjoy the salmon run and activities. Hop on and off at designated stops and experience the day with comfort and ease.

- Tom Thomson Art Gallery
- Mill Dam
- Harrison Park
- Arboretum
- West Side Boat Launch




SALMON DISCOVERY DAY
SATURDAY, OCTOBER 4 | 11 AM TO 3 PM

Collect a minimum of 8 stamps for your chance to win a prize pack valued at over \$200

- West Side Boat Launch
44.574701, -80.945372
- Community Waterfront Heritage Centre
44.571112, -80.944443
- River District Boardwalk
44.566720, -80.943821
- Owen Sound Farmers' Market
44.564339, -80.943907

BONUS SIDE QUEST!



THE GIANT SALMON
CLIMB INSIDE A MASSIVE INFLATABLE SALMON, PROVIDED BY OUR FRIENDS AT ELEPHANT THOUGHTS!



Nature's Gateway

The collage displays several digital marketing assets for Owen Sound Tourism:

- Instagram Post:** A post titled "Relax at Kelso Beach at Nawash Park" with a scenic background image of a park.
- Mobile App Screen:** A screen titled "Explore Nature's Gateway" with the text: "Looking for Your Next Summer Adventure? Discover Why Owen Sound Is Your Nature's Gateway".
- YouTube Ad:** A video player showing a thumbnail for "Discover Nature's Gateway" with the text: "Discover Nature's Gateway: 10 Unforgettable Summer Adventures in Owen Sound".
- Facebook Post:** A sponsored post titled "Nature's Gateway top 10 summer experiences" with a background image of a waterfall.
- Mobile App Screen (Dark Theme):** A dark-themed app screen with a red "Interested" button.
- Mobile App Screen (Light Theme):** A light-themed app screen with the text: "Explore Nature's Gateway: 10 Unforgettable Summer Adventures in Owen Sound".
- Email Newsletter:** An email layout with a search bar, a "PROMOTIONS" section, and a featured ad for "Nature's Gateway: 10 Unforgettable Summer Experiences".
- Mobile App Screen (Bottom Right):** A screen with a green "Learn more" button and the text: "Your Summer Adventure Starts...".

OWEN SOUND
TOURISM

owen
sound

Branded Merchandise

OWEN SOUND MERCH

Your Adventure Starts Here... and goes wherever you go!

AVAILABLE AT TOURISM AT THE TOM, CITY HALL & THE ATTACK SHACK

OWENSOUNDTOURISM.CA

HOODIES



PLAID JACKET



WINTER TOQUES



BRANDED T's



and more!

OWEN SOUND
TOURISM

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Municipal Accommodation Tax



4% levy on short-term stays (28 days or less)

Provides financial support for initiatives that attract visitors and enhance local amenities.

\$93,000 granted to 10 local organizations for projects enhancing cultural vibrancy and year-round visitation.



Looking Ahead

- Tourism Ambassadors – Events
- Owen Sound’s brochure delivery to hotels, cafes/restaurants, facilities & tourism stops
- Monthly newsletters to subscribers
- Enhance Tourism at the Tom space
- New technologies for streamlining ticket sales and merchandise

