



**GEORGINA**

## Media Release

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**For Immediate Release**

Aug. 5, 2025

### **Town of Georgina unveils new tourism brand and website: [exploregeorgina.ca](https://exploregeorgina.ca)**

**Georgina, ON** – The Town of Georgina is unveiling a designated tourism brand — Explore Georgina — supported by a visitor website, [exploregeorgina.ca](https://exploregeorgina.ca), and dedicated social media channels – [Facebook](#) and [Instagram](#). These tools showcase the community’s natural beauty, cultural assets, local charm and vibrant events, while driving increased visitation and supporting the Town’s growing tourism economy.

“Tourism is a powerful economic engine for Georgina,” said Mayor Margaret Quirk. “When visitors come here to explore our beaches, trails, shops, theatre, rural landscape and festivals, they directly support small businesses and create jobs in our community. I also encourage residents to be a tourist in your own town – explore your community and enjoy the incredible amenities right in your own backyard. There is so much to discover close to home. Our new brand and website make it easy for visitors and residents to explore all Georgina offers year-round.”

Tourism plays a vital role in Georgina’s economic development. From family-owned restaurants and lakeside accommodations to festivals, local theatre, markets and outdoor experiences, the visitor economy generates more than a million dollars annually and supports hundreds of local jobs. This new branding and digital presence will ensure Georgina remains top of mind as a destination for visitors from across the Greater Toronto Area and beyond.

The Explore Georgina website is a central hub for trip inspiration, event listings, seasonal activities, local business directories and visitor guides.

Key features include:

- A mobile-friendly, easy-to-navigate design
- Curated itineraries and seasonal travel ideas
- Business listings and local attraction highlights
- A comprehensive event calendar to entice visitors

The new social media accounts will inform residents and visitors about upcoming festivals, hidden gems, outdoor adventures and cultural experiences. Residents and visitors are encouraged to follow along on Facebook (@ExploreGeorgina) and Instagram (@ExploreGeorgina) to stay connected and share their Georgina moments using #ExploreGeorgina.

The Town continues to work closely with the Georgina Chamber of Commerce and Tourism Information Centre to serve as tourism ambassadors, ensuring that visitors are well-informed about everything there is to see and do in Georgina.

This brand marks a significant step forward in promoting Georgina as a must-visit destination in the heart of York Region, which is part of the Town's broader Economic Development and Tourism Strategy to attract new visitors, extend visitor stays and strengthen the vitality of the local economy.

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