

Marketing Committee

MARCH 27, 2014

Agenda

- Review of Current Objectives & 3 Year Strategy
 - Guides upcoming year
- Organizational Output this Winter
- Ministry of Tourism Culture and Sport – New Reporting Requirements
 - Logic Model
 - 8 Provincial Performance Measurements
- Internal Infrastructure
 - Organizational restructuring
- Next Steps

Current Objectives

Fall 2013 & Winter 2014

The primary objective was to drive “qualified” prospects to ExplorersEdge.ca

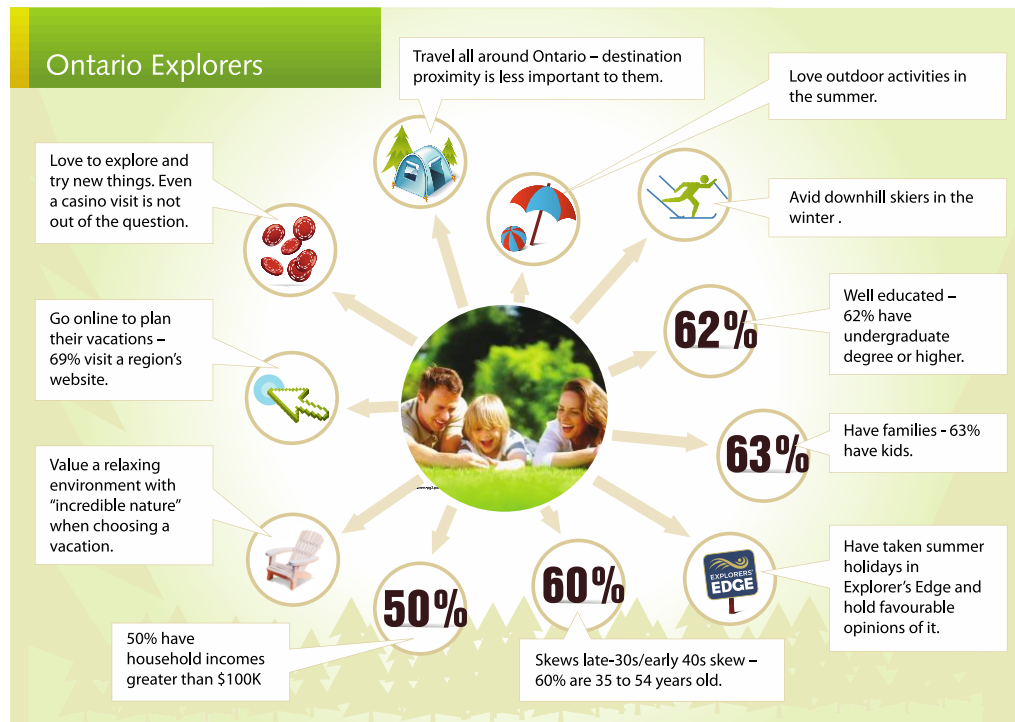
Subsidiary objectives:

- Drive engagement with the content on EE.ca
- Drive visitors onwards to operator websites

3 Year Strategy

- Ontario Explorer

- OTMPC Segment Research – Connected Explorer



Marketing Implications

WIN THE WIN-ABLE: The primary task is not to convince the target to take a holiday in Ontario, but to get Explorers' Edge in their consideration set:

- That means we need to get our message in front of the audience as they are searching for Ontario vacation options (usually online)

BUILD THE SHOULDER SEASONS: Fall/Winter represents the greatest opportunity for net new visits to Explorers' Edge

- Summer represents a cross-sell opportunity, both within the season/cross seasons. Sell short fall/winter trips (i.e., take a break, ditch the kids)

MARKET KEY FEATURES to sell Explorers' Edge (incredible nature, relaxation and proximity)

- We need to redefine “relaxation” in the context of Naturally Adventurous

MARKET TO TORONTO and the GTA:

- Speak in empathetic terms, and in their language (see Newfoundland advertising)

FOCUS IS CRITICAL in an expensive media market with a limited media budget (we cannot be all things to all people)

CROSS-SELL HEAVILY: this is a key component of operator participation

Organizational Output

Internal Programs

- Winter Campaign, Winter Turns Up the Fun
- Explore the Edge
- Product Development – Sled the Edge

The screenshot displays the website for Explorers' Edge, Canada. The main content area features an article titled "Snowmobile Touring in Explorers' Edge, Canada" with a large image of snowmobiles on a trail. Below the image is a paragraph describing snowmobiling as the heart of the region, followed by a section on three distinct districts: Near North, Parry Sound, and Muskoka. A second image shows a group of people with snowmobiles. The article continues with information about Early Season Priority trails and a list of links for different districts and planning resources. A sidebar on the right includes "Recent Posts" with links to "Spring Fuel & Fun" and "Provincial Parks in Explorers' Edge", and a "Newsletter Sign Up" form with fields for email, first name, and last name, and a "Subscribe" button.

rs-edge-canada/

Snowmobile Touring in Explorers' Edge, Canada

Snowmobiling at its finest – that's what Explorers' Edge is all about. Day and weekend trips with the family, or epic loop tours with your best friends, Explorers' Edge has thousands of kilometers of freshly groomed trails just waiting for you to discover.

Explorers' Edge is home to three distinct snowmobile districts: The Near North, Parry Sound and Muskoka regions, each with their own unique characteristics.

While the Near North specializes in snowmobiling the way it used to be, with unparalleled access to remote areas, Parry Sound has wide, flat trails that allow for quick travel to almost anywhere in the region. And Muskoka is home to some of the most unique sights in the region, including the unforgettable ice caves.

Explorers' Edge is also home to some Early Season Priority trails, which means our trails soften open early, and when conditions are right, close late. Click through below to access information on the three districts within Explorers' Edge and some of the touring loops they've created, or discover the Round Algonquin Park loop, Ontario's most popular loop tour.

DISTRICT 10 EDGE
Parry Sound Snowmobile Region

DISTRICT 10 EDGE
Parry Sound Snowmobile District

DISTRICT 10 EDGE
Near North Trails Association

EDGE
To Plan Your Stay
CLICK HERE

The Fine Print: Ontario Federation of Snowmobile Clubs (OFSC) trails are maintained by thousands of volunteers at dozens of clubs, and require constant grooming and maintenance to stay in peak form for your enjoyment.

Recent Posts

Spring Fuel & Fun
Book a motorcycle night stay this spring and you can then log

Provincial Parks in Explorers' Edge
Provincial Parks in Explorers' Edge
Skip Randy from th

Take a Cruise for Splendid Views
The history and tradition of the Explorers' Edge region

View All

Newsletter Sign Up
Sign up here to receive The Explorers' Edge Seasoner newsletter to get tips, tales and travel packages for your next adventure in Algonquin Park, the Algonquin Highlands, Muskoka and Parry Sound.

Your Email:

First Name:

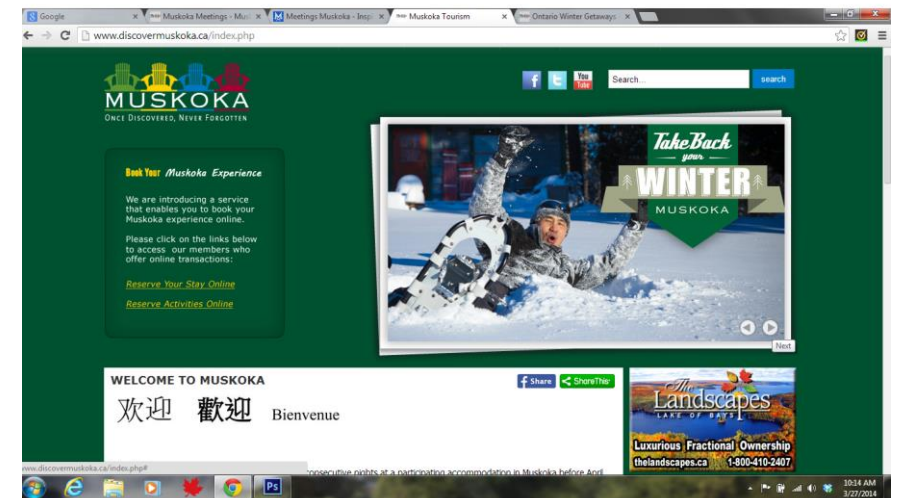
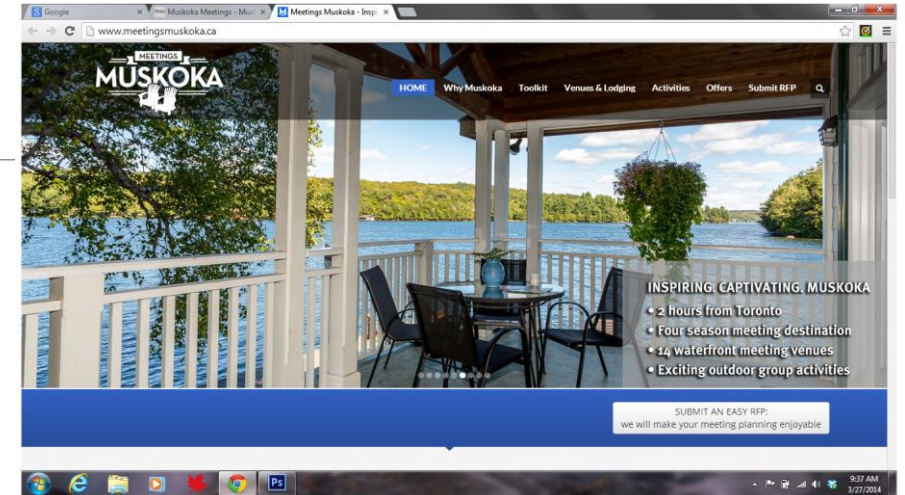
Last Name:

Subscribe

Organizational Output

Industry Collaboration

- OTMPC – Planet D
- Muskoka Tourism
- Take Back Winter
- Business is in our Nature



Organizational Output

Partnership Funds

- Muskoka Tourism, Chambers of Commerce, Golf Muskoka, Resorts of North Muskoka etc.

Transacting Committee

- Fuel and Fun
- Online Referral and Booking System (Website, Mobile, Facebook)

Ministry of Tourism Culture and Sport

- Logic Model
 - Outcomes – Outputs – Activities (Current & Potential)
- Performance Indicators – Marketing
 - Increase the percentage of RTO's aided brand awareness (OTMPC Research)
 - Increase in the return on investment (ROI) of RTO marketing campaign investments (e.g. increase in overnight and day trips, incremental visitor spending generated) (RTU Selecting pilot RTO's)
 - Change in output measures including leveraged marketing from partners (Partnership Fund) and earned media (PR Strategy), web analytics (Internal) and online bookings (Transacting Committee) if applicable.

Logic Model/Destination Development Plan Alignment

Create a regional identity that is supportive of RTO12 businesses

- Additionally helping to develop sub-regional identities

Continue to develop content marketing

Marketing campaigns aimed at the GTA in particular (as per OTMPC research recommendations)

Develop and promote product (including routes, trails, etc.)

Renewed Internal Infrastructure

2 new hires

- Communications Coordinator
- Tourism Operator Relations Liaison

Agency Contract Ending

- Project Manager
- Strategist (media channels, creative marketing)

Next Steps

- Winter wrap report
- Development of new marketing campaign(s) for upcoming year
- “Top priorities” feedback from the Marketing Committee (survey)

Marketing and Promotion

Marketing & Social Media	626,000
Image Bank	12,000
Media/PR	21,000
Transacting	150,000

Product Development and Innovation

Product Development Fund	35,000
--------------------------	--------

Questions