

Tourism Product Development

<i>Tourism Product</i>	<i>Project description: activity, role of the RTO, use of RTO funds and expected outcomes</i>	<i>RTO Contribution</i>	<i>Industry Contributions (in kind)</i>
Strategic Marketing Direction - Muskoka Tourism	To gain insight to support strategic marketing direction for Muskoka Tourism. The project includes custom data mining, industry consultation and recommendations for strategic direction.	\$10,000	
Park 2 Park Trail	To develop the communication tools for the promotion of the Park 2 Park trail, specifically the development of a promotional video.	\$5,000	
Group of Seven Cultural Strategy	Assistance in the development of the Group of Seven Outdoor gallery in the strategic development of a communication plan, positioning and identification of marketing channels.	\$5,000	
Ride the Edge Snowmobile	Utilizing newly developed loops in District 10, Explorers' Edge will continue the development of its branded product "Ride the Edge" to incorporate snowmobiling, alignment and much needed winter product. The program will include route assessment, content creation and a signature video.	\$15,000	
Arrowhead Ice Trail	Supporting the development of the Arrowhead Ice trail, a live video feed via remote camera, will be installed at the park to drive visitation and change the perception of activities taking place in Explorers' Edge	\$5,000	
Kearney Dog Sled Races	Support and development of the Kearney Dog Sled race as a winter product through the development of onsite way finding signage and event communication tactic(s).	\$3,000	
Ride the Edge ATV	Building on success of the ATV power sport marketing in Explorers' Edge , the Ride the Edge program will be further developed to incorporate the ATV product during the spring travel season. Content and with accompanying video, photo's and article s will be produced as a result.	\$7,000	
Totals:		\$50,000	