

To: Mr. James Murphy, Explorers Edge; Dr. Peter Istvan, Canadore College

Re: Project progress report under RTO12's Tourism Product Development Fund

From: Becky Pollock, Canadore College Ecolearn coordinator

Date: January 7, 2013

Dear Mr. Murphy and Dr. Istvan,

The following memo provides you with an interim progress report with regard to the RTO12 supported, "Experience Georgian Bay" educational ecotourism product, led by Canadore College Parry Sound Campus.

The intent of this document is to inform you about the status and success of activities to date, and to provide the necessary background for further discussions about the partnership development that is underway because of this project.

Overall, there has been a high level of positive feedback and some new products for Canadore are emerging in time for 2013. These will require a final business & marketing plan in the coming weeks.

For the broader objective of regional product development there are opportunities to build capacity by supporting tourism providers that have attended the training sessions and are motivated to work together to bring new experiential packages to market.

Please find enclosed:

1. Project Overview
2. Work Plan Activities To Date
3. Workshop Promotion
4. Participants Profile & Preliminary Results
5. Challenges & Opportunities
 - Appendix 1 Posters
 - Appendix 2 Media
 - Appendix 3 Social Media
 - Appendix 4 Stakeholder Contacts

Canadore College and its partners, Georgian Bay Country and the Georgian Bay Biosphere Reserve, greatly appreciate the funding support from Explorers' Edge. We all look forward to exploring the future of this project with you. Please contact me if you have any questions related to this report.
Yours sincerely,

Dr. Rebecca Pollock
T: 705.746.1694

1. Project Overview

Experience Georgian Bay Biosphere

“Development of ecotourism packages in the UNESCO Georgian Bay Biosphere Reserve – that combines tourism partners and education i.e. Educational Ecotourism Packages” www.rto12.ca

Objective: To create, in partnership with other stakeholders, a set of “learning vacation” tourism packages offered through Canadore, to be piloted starting Spring 2013.

Scope: Focused on experiences within the Georgian Bay Biosphere Reserve (from Port Severn to the French River); this area encompasses much of Georgian Bay Country but includes some operators within Muskoka Tourism.

Timeframe: The vision for the project was a 1-year timeframe. The funding from RTO 12 covers the first quarter of the project from October 20, 2012 – January 31, 2013.

Product Development through a Training Workshop Series & Partnership Creation: a series of three workshops was designed; the first 2 are complete. Participation rates were 30 and 40 operators, respectively, with four supporting organizations present (RTO 12, GBC, GBBR, Canadore).

Summary of Accomplishments: As per Part III of the application to Explorers’ Edge, the project has met all criteria to date:

1. Use and schedule of funds – as per agreement. Additional in-kind contributions received from GBBR and GBC (staff time, facilitation at tables, note-taking) estimated at \$284. Received a grant of \$770 (Parry Sound Area Community Business Development Corporation) for a 4th workshop.
2. Recognition of Explorers’ Edge on promotion materials (logo on posters, social media postings, workshop materials & press releases). One media release and two newspaper articles have resulted (see Appendices 1, 2, 3).
3. Youth entrepreneurship – involvement of a Canadore ecotourism student and several current or former interns from the Biosphere Reserve, Georgian Bay Country, and the Museum.
4. Volunteerism/Partnerships – a strong partnership has been developed with Georgian Bay Country, which has provided continual support. They have distributed the workshop invitations through their contacts, managed all registration, and are interested in exploring the future development of the program. There are over 40 stakeholder contacts to date (Appendix 4)

Moving Forward: As per the contract workplan with Canadore College, this project involves not only partnership development but preliminary planning for program delivery and program expansion. A number of opportunities have been identified, including:

- Funding secured from Parry Sound Area CBDC to support a fourth workshop (February 7)
- Explorers’ Edge RTO12 Partnership Funding (with GBC, Biosphere, FedNor)
- Georgian Bay Biosphere Reserve “Sustainable Tourism” project over 2 years with Ontario Trillium Foundation support to coordinate a provincial model among 4 Biosphere Reserves
- Georgian Bay Country Tourism Association, Strategic Plan directive to support new product development in the Georgian Bay-Parry Sound area for 2013-2016.
- Canadore College program development for international ESL/Ecotourism packages.

2. Work Plan Activities

Table 1. Status of Work Plan Activities

Tasks	Notes	Status
i. Market Research	<p>a. Market Research –with assistance from Canadore ecotourism student volunteer.</p> <p>b. Local Operators – with GBC to recommend experience providers.</p> <p>c. OTMPC Regional Report for RTO12 (October)</p>	<p>In progress.</p> <p>Ongoing.</p> <p>Shared at Workshop #1.</p>
ii. Partnership Development	<p>c. Invitations have been made widely through GBC, EE, GBBR, Canadore, the PS Chamber.</p> <p>d. Given the interest in partnering with area First Nations, special invitations have been issues. A presentation by the Great Spirit Circle Trail has been booked.</p>	<p>To date – 48 contacts of interested package partners confirmed.</p> <p>> Need to find a way to keep the contacts connected.</p>
iii. Product Development Training	<p>e. Designed a series of half-day sessions (1) Package inventory & ideas (2) Building experiential packages (3) Product marketing.</p> <p>f. We have leveraged funding for a 4th workshop beyond the timeframe of this project, in order to meet the needs of operators for self-marketing through social media, using the Biosphere brand, and testing new products in 2013 with help from GBC.</p>	<p>Offered 2 workshops to date with 30 and then 40 people attending. Feedback has been positive. Sessions were filmed & are being edited.</p> <p>> Request for more time to network & make new products market-ready.</p>
iv. Package Development & Business Planning	<p>g. For Canadore, partnerships have been established. Product concepts have been shared with European market for feedback.</p> <p>h. A workshop by CTC on EQ traveler types was taken at RTO13 to inform the product design.</p>	<p>In progress.</p> <p>> A business planning session is planned for January 17th.</p>
v. Product Marketing	<p>i. The marketing workshop is scheduled for Jan. 17th with OTMPC, EE, GBC.</p> <p>j. Marketing plan needed in February.</p>	<p>> February 2013</p>
vi. Evaluation	<p>j. Partners have participated in evaluations following each workshop with a response rate of 25-50% so far.</p>	<p>Ongoing. Product evaluation scheduled for Fall.</p>

3. Workshop Promotion

- 4 posters (Appendix 1) that were widely distributed online.
- 10-20 facebook posts (samples in Appendix 2) from EE, GBC, GBBR, and Canadore.
- Twitter hash tag for each workshop, with livefeed during the sessions, some through Moose FM 103.3 reaching 1,350 followers.
- 2 newspaper articles on December 14 and December 21 in the Parry Sound Beacon Star, distributed free to 10,000 homes (Appendix 3) recognizing Explorers' Edge.
- 80% of participants heard about the workshops from a Georgian Bay Country email; others through Explorers' Edge newsletter, Georgian Bay Biosphere newsletter, or word of mouth.

4. Profile of Participants & Preliminary Results

Over the 2 workshops, there have been 36 businesses represented, with the following status:

44 participants (ranging from Honey Harbour to Magnetawan and to Bala)

17 accommodations (total beds will be calculated soon)

19 experience providers (recreation, culture, art, music, restaurant, food/culinary, outdoor adventure)

*Note that several of the accommodations (lodge/resort) also provide on-site experience.

13 businesses already offer some sort of package, alone or with one other operator

13 new businesses would now be interested in partnering on package development

8 businesses are unknown and require follow-up contact

2 businesses are not operators but would act as consultants and referrals for tourists.

85% of people found that the opportunity to network was the most important value of the workshops.

50% of tourism providers said they would be interested in partnering with Canadore College.

Existing Package Examples of single or multi-operator:

- Georgian Bay Airways: Fly & Dine
- Bear Claw Tours: Corporate retreats
- Woodland Echoes: Wedding, Honeymoon, Spa packages
- Kudos Kuisine provides room service for Comfort Inn
- Comfort Inn and Ridge at Manitou Ridge: Stay n' Golf
- Chippewa Cruise and Kudos Kuisine dinner
- White Squall theme kayak trips: yoga, geology, cabin-based, etc.

Based on discussions among operators and a facilitated working session on "Building & Packaging Experiences" led by Trish Manning and Barrie Martin (or Manning Consulting Group and Yours Outdoors), participants were able to design preliminary package itineraries and pricing. However, the majority of participants had unanswered questions about: insurance, food safety rules, partnership logistics, bookings, profit-sharing, marketing strategies, and target markets. 90% wanted more time to develop the concepts they began in December and more time to network with potential partners.

Table 2. Packages in Development

Package Theme	Potential Partners/Accommodations	Stage of Development
Ecotourism Learning Vacations: - Killbear park ecology & geology - fishing charter & aquatic biology - cultural history, crafts & hiking - kayak day-trip & island exploration	Canadore College Bed & Breakfasts, Bayside Inn Biosphere, Killbear Park, White Squall Museum, Depot Harbour Aquacage aquaculture operations Wasauksing First Nation, Gza'agin gallery	High
English-as-a-Second-Language Ecotourism packages for Chinese	Canadore College Rosseau Lake College, Killbear Park Biosphere, Chippewa Cruise White Squall, Catered picnics	Medium
Back-stage pass to the Biosphere: interpretive guided excursions to Museum, Depot Harbour historic site, and the 30,000 islands.	Red Rock ecoAdventures Biosphere Museum	High
Taste of Parry Sound	Mariners Rest B&B Kudos Kuisine Museum on Tower Hill	Low
Motorcycle "Park & Ride" tours and routes to area attractions	Wilson Lake Resort Roxie's Diner Jake's Place	High
Cranberry Tour, Wine Tasting & Dinner	Sunny Point Resort Johnston's Cranberry Marsh Muskoka Lakes Winery Kudos Kuisine	High
Wasauksing First Nation Marina and Campground	Depot Harbour historic site Cultural tour Museum	Medium
Roughing it in the Bush	Woodland Echoes Reort Georgian Bay Trappers	Medium
Pioneer Village & First Nations Cooking	Johnston's Cranberry Marsh TBA	High
Others in development		

Upcoming Workshops:	Thursday, January 17, 2013	9:00-12:30	Marketing Tourism Packages
	Thursday, February 7, 2013	9:00-12:30	Social Media & Biosphere Brand
	TBA	all day	Sustainable Tourism
	TBA	all day	TBA (with Great Spirit Circle Trail)

5. Challenges & Opportunities

1. Partnerships with tourism providers are in the preliminary phase, where they must self-select based on their own business interests, which (if any) partnerships they will pursue for package creation. Canadore has a new opportunity emerging with Chinese students seeking ESL and ecotourism combined (noted in the above table).
2. A strength of the series has been the repeat participants who are committed to learning how to create new products by working with other operators. Given more time, and some facilitation by those with experience (about target markets, insurance, pricing, logistics, etc.), they could likely produce viable packages for selling in early 2013.
3. However, many have said that there is a logistical/administrative role needed before the packages are market-ready. Beyond the package itineraries – simple or complex – there is a need for a singular contact to facilitate the outcomes. This role could be played by Canadore College or GBC, potentially.
4. There is also the need for a coherent, thematic package marketing plan for the region. As the OTMPC Regional Report for RTO12 (October 2012) mentions: “This should not be done piecemeal. It is the integration of experience that has the most power.” This role is ideally suited to Georgian Bay Country, a tourism association that leads on local marketing.
5. Together, the group of 30-40 operators have projected 8-12 new products and would like to see them marketed together. Some of them would be interested in participating in the marketing plan, including the use of technology for branding “Experience Georgian Bay-Parry Sound” and for trip planning and on-site decisions by travelers. The GBC Visitor Centre is in a position to be a gateway for this program.
6. Funding has been secured from the Parry Sound Area Community Business Development Corporation (CBDC) to support a 4th workshop, to support (a) social media training, (b) use of the UNESCO biosphere brand, (c) more time to get participant products market-ready. Experiential package examples from the Great Spirit Circle Trail have agreed to present to the group at a future workshop.
7. Canadore College, Georgian Bay Country, and the Georgian Bay Biosphere Reserve developed a written DRAFT proposal for potential Explorers’ Edge *Partnership Funding* and have scheduled a meeting with FedNor this month. Other potential partners are Muskoka Tourism & the Town of Parry Sound.

6. Summary

Overall, the project is on target and has generated a much wider range of partnerships than expected. Many of the evaluations from the workshops have highlighted the importance of face-to-face networking and the value in having a series of meetings to continue the momentum established. There is greater awareness of Explorers’ Edge, Georgian Bay Country, and the Biosphere. Canadore’s “Experience Georgian Bay” educational ecotourism is just one of the outcomes emerging from the project, and it will be a good experiment as it goes to market later this winter, targeting the GTA nature clubs, Ontario retired teachers, outdoor adventure venues, and the personnel throughout the 16 Canadian and over 600 world Biosphere Reserves in the UNESCO program. Explorers’ Edge-RTO12 would be welcome to assist in the evolution of this project as they see fit. The key partners are excited about the opportunities for the Georgian Bay-Parry Sound area.

Appendix 1 Posters



You are invited to attend...

Tourism Package Development Sessions

Join us for a series of working sessions to help develop tourism packages that may benefit your business and increase tourism offerings throughout our area. Free training provided on new product development and marketing.

Friday, November 23rd we will look at the wide range of experiences in our region (including arts, culture, culinary, nature & outdoor adventure) and from this **inventory**, together create possible **package themes** for all seasons. Bring your creative ideas to share!

Thursday, December 13th we will offer you some **training on new product & package development** and in small groups create some "mock" packages, including pricing.

Thursday, January 17th learn strategies for **marketing packages** from organizations in the tourism industry & discuss how Canadore's new ecotourism **pilot packages** can be promoted as "learning vacations" throughout the community.

Working Sessions: all 3 will be held at Canadore College, Parry Sound, from 9:00 a.m. to 12:30 p.m. Register for one or more TODAY!

Save Your Spot – RSVP Anna Marie Harris annamarie@gbcountry.com
For more information contact Becky Pollock ecolearn@canadorecollege.ca






Canadore College appreciates the Tourism Product Development Funding from Explorers' Edge for this project.



Tourism Package Development Sessions

FREE TRAINING ON PACKAGE DEVELOPMENT & MARKETING






Friday, November 23rd 9:00 to 12:30
Canadore College West Parry Sound Campus

- Learn: What is Experiential Tourism?
- Develop Package Themes Together
- Hear Advice from local operators

Please RSVP: annamarie@gbcountry.com








Tourism Package Development Sessions





FREE TRAINING ON PACKAGE DEVELOPMENT
 WITH TRISH MANNING & BARRIE MARTIN

Thursday, December 13th 9:00 to 12:30
Canadore College West Parry Sound Campus

- Turn package ideas into specific plans
- What's the market? How to price?
- Identify unique experiences & try local flavours!

Please RSVP: annamarie@gbcountry.com



Tourism Package Development Sessions

Marketing Tourism Packages in the Georgian Bay-Parry Sound Area



- **Chris Milner** Ontario Tourism Marketing Partnership Corp.
- **James Murphy** Explorers' Edge
- **Anna Marie Harris** Georgian Bay Country

Thursday, January 17th 9:00 to 12:30
Canadore College West Parry Sound Campus

- Identify our market & how to reach them
- More time to meet other tourism partners
- Get packages ready to market now for 2013

Please RSVP: annamarie@gbcountry.com






Appendix 2 Social Media (samples)

December 18, 2012

Next session January 17th. Reserve your spot with annamarie@gbcountry.com

December 12, 2012

33 tourism businesses & 10 support organizations will be using their expertise to make tourism more sustainable! Thanks to [Explorers' Edge](#) and [Georgian Bay Country](#).

Comments:

Georgian Bay Coast Trail: See you there tomorrow, looking forward to it!

Canadore College West Parry Sound Campus: Excellent

December 12, 2012

Tomorrow is [Canadore College West Parry Sound Campus's](#) 2nd Tourism development package workshop. Georgian Bay businesses will be grouping together to create some great Tourism packages for our beautiful biosphere. Our next session will be January 17th, 2013. <http://www.gbbr.ca/home/attachment/tourism-december-13-2012-2/>

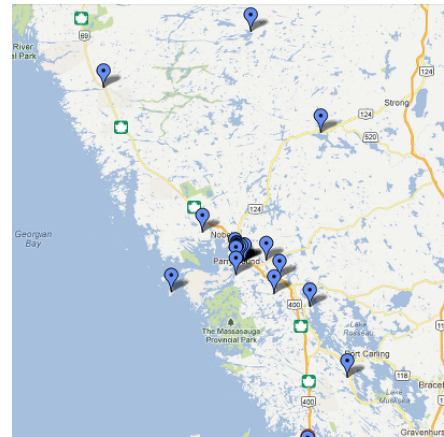
November 7, 2012

Tourism package ideas for the Parry Sound area? For your business? For [Georgian Bay Country](#)? For [Explorers' Edge](#)? Register for our FREE session on Friday, Nov. 23rd with annamarie@gbcountry.com TODAY! — at [Canadore College West Parry Sound Campus](#).

November 2, 2012 (Poster #1) Are you a tourism operator? Organization? Join us for this series!

Comments: Patrick Connor: Are they using any of the content of our RTO12 Report?

Georgian Bay Biosphere Reserve (GBBR): Yup. Partnerships on this give an opportunity for all the tourism players to exchange their vision, role & pass along skills/knowledge. New products will need collaboration & creativity! RTO market research docs at <http://rto12.ca/category/documents/> Documents | RTO12



Financial ★ Lifestyles

Adding local experiences to tourism packaging



Charlene Peck photo

Building and packaging experiences was the focus of the second tourism workshop held December 13 at Canadore College. Some of the group of approximately 40 participants are discussed the Ontario/travel.net/outdoor calendar, which features a photo of kayakers silhouetted by the setting sun near Franklin Island, on Georgian Bay. Seated from left are, Christine Utas from White Squall Wilderness Adventures, Sean Beasley from Georgian Bay Country, Wendy Hogarth from Muskoka Lakes Winery, Nicole Mullen from the Stockey Centre, Shannon Bebamash from the Comfort Inn and Laura Poddie from the Georgian Bay Coast Trail. Standing are workshop co-facilitators Barrie Martin owner of Yours Outdoors, involved with vacation packaging in Haliburton and Trish Manning, owner of Manning Consulting Group.

Tourism operators and organizations wanting to develop tourism packages have been attending a series of workshops being held at Parry Sound - Canadore College, in conjunction with Georgian Bay Country and the Georgian Bay Biosphere.

"Since Canadore College is committed to life-long learning we wanted to take advantage of the possibilities for 'learning vacations' and use the UNESCO World Biosphere and the offering in our area to draw people from around the world to visit," said Parry Sound campus manager, Dr. Peter Istvan. "Working closely with Georgian Bay Country and local tourism partners, pilot education ecotourism packages are being planned for 2013."

"Tourists are looking for new experiences," explained Georgian Bay Country Tourism Association manager, Anna Marie Harris. "Whether it is cottagers looking to take their guests to something for a few hours, or people from the city looking for an all-inclusive package for convenience, there is a real market to develop here. We encourage operators to attend these sessions and benefit their own

businesses."

"Market research that we've started includes comparing the offerings in Ontario, Algonquin, Manitoulin, Madawaska and so on - as well as Banff, Quebec, Newfoundland, Costa Rica and Cuba," Istvan said. "If we can work with businesses to help visitors experience and learn about our UNESCO Biosphere and benefit our tourism economy at the same time, then it's a win-win."

This project was made possible with the support of Regional Tourism Organization 12 (RTO12) called Explorers' Edge. Through the Tourism Product Development Fund program administered by RTO12, Canadore College was successful in garnering support to help develop tourism products in the region of Algonquin Park, the Almaguin Highlands, Muskoka and Parry Sound.

The series will wrap up Thursday morning, January 17. Participants will be involved in creating package themes, learning how to price them, and share successful marketing strategies that can be used for new package promotion. Registration is through Georgian Bay Country.

19A • THE PARRY SOUND BEACON STAR • Friday, December 14, 2012

Inviting visitors to stay for the experience

BY BECKY POLLOCK

Georgian Bay Biosphere Reserve

Instead of promoting just the destination - whether it's Parry Sound, Georgian Bay or Pointe au Baril - tourism business owners are asking: "What are the unique experiences that this area provides? What could be hands-on for visitors that would keep them here as a part of an overnight package?"

In order to boost the economy in rural regions of Ontario, communities like Parry Sound are looking to offer a wider range of packages.

"Although tourism might generate the first dollar," says one operator, "That person is likely to spend a second and a third in the area if they find enough to do."

Instead of a resort offering just on-site experiences, such as golf or a spa, they are starting to partner more with other businesses, particularly tourism operators, to create new packages. This might involve finding a caterer or restaurant that can provide picnic lunches for people to take with them for a day of hiking.

Renting bicycles

It might involve renting bicycles for your guests to explore every corner of Parry Sound, including some of the area back roads.

Participants at a December 13 workshop held at Canadore College in Parry Sound, in conjunction with Georgian Bay Country and the Georgian Bay Biosphere, also discussed ways to reach cottagers and their guests by designing half-day packages, such as a cooking class, going out on a fishing charter, doing some traditional craft with First Nations artists, or walking the shoreline trail with a local guide.

While Canadore College is putting together a "learning vacation" for people interested in the Biosphere, nature, geology, wildlife and culture, it is also interested in working with community partners to make new packages a reality.

"There are students and professionals in China," for example, says Campus Manager, Dr. Peter Istvan, "That are interested in taking English-as-a-Second-Language in Canada. The Parry Sound area is ideal for a course that offers those students both language training and ecotourism adventure."

Local businesses, the local tourism association Georgian Bay Country, municipalities, as well as the bigger regional organization - Explorers' Edge - all have a role to play.

For these package plans to become a reality, businesses agree that they need to learn from those already benefiting from package sales, work better together to find the right package combinations, and price out packages so they are ready to market to the GTA, Ontario, and to the world.

"There are students and professionals in China that are interested in taking English-as-a-Second-Language in Canada. The Parry Sound area is ideal for a course that offers those students both language training and ecotourism adventure."
- Campus Manager, Dr. Peter Istvan,

Media clippings from December 14, 2012 (above) and from December 21, 2012 (left) from the Parry Sound Beacon Star.

Appendix 4 Stakeholder Contacts (to date)

Name	Business	Email	Accomm.	Experience
Susan Poole	40 Bay Street B&B	stay@40baystreet.com	*	
Heidi Knotz	Ahmic Lake Resort & Swiss House	info@ahmiclakeresort.com	*	*
Steven Duff	Artists Around the Sound	mishmash@cogeco.ca		*
Mary Jane Zisoff	Artists Around the Sound, Trilogy	trilogy3@sympatico.ca		*
Jeff Quathermar	Bayside Inn	rsvp@psbaysideinn.com	*	
Andrew Ryeland	Bear Claw Tours	aryeland@gmail.com		*
Melissa Thompson	Bearly Used Books	bearlyusedbooks@gmail.com		*
Greg Aldworth	Chippewa Cruises	aldworthfamily@cogeco.com		*
Shannon Bebamash	Comfort Inn	CN288@whg.com	*	
Linda Spenceley	Dannygraig B&B	linda.spenceley@gmail.com	*	
Tina Gataveckas	Elmcove Cottages	elmcove@csolve.net	*	
Carla Bossart	Festival of the Sound	bossartc@festivalofthesound.ca		*
Nicole Saulnier	Georgian Bay Airways	gba@georgianbayairways.com		*
Lois Barron Ralph	Glenn Burney Lodge	lois@glennburneylodge.ca	*	
Wendy Hogarth	Johnston's Cranberry Marsh	cranberrydotca@gmail.com		*
Lesley Commandant	Johnston's Cranberry Marsh	ontario@cranberry.ca		*
Stephanie Delaurier	Kudos Kuisine	sdelaurier@kuduskuisine.com		*
Cheryl McBride	Lick's Homeburgers	parrysound@lickshomeburgers.com		*
Edmund Lea	Mariner's Rest B&B	elea@vianet.ca	*	
Julie Lea	Mariner's Rest B&B	elea@vianet.ca	*	
Patricia Stone	Microtel	gm@microtelparrysound.com	*	
Rebecca Zanussi	Museum on Tower Hill	exhibits@museumontowerhill.com		*
Nadine Hammond	Museum on Tower Hill	manager@museumontowerhill.com		*
Curtis Payerl	Parry Sound Water Taxi - Fishing	curtis@parrysoundwatertaxi.com		*
Anne Bossart	Red Rock ecoAdventure	anneonredwood@gmail.com		*
Josef Bossart	Red Rock ecoAdventure	jbossart@bossart4.com		*
Doug Lockhart	River Haven Resort	info@riverhavenresort.com	*	
Laura Murney	Rocky Crest	lmurney@clublink.ca	*	
Lisa Ernest	Snowmobile Club	lisaernst@bell.net		*
Nicole Mullen	Stockey Centre	coordinator@stockeycentre.com		*
Andy Vitch	Sunny Point Resort	andrewvitch@sunnypointresort.com	*	
Debbie Crocker	Trapper	mark@markcrocker.ca		*
Dave Bialkowski	Trysport	david@trysport.ca		*
Cynthia King	Wasauksing Marina & Camping	u.cynthia.king@gmail.com	*	*
Peter Wiltman	Wawanaisa Resort	peter@wawanaisa.com	*	
Greg Mason	White Squall	gbbgreg@gmail.com		*
Christine Utas	White Squall	marketing@whitesquall.com		*
Al Dare	Wilson Lake Resort	willkres@vianet.ca	*	
Susan Telford	Windhorse B&B	susantelford@hotmail.com	*	
Ken Turner	Woodland Echoes	ken@woodlandechoes.com		
Laura Hernando	Ministry of Tourism	laura.hernando@ontario.ca	Province	

James Murphy	Explorers Edge	james@explorersedge.com	RTO12
Kate Monk	Explorers Edge	kate@explorersedge.com	RTO12
Anna Marie Harris	Georgian Bay Country (DMO)	annamarie@gbcountry.com	Partner
Sean Beasley	Georgian Bay Country (DMO)	sean@gbcountry.com	Intern
Logan Morrison	Georgian Bay Biosphere Reserve	loganjeffreym@gmail.com	Intern
Brittany Mahnke	Georgian Bay Biosphere Reserve	marketing@gbbr.ca	Partner
Becky Pollock	Georgian Bay Biosphere Reserve	rpollock@gbbr.ca	Partner
Danny Gray	Georgian Bay Biosphere Reserve	dpatrickgray@gmail.com	Volunteer
Peter Istvan	Canadore College	Peter.Istvan@canadorecollege.ca	Partner
Elise Quiring	Canadore College student	e.quiring@canadorecollege.ca	Student
Trish Manning	Manning Consulting	info@manningconsultinggroup.com	Facilitator
Barrie Martin	Yours Outdoors	info@yoursoutdoors.ca	Facilitator