

Community Relations Committee

NOVEMBER 27, 2013



Draft DDP & Operational Plan

Accomplishments
&
Key Learnings

Accomplishments

Winter Turns up the Fun **PARTNERSHIP FUND**

Tourism Indicator Framework

FUEL & FUN

explorers' edge brand

STRATEGY & PROCESS

lean staff

Social Media

governance & transparency

Fall Blue

Explore the Edge operator engagement & awareness

Collaboration is key ...

Strategic Collaboration

- Introduce significant, strategic partnerships to move the needle forward
- Collaboration does work when leveraged properly it introduces momentum

OTMPC

Fall Blue, 60k investment

FedNor

Port Loring, 45k

Northern OTMPC

Ride the Edge
Outdoor Journal Radio

Programs, Product & Marketing

- In-house control is optimal
- Expert Support
- e.g. strategist & media buyer

OUR Best work arrives when we ...

1. Start with the consumer (consumer insight)
2. Ask “what is going to make it easy for the traveler to choose our destination?”

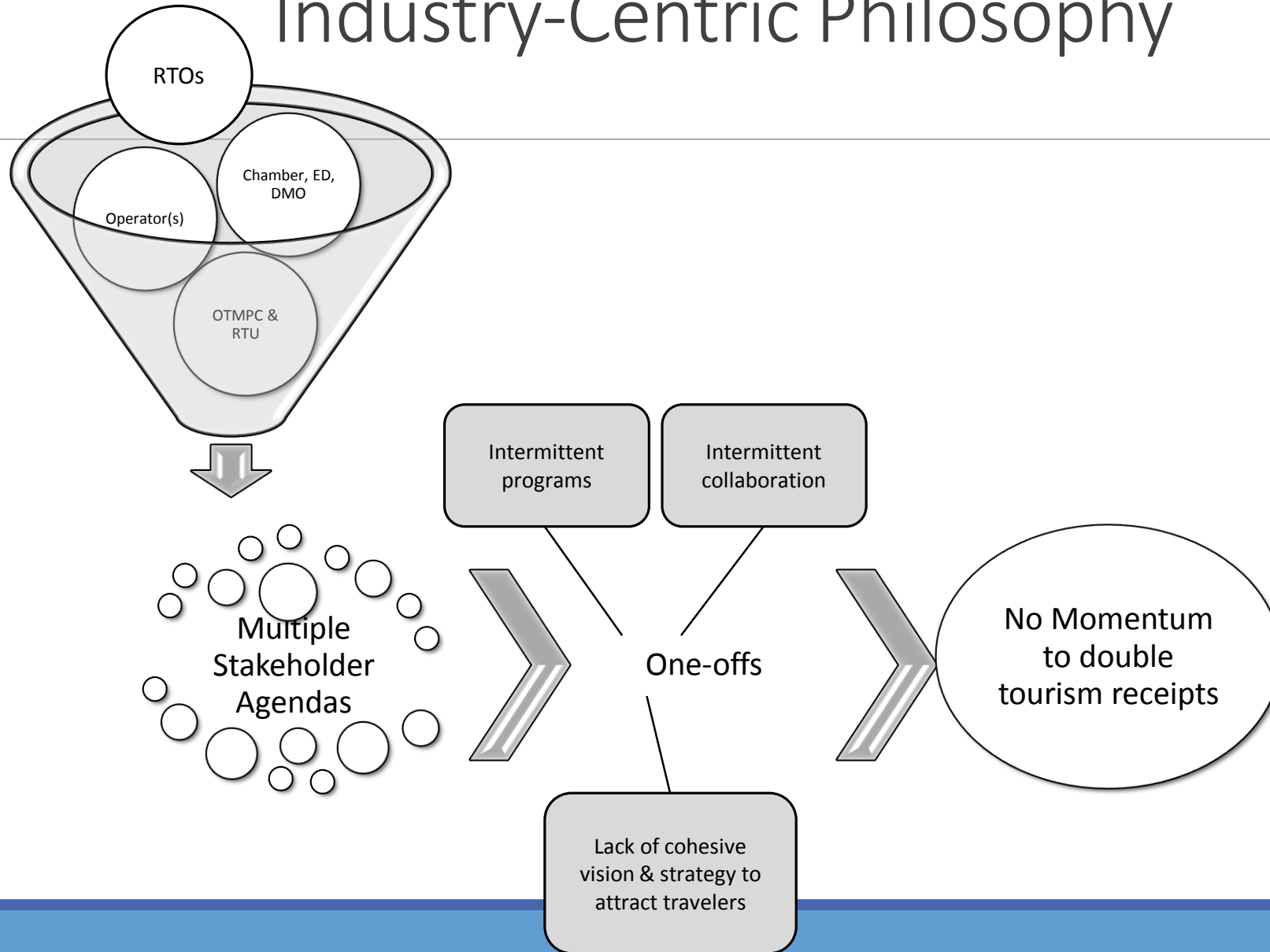
That’s how we got:

Fall Blue, Fuel & Fun, Ride the Edge, etc.

To leverage strategic collaborations to develop strategies, programs, products and communications that significantly increase the volume of visitors to the region.

To get travelers to stay in Explorers' Edge over and over again by creating the desire to do so and by making it easy for them to choose this region over any other.

Industry-Centric Philosophy



Consumer-Centric Regional APPLICATION

leverage significant strategic
COLLABORATION

CREATE / INNOVATE

PRODUCE RESULTS

lead the market with

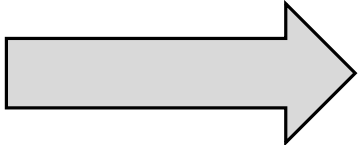
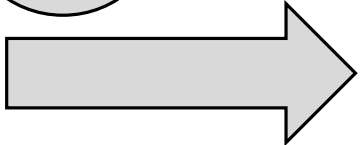
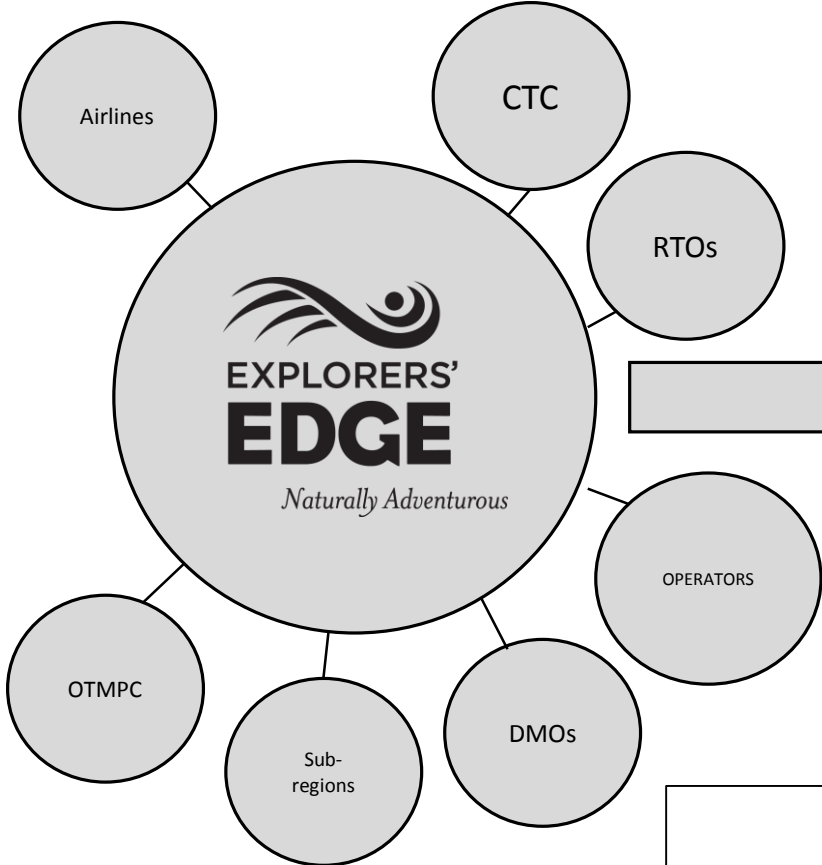
create desire

Strategies
Packages
Programs
Products
Positioning
Communications

Make it easy
for travellers
to visit again
& again

Greater
volume of
transactions

Destination Building





EXPLORERS'
EDGE

Naturally Adventurous

LEAD * COLLABORATE * INNOVATE * PRODUCE RESULTS

Questions & Discussion

Regional and Provincial Event Update

Provincial Events

- 2014 Winter Games
- Extended Stay Packages
- Programming

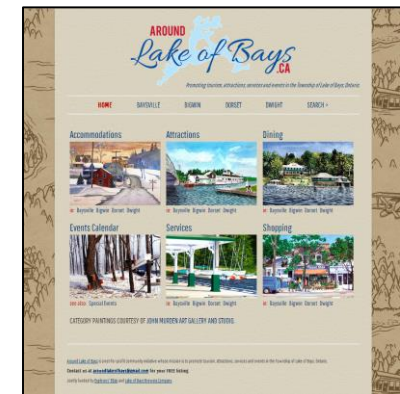
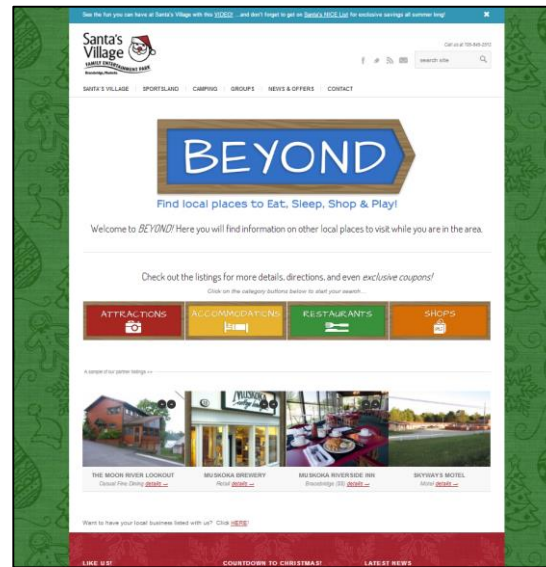


Questions & Discussion

Partnership Programs

Partnership Program

- Santas Village and Muskoka Fleet
- Resorts of North Muskoka
- Stockey Centre – Town of Parry Sound
- Lake of Bays Brewery
- Tri-Muskoka
- Town of Bracebridge
- Golf Muskoka
- JW Marriot Resort and Spa
- Muskoka Festival of the Arts
- Muskoka Chautauqua



Partnership Program Update

- 15 Partnership Programs
- Organizations & Stakeholders
- 166k
- Business Applications

Questions & Discussion