



*Naturally Adventurous*

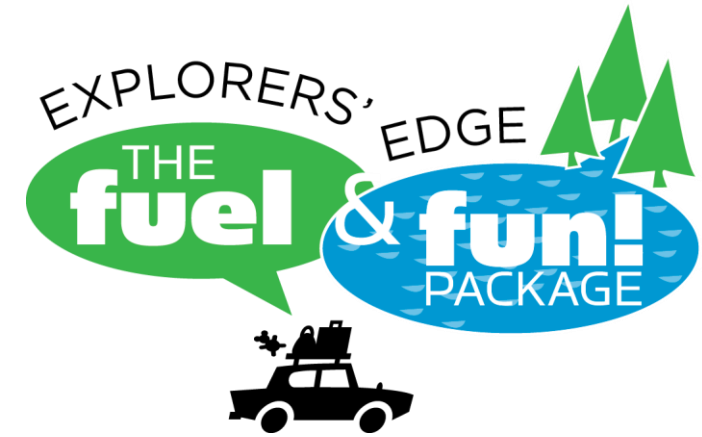
# Transacting Committee

Reconciliation

December 6, 2013

# Current Programming

- Spring Fuel and Fun
- Explore the Edge
- Fall Fuel and Fun
- Winter 2014

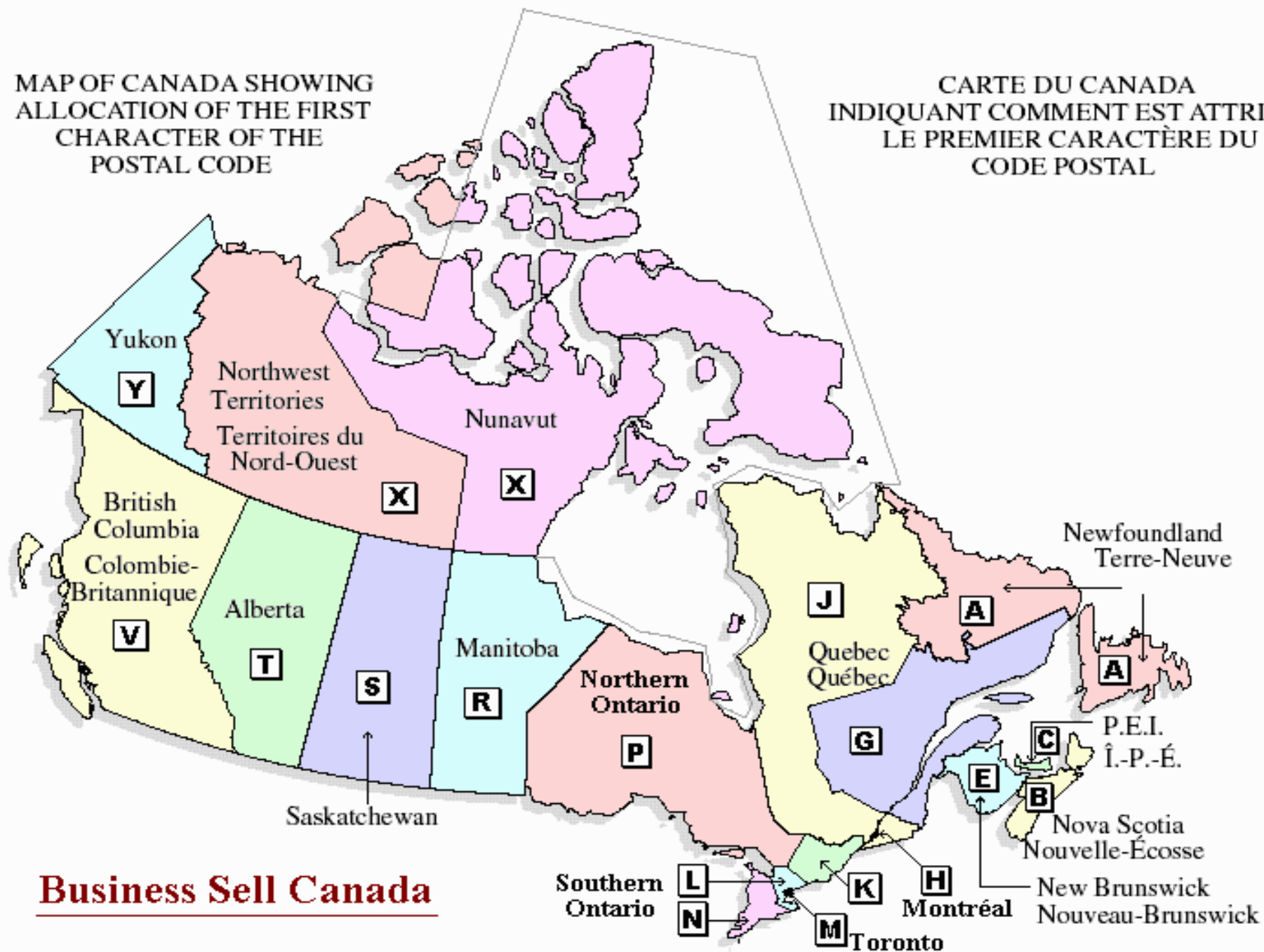


# Fuel and Fun

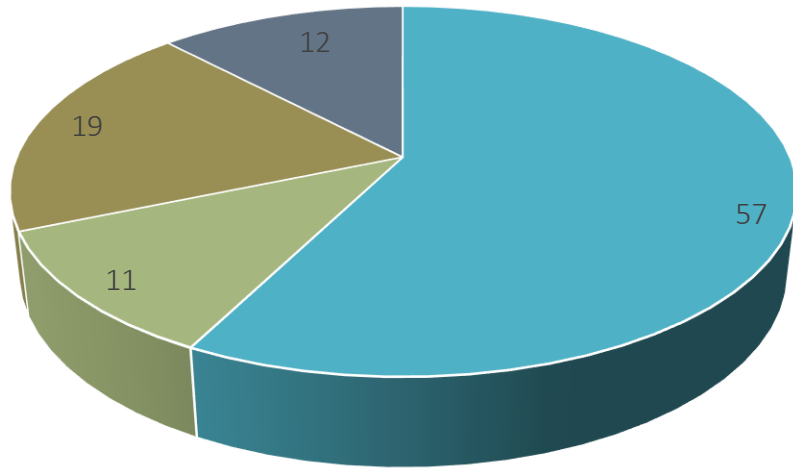
Spring & Summer 2013

MAP OF CANADA SHOWING  
ALLOCATION OF THE FIRST  
CHARACTER OF THE  
POSTAL CODE

CARTE DU CANADA  
INDIQUANT COMMENT EST ATTRIBUÉ  
LE PREMIER CARACTÈRE DU  
CODE POSTAL

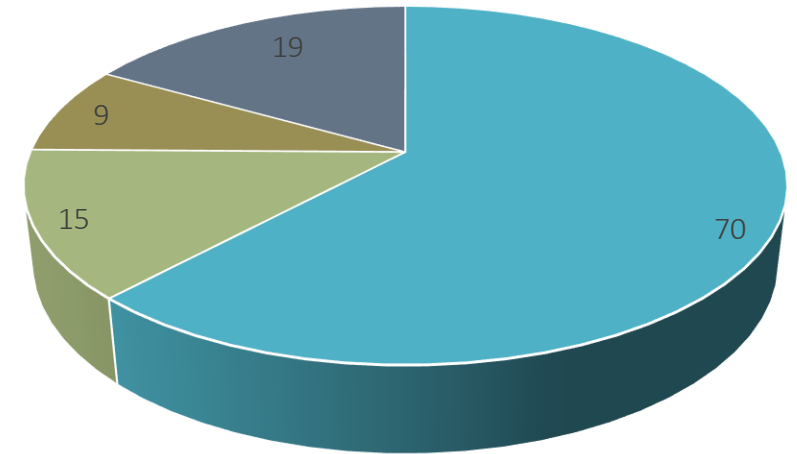


### Accommodations Booked

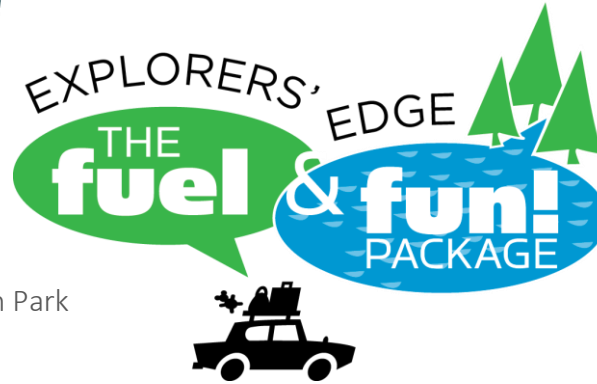


■ Muskoka ■ Parry Sound ■ Almaguin Highlands ■ Algonquin Park

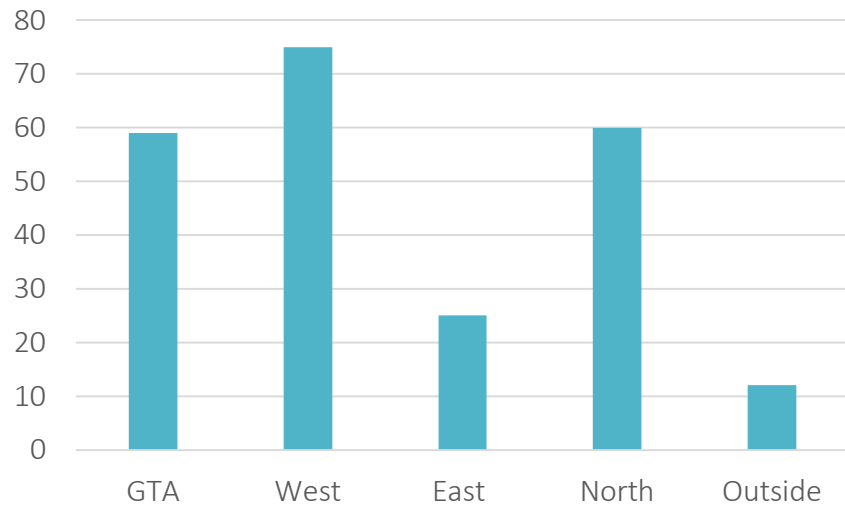
### Coupon Redemption



■ Muskoka ■ Parry Sound ■ Almaguin Highlands ■ Algonquin Park

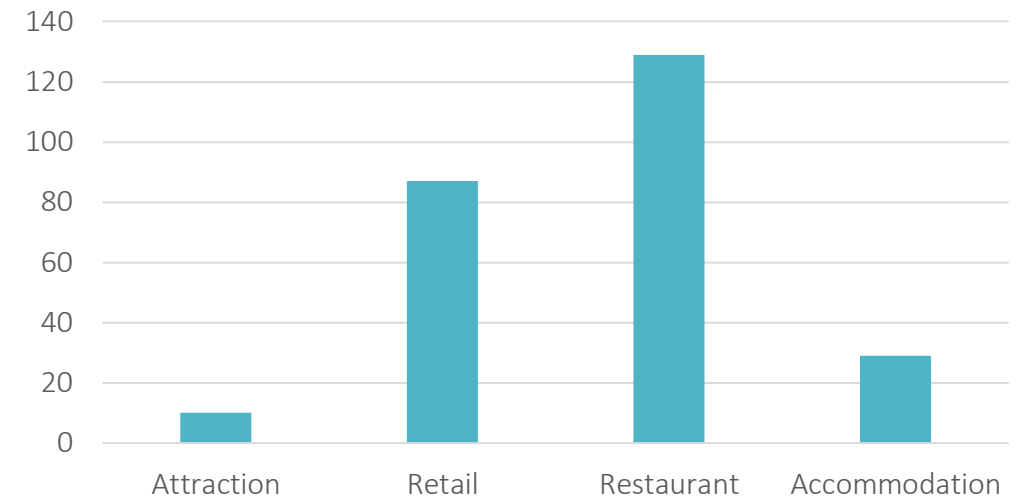


### Origin of Traveller



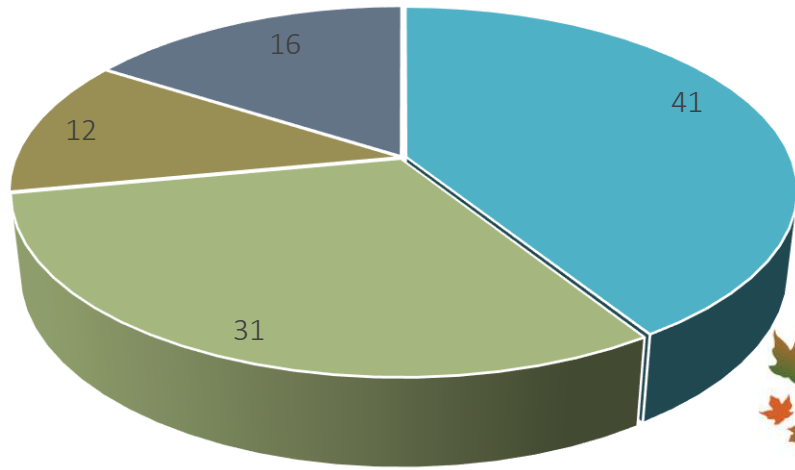
■ Origin of Traveller

### Redemption



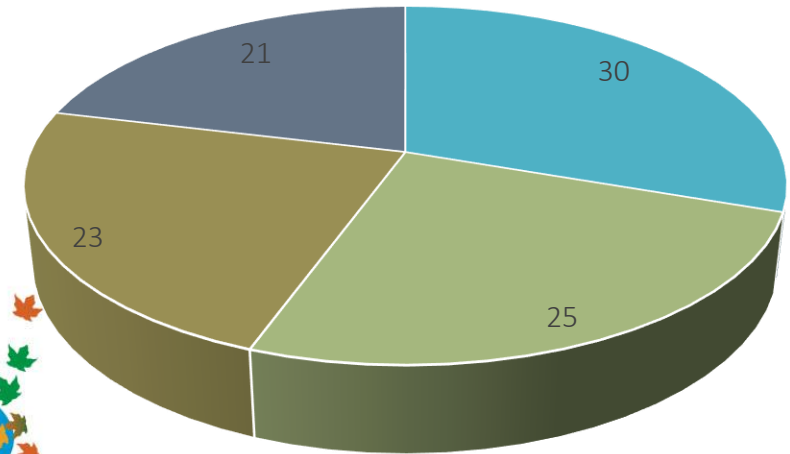
■ Redemption

### Accommodations Booked



■ Muskoka ■ Parry Sound ■ Almaguin Highlands ■ Algonquin Park

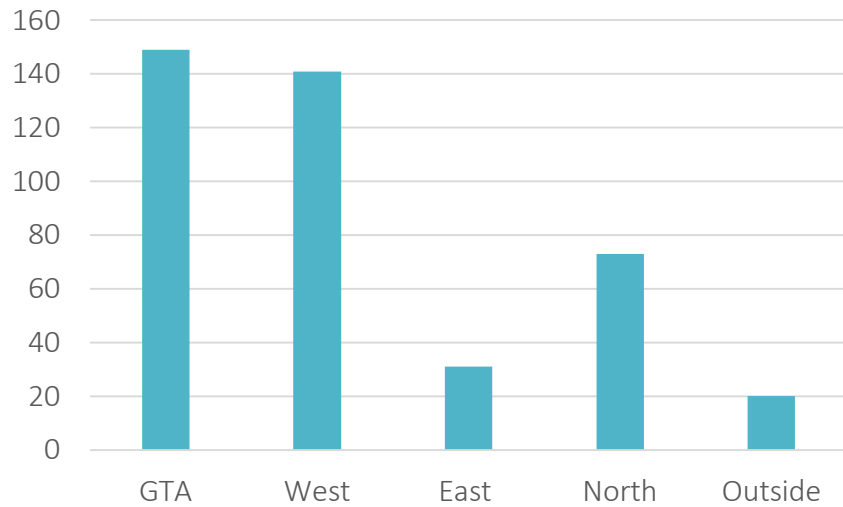
### Coupon Redemption



■ Muskoka ■ Parry Sound ■ Almaguin Highlands ■ Algonquin Park

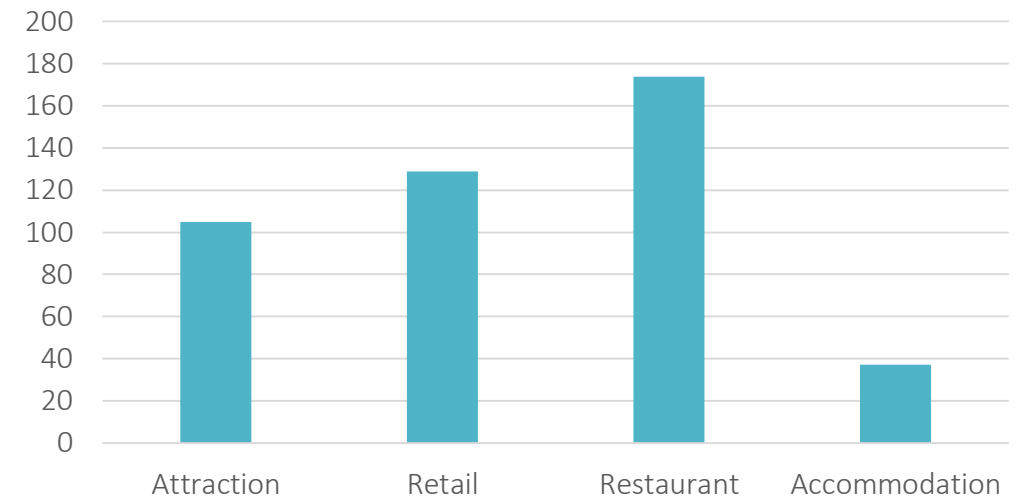


### Origin of Traveller



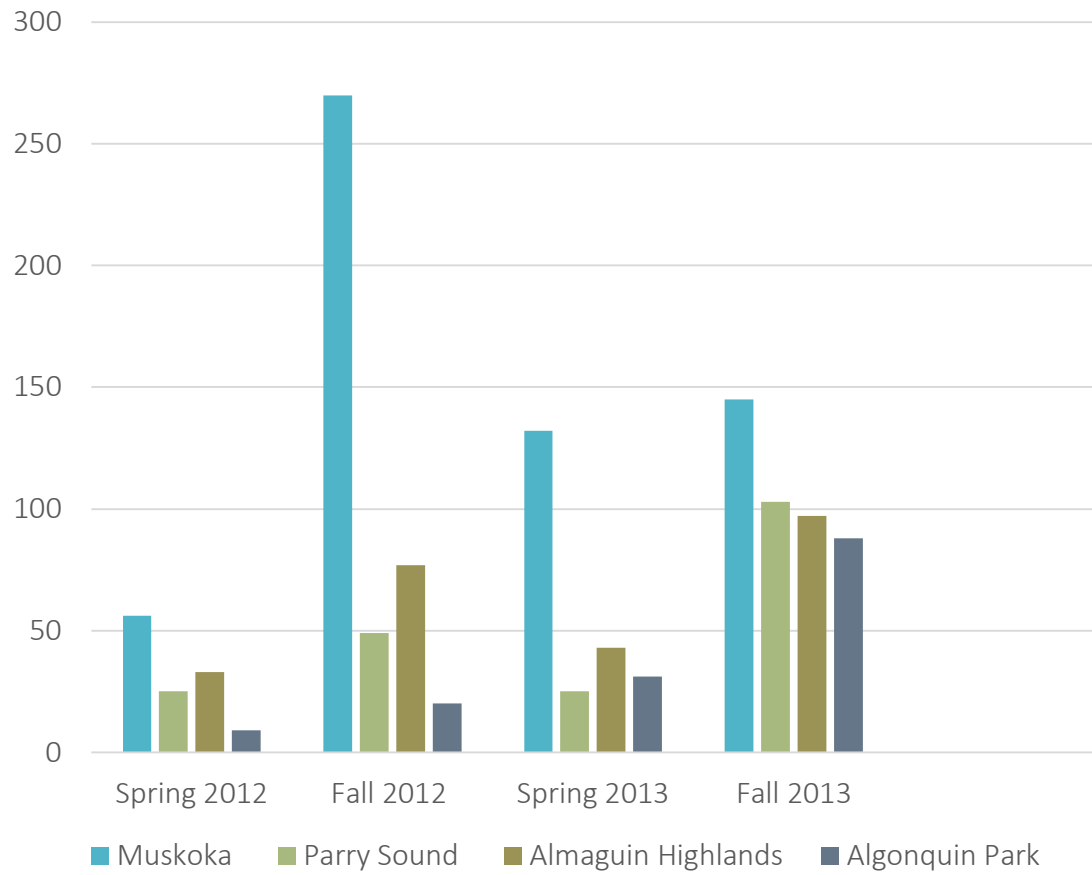
■ Origin of Traveller

### Redemption

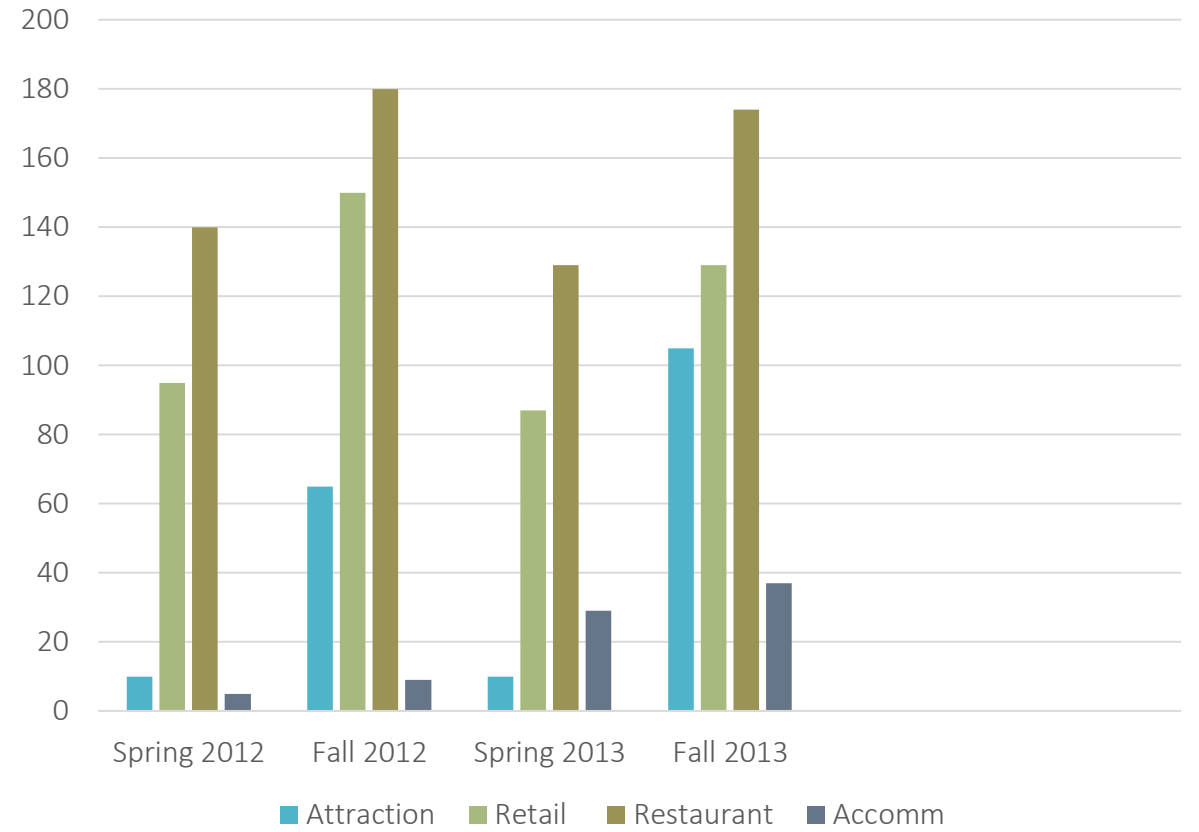


■ Redemption

### Fuel & Fun Booking Comparison



### Coupon Redemption by Operator Type



# Observations

- Value of Accommodation Bookings
  - \$82,000 Spring vs \$160,000 Fall
  - \$193 average room rate
- Redemption Results for Fuel and Fun
  - Leverage dining to promote travel
- Retail – Includes Outfitters
  - White Squall in Parry Sound - \$1,500 vouchers
  - Out fitter shop – some were rentals



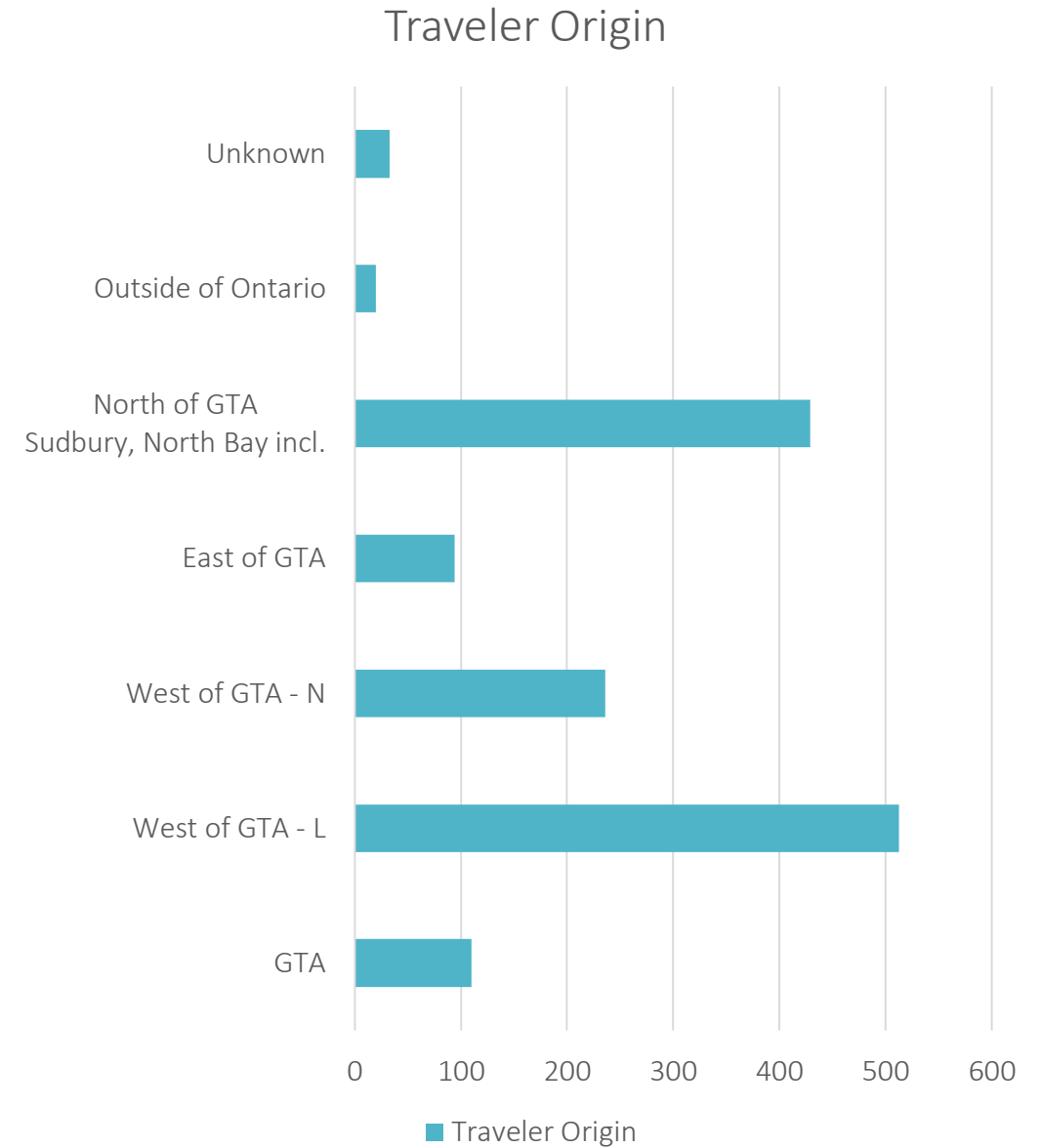
# Moving Forward

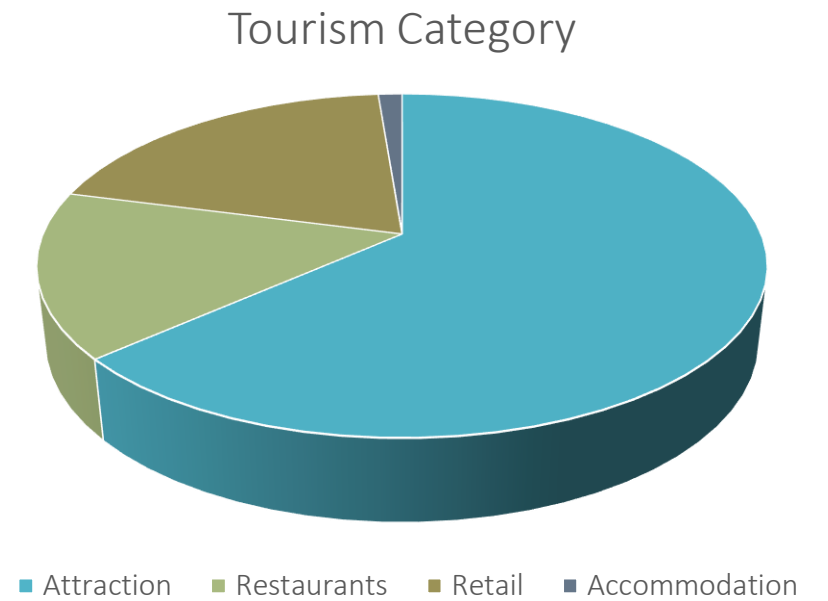
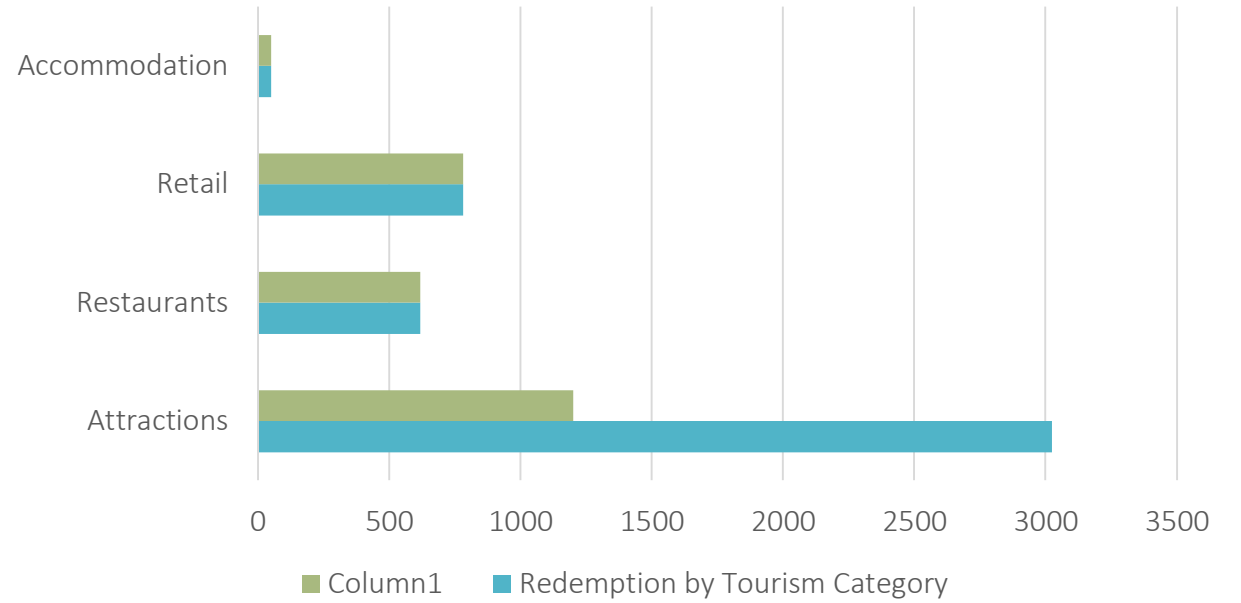
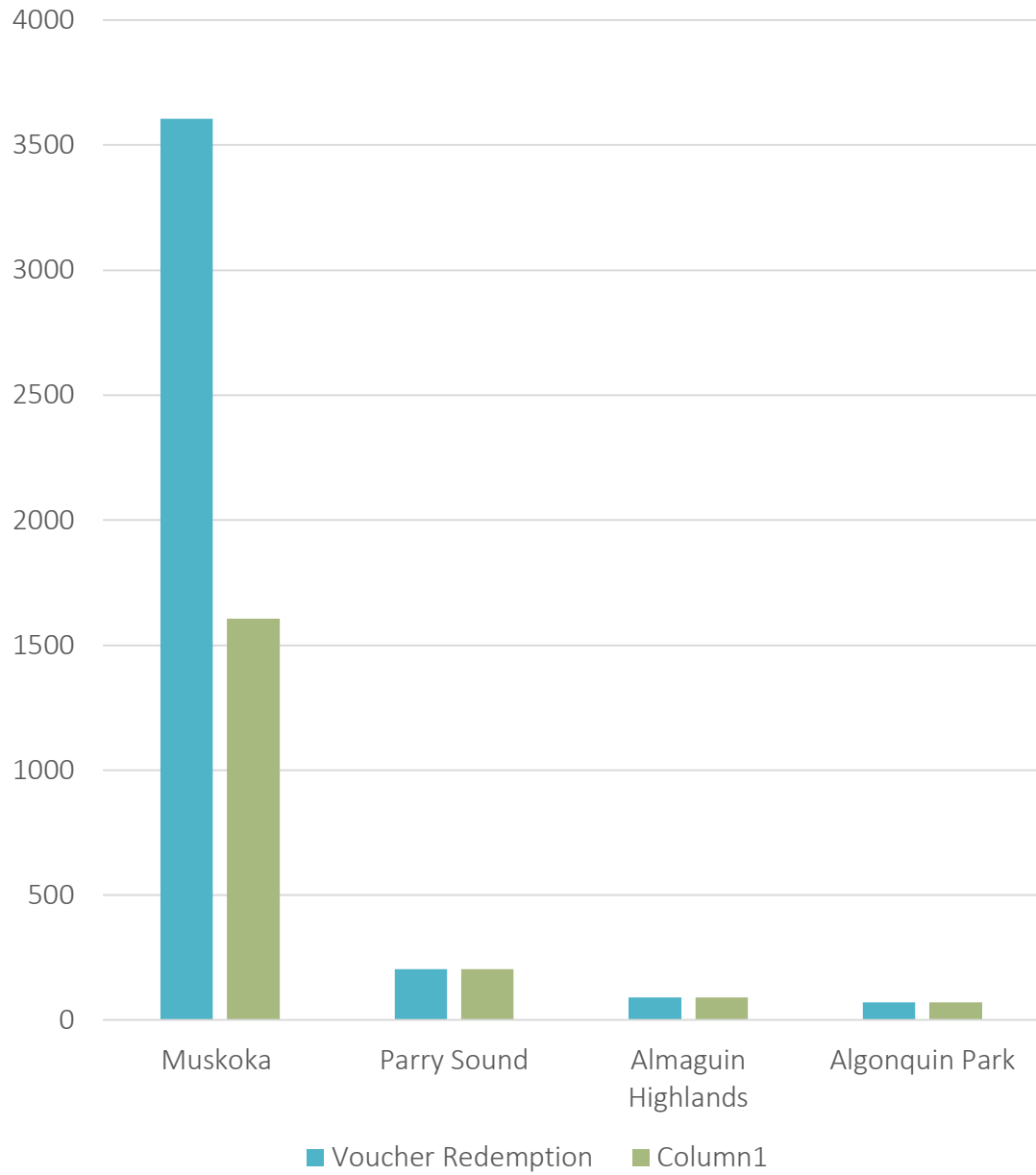
- Target Advertising in regions where we want to build new audiences
- Attempt to lengthen stays by increasing offer if you book more nights
- Retail and Dining has the potential to build tourism
  - Arizona Grill – over \$1,000 voucher redemption
  - Integral mix **FOR CONSUMERS**

# Explore the Edge

Summer 2013

# Explore the Edge





# Explore the Edge



- ETE launched on July 2. By July 8, all coupon books were completely subscribed
- Key metrics for the app:
  - Visits - 3,657
  - Page views - 17,748
  - Total Unique subscribers - 1,310 (36% of visits)
  - Newsletter Subscribers - 846
  - Outbound clicks to businesses from app - 873

# Observations

Very Successful

Did convert fans to travellers

- **64%** who redeemed were on our Facebook Page as fans
- **79%** of subscribers said that the promotion influenced their decision to visit Explorers' Edge!
- **42%** said they had never visited the region before

# Potential

## Leveraging Santa's Village

- Power to bring people to the region
- Leverage SV to get bookings and introduce travellers to new attractions
- SV has the marketing reach to build the region in the summer – other attractions can benefit





# Program Reconciliation

- Voucher Redemption
  - \$91,000
- Logistics
  - \$6,000
- Infrastructure & Design
  - \$30,000

# Winter 2014

- Explore the Edge
  - \$18,000
  - 60% Redemption Rate
  - 600 packages
- Logistics, Infrastructure, Design
  - \$2,000

# Transacting - 2014

- Committee Commitments
  - Signature Program
  - Reservation System
  - Coupon or Gift Certificate Program
- Transacting Committee
  - Goal
  - Outcomes
  - Outputs



**EXPLORERS'**  
**EDGE**  
*Naturally Adventurous*

Questions