

Partnership
Tourism Operator Relations

Committee Update

January 8, 2014



EXPLORERS'
EDGE

Naturally Adventurous

Priorities

- Partnership Fund
 - *Reconciliation / outstanding funds*

- Tourism Product Development Fund
 - *Reconciliation / outstanding funds*

- Moving forward
 - *Committee Structure*
 - *Program Identification*

Partnership Fund

Partnership Program

Total Budget 166k

1.	Tri-Muskoka	1.	\$7,500
2.	Santas Village and Muskoka Fleet	2.	\$28,000
3.	Resorts of North Muskoka	3.	\$12,700
4.	Township of Georgian Bay	4.	\$5,197
5.	Muskoka Chautauqua	5.	\$20,000
6.	Golf Muskoka	6.	\$12,500
7.	Lake of Bays Brewing Company	7.	\$5,000
8.	Huntsville Festival of the Arts	8.	\$5,000
9.	Stockey Centre	9.	\$6,033
10.	Town of Bracebridge, Ontario Winter Games	10.	\$5,000
11.	JW Marriot Resort and Spa, Breakfast Television	11.	\$5,000
12.	JW Marriott Resort and Spa, LGBT Matrimony in Muskoka	12.	\$5,000
13.	Muskoka Tourism, Building Business Travel to Muskoka	13.	\$6,000
14.	Huntsville Lake of Bays Chamber, Girlfriends Getaway Weekend	14.	\$10,201
15.	Loring / Restoule Business Association	15.	\$13,000
16.	Georgian Bay Market Development Plan	16.	\$3,750
17.	Town of Gravenhurst, Winter Carnival	17.	\$3,000
18.	Muskoka Tourism, Winter Marketing Campaign	18.	\$13,119

Partnership Program

Muskoka Tourism – Winter Marketing (13k)

- Google Adwords
 - Mobile App Downloads
- Micro-site Development
 - Viral Digital Animation
- Media Buys
 - Facebook, Google, Twitter
- GTA PR Event

Town of Gravenhurst – Winter Carnival (3k)

- Social Marketing
 - Facebook and Google Ad words
- Website updates
 - Regional Experiences

Tourism Product Development Fund

Partnership Program

Total Budget 50k

1.	Muskoka Tourism, Marketing Directions	1.	\$10,000
2.	Park 2 Park Trail - Video	2.	\$5,000
3.	Group of Seven – Strategic Trail Development	3.	\$5,000
4.	Ride the Edge – Snowmobile	4.	\$15,000
5.	Arrowhead Provincial Park - Video	5.	\$5,000
6.	Kearney Dog Sled Race - Communication	6.	\$3,000
7.	Ride the Edge - ATV	7.	\$7,000

Product Development

Ride the Edge – Snow (15k)

- Route Assessment
 - District 10, loop development
- Maps, Photos, Articles, Content Creation
- Video

Ride the Edge – ATV (7k)

- Content Development
- Video, photos, articles

Product Development

Kearney Dog Sled (3k)

- Unique Winter Product
- Almaguin Highlands
- Onsite Communication
- Way finding Signage

Arrowhead (5k)

- Unique Winter Product
- Marketing Committee
- The Weather Network
- Change Perception
- Drive repeat visitation

2014 / 2015 Funding

Timelines

Tourism Product Development (30k)

Survey

- Forum / Newsletter / Committee

Statistics

- Research committee

Identify

- Pool of product development opportunities
- Present Mid March

Partnership Funding (166k)

2014/2015

- Call for business plan
- 6 week window

Committee Circulation & Presentation

- Present Mid March

Moving Forward - Recommendations

- Combine Committees
 - Tourism Operator Relations
- Tourism Operator Relation Position
 - Monitoring Partnership & Product Development
 - Communication Transacting & Marketing
 - Monitoring Membership

