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Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound  
[www.explorersedge.ca](http://www.explorersedge.ca)

### **Expression of Interest: Parry Sound Tourism Digital Marketing**

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, Almaguin Highlands, Georgian Bay Country and Muskoka.

RTO12 is a not-for-profit agency that is governed by a volunteer Board of Directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing the workforce and skills training. RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge [www.explorersedge.ca](http://www.explorersedge.ca).

Through the Partnership Fund program Parry Sound Tourism has partnered with Explorers' Edge to deliver a digital marketing program to drive qualified traffic the website to Parry Sound Tourism.

Parry Sound Tourism strives to continuously co-operate, communicate and collaborate with the Parry Sound Chamber, the Town of Parry Sound, surrounding Townships, local clubs and associations as well as operators throughout the region. Parry Sound Tourism simultaneously works to change perceptions of the area by introducing and promoting new events, trends and activities in the form of a weekly blog. The Parry Sound Tourism blog utilizes maps, photos and video to promote the area to new audiences, and ongoing efforts will be made to encourage visitors, operators and partners to share and engage on social media platforms.

The project goal is to drive increased sales to business operators via promoting events, experiences and stakeholders. The project objective is to increase awareness of the sub region of Explorers' Edge, specifically Parry Sound.

The expected outcome of the program:

- Increase referrals (web analytics) to [parrysoundtourism.com](http://parrysoundtourism.com)
- Increase Social Analytics
- Growth of e-mail mailing list

Explorers' Edge invites interested parties to provide an Expression of Interest to deliver a Digital Marketing program.

The program will require:

- Content development that coincides with a developed editorial calendar (Of note – a editorial calendar will be developed to support marketing tactics)
- Delivery of agreed upon marketing tactics for both search and discovery that align with the expected outcomes
- FAM tour supporting content development

The expression would also require the applicant to articulate execution of the following program against a 20k budget.

Please forward all documents and request for further information to James Murphy at [james@explorersedge.ca](mailto:james@explorersedge.ca) (705) 706-1649 on or before Thursday June 5, 2014 at 4.00pm.

Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.