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Algonquin Park, Almaguin Highlands, Muskoka & Parry Sound
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Expression of Interest: Loring Restoule Content Development

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, Loring Restoule, Muskoka and Parry Sound.

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.

Through the Partnership Fund program the Loring Restoule Business Association has partnered with Explorers' Edge to develop content for <http://www.loringrestoule.com/> which will be supported by a digital marketing campaign in order to drive qualified online traffic.

The project goal is to develop content that aligns with the Loring Restoule brand and compliments the positioning of Loring Restoule under the umbrella of the Regional Tourism Organization Explorers' Edge.

The expected outcome of the program:

- 50 blogs over the course of six months
- Sub-regional outreach to ascertain key experiences
- Editing of submitted content
- Complementing photography

Explorers' Edge invites interested parties to provide an Expression of Interest to oversee the delivery of content development program.

The expression would also require the applicant to articulate:

- Their knowledge of the Loring Restoule sub region
- Past content examples and the outcomes/effect that the content had on website traffic.
- Supporting budget based on the development of 50 blogs

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before Friday October 24, 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.