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Algonquin Park, Almaguin Highlands, Muskoka & Parry Sound
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Expression of Interest: Media List & Suggested Travel Stories Development

The Ontario Ministry of Tourism, Culture and Sport established 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, in an effort to foster more strategic marketing of Ontario's tourism regions.

RTO12, also known by its consumer-facing name “Explorers’ Edge,” is a not-for-profit agency that is governed by a volunteer Board of Directors. The RTO12 geographic area includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound. The mandate for RTO12 is to provide regional leadership and strategic planning, to develop strong marketing and collaborative partnerships, and to contribute to workforce development and skills training.

RTO12 is seeking to hire a consultant to develop a robust Media List targeting general and niche media, social influencers and travel writers who themselves target audiences in Ontario, particularly in Toronto proper, the GTA, the Golden Horseshoe, and the south-west. Additionally, the consultant will be engaged to develop story ideas to be pitched to various media and housed on the rto12.ca website.

The expected outcomes of this initiative are three-fold:

- Creation of an up-to-date, reliable, comprehensive and penetrating media list for RTO12 to use to pitch travel stories and to deliver regional tourism media releases and alerts, and which will achieve maximum impact to reach our target audiences.
- The development of 20 captivating, unique, detailed and rich story ideas for the list of media contacts, editors and content developers to use to create compelling editorial that engages our shared audiences and evokes a desire in readers/viewers to travel to the RTO12 region.
- A comprehensive Plan to promote the Suggested Travel Story Ideas to the compiled media contacts.

Explorers’ Edge invites interested parties to provide an Expression of Interest (EOI) to oversee the delivery of a Media List & Suggested Travel Stories Development.

The EOI also requires the applicant to articulate:

- Your knowledge of the Explorers’ Edge region including the 5 sub-regions
- Your knowledge of and previous interaction with the general and travel media
- Your successful delivery (including measurable results) of similar program development
- Your proposed budget based on the development for each of the individual components of this initiative (the 3 stated above)

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before Tuesday, January 20, 2015.

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