

**NEWS RELEASE**

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## **The Enduring Appeal of Resort Vacations in Explorers' Edge**

**BRACEBRIDGE, Ont. (April 21, 2015)** – You might think, in an age of private cottage rentals, ongoing urbanization and our increasing reliance on technology, that the grand old tradition of escaping to a quiet resort on a sparkling blue lake has lost its appeal – but the reality is the opposite in the Explorers' Edge region of Ontario.

“Resorting in this region has been popular for over 150 years,” says James Murphy, executive director of Explorers' Edge. “And these days, in a much more competitive tourism market and with the growth in popularity of consumer-review sites like TripAdvisor, it's a tribute to their offerings that resorts continue to attract folks looking for a much-needed getaway into the accessible wilderness just north of Toronto.”

What captivates visitors to this area, says Andy Vitch, owner of Sunny Point Resort Cottages & Inn in Parry Sound, Ontario, is the ability of folks to completely “unplug” from their normal existence without having to travel far to do it.

“There's no feeling like the release from pressures of everyday life that a week at a resort in this neck of the Ontario woods instills,” he says. “We see a transformation in our guests within hours after check in. Many arrive still texting and responding to emails while we're giving them their room keys, but the next day many won't even carry their smartphones.”

Hilary Chambers, owner of Pine Grove Resort in Port Loring, Ontario agrees.

“Making memories with the family and friends around the crackling campfire while you roast marshmallows, cooling off in a refreshing lake on a hot day, enjoying board games in the quiet of the evening – these are all things that bring families and friends together in a focused way, and you can't always get the same result in the city.”

What's interesting to note, adds Chambers, is that many new Canadians are attracted to resorts in Explorers' Edge because they provide a cultural experience.

“A resort vacation in the Ontario wilderness, complete with everything from fishing to canoeing, from waterskiing to hearing the iconic call of the loon – these are all experiences that say “real Canada” to these guests.”

What also holds great appeal, adds Vitch, is that with the peace and quiet comes peace of mind for guests.

“Everything you need to have fun is waiting for you at most properties,” he says, “There are plenty of activities to take part in, lots of equipment to use like kayaks and boats, and best of all, unlike a private cottage rental, staff is always on-site to take care of any problems that may occur with your accommodations. Resorts are regulated too, which means we meet a certain health and safety standard.”

With the old comes demand for the new, says James Murphy of Explorers' Edge.

“Sometimes you can’t entirely escape the overwhelming attachment to technology and services today’s travelers have,” he says. “That’s why you’ll find a range of resort accommodations throughout the region, from rustic cabins to lodges to high-end properties – each with a degree of sophisticated amenities.”

Andy Vitch of Sunny Point Resort has seen this trend at his own property.

“Over the last decade and a half, our guests have developed much higher expectations for their stays, from upgraded kitchens to satellite flat screen TVs. Though a rustic getaway to a cabin in the woods still holds enduring appeal, the reality is that many folks today are happier keeping one foot in the modern world, and many resorts aim to meet that expectation.”

Whether you’re looking for a getaway that has you completely unplugged and off the grid, or if you’d prefer to dip in and out of the great Canadian wilderness and return then to the sanctuary of a modern suite, the tradition of resorting in the Explorers’ Edge region of Ontario continues to offer unforgettable vacations for every type of traveler.

To learn more about resorts and accommodations in Explorers’ Edge, visit [www.explorersedge.ca/stay](http://www.explorersedge.ca/stay).

#### **About Explorers’ Edge:**

Explorers’ Edge (RTO12) is the regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound funded by the Ontario Ministry of Tourism, Culture & Sport. With some of Canada’s most iconic natural landscapes within its borders, including those that inspired the Group of Seven painters, and recognized as one of the most popular travel destinations in the province, Explorers’ Edge promotes travel to the great Canadian wilderness just north of Toronto in all four spectacular seasons.

More information is available at [www.explorersedge.ca](http://www.explorersedge.ca)

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