

Board of Director Meeting

DECEMBER 8, 2015

GRAND TAPPATTOO RESORT, 30 TAPATOO TRAIL SEGUIN, ON

Executive Director Update

- Industry Outreach
 - Northern Tourism Summit
 - TIAO Toronto Tourism Summit
 - Muskoka Tourism Meeting
 - Arrowhead Provincial Park
 - Town of Huntsville Economic Development
 - Northern Ontario Committee Meeting

- RTO12 Committee
 - Tourism Operator Relations Committee
 - Transacting Committee
 - Community Relations Committee
 - Workforce Development Committee

Program Development

- Partnership
 - Parry Sound R & R
 - MTMA Winter and Beyond
 - TEN – Sudbury
 - Parry Sound FAM
 - Golf Muskoka

- Investment Attraction
 - Executive / Porter Meeting
 - FedNor and OTMPC Meetings
 - Mount Tremblant International Airport
 - Porter Marketing

Ministry of Tourism Culture and Sport

- Reporting Template
 - 6 conference calls
 - Piloted new format
- Training
 - Deferred expenses and revenue
 - Interest – remitting to province

Tourism Operator Relations

Tourism Operator Relations

Tourism Operator Relations

- Reconciled Partnerships
- Reviewed Product Development

Partnership Program Committee Recommendations

- MTMA Winter
- Kearney Dog Sled Races
- Regional Air Service Analysis
- **Motion**

Name of Project	Funding Partner	Status	Partner Amount	RTO Amount	Type of Project
Resorts of Ontario	Couples Resort, Adventure Lodge, Lumina Resort, Foxwood Resort, Sunny Point Resort, Cottages & Inn, Rocky Crest Golf Resort, Sherwood Inn, Pow Wow Point Lodge, Killarney Lodge, Shamrock Lodge, Port Cunnington Lodge & Resort & Cedar Grove Lodge (12 resorts @ \$500.00 each)	Approved	\$ 6,000.00	\$ 6,000.00	Marketing
Live Entertainment	Muskoka Tourism Marketing Agency	Approved	\$ 5,000.00	\$ 5,000.00	Marketing
Corporate Travel	Muskoka Tourism Marketing Agency	Approved	\$ 2,741.00	\$ 2,741.00	Marketing
More Rugged, More Refined Parry Sound FAM Trip	Seguin Valley Golf Club	Approved	\$ 4,000.00	\$ 4,000.00	Marketing
Loring Restoule Destination Evolution and Alignment	Loring Restoule Business Association	Approved	\$ 4,000.00	\$ 4,000.00	Marketing
Parry Sound Tourism Summit	Town of Parry Sound .	Approved	\$ 5,000.00	\$ 5,000.00	Workforce Development
Muskoka Beer Festival	Muskoka Beer Festival	Approved	\$ 2,500.00	\$ 2,500.00	Marketing
Signage for Arrowhead Provincial Park	Arrowhead Nordic Ski Club	Approved	\$ 1,250.00	\$ 1,250.00	Product Development
Muskoka Boat and Heritage Centre - Family Marketing	Muskoka Boat and Heritage Centre	Approved	\$ 10,000.00	\$ 10,000.00	Marketing
Iron Man Canada	Town of Huntsville	Approved	\$ 3,000.00	\$ 3,000.00	Marketing
What's Cooking Bracebridge, The Great Muskoka Cookbook Adventure Beyond	Town of Bracebridge	Approved	\$ 8,100.00	\$ 8,100.00	Marketing
	Santas Village	Approved	\$ 10,000.00	\$ 10,000.00	Marketing
International	FedNor	Pending	\$ 49,000.00	\$ 49,000.00	Marketing
Tourism Excellence North	FedNor / RTO13	Pending	\$ -	\$ 20,000.00	Workforce Development
Winter Experience Campaign	Muskoka Tourism Marketing Agency	Pending	\$ 15,200.00	\$ 15,200.00	Marketing
Regional Air Service	District of Muskoka	Pending	\$ 20,000.00	\$ 20,000.00	Investment Attraction
Kearney Dog Sled Races	Town of Kearney	Pending	\$ 4,000.00	\$ 4,000.00	Marketing
			\$ 149,791.00	\$ 169,791.00	

Product Development

Identify the paddling product that currently exists in the region and assess market readiness and develop and inventory

- 15k – 20K RFP pending

Assess the market readiness of craft beer and wine product in the region and inventory

- 16k – RFP closed – in market

To develop market ready stakeholders as it relates to the niche cycling market

- 16k – RFP closed – in market

Transacting

Transacting

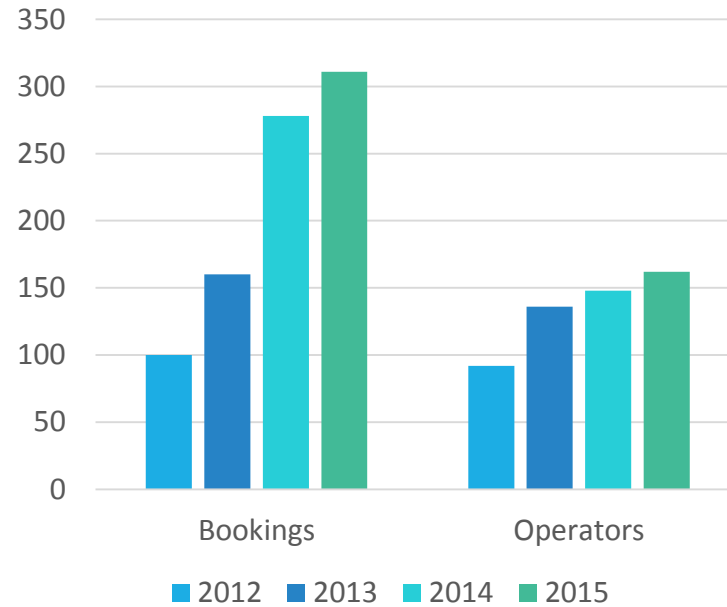
Reviewed Jack Rabbit

- Benchmarked one full year

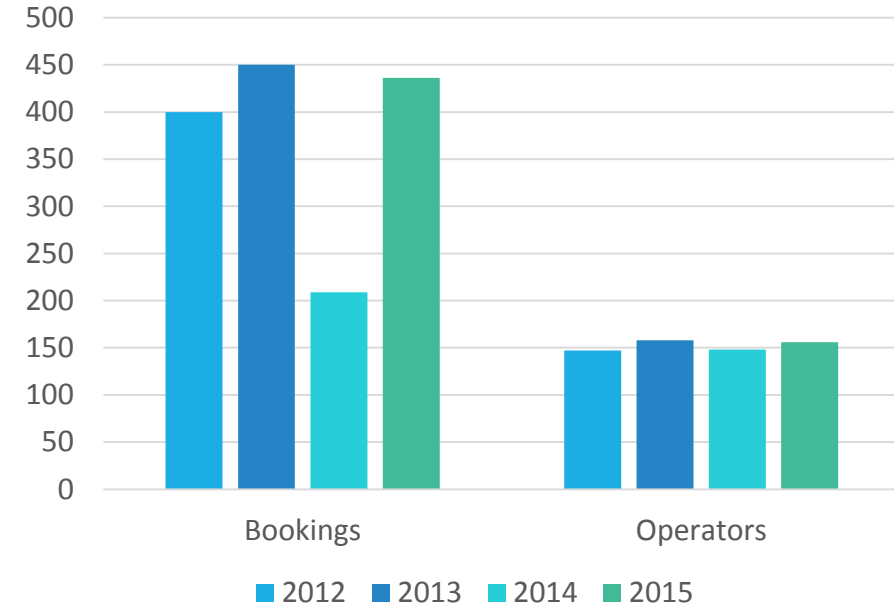
Reconciled Fuel and Fun

- Spring and Fall
- Fall Plateau
- Consumer Feedback

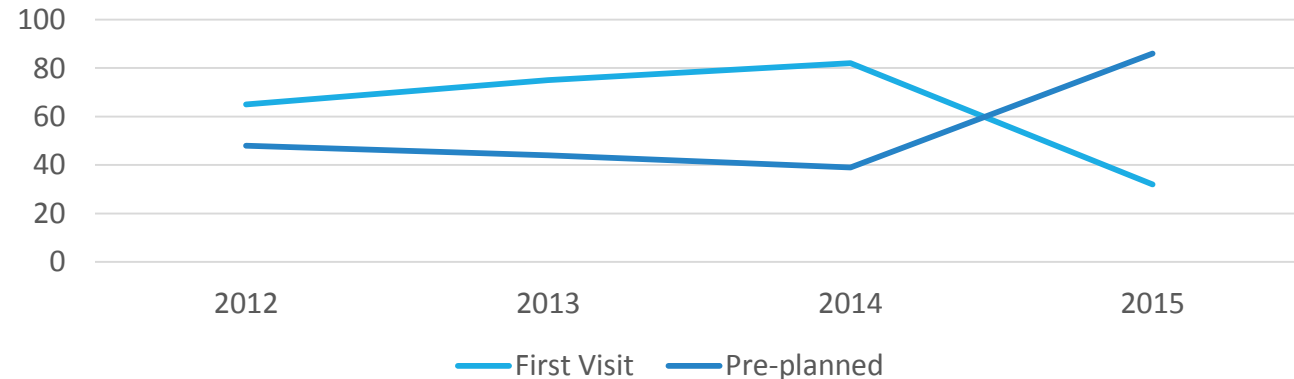
Spring Fuel and Fun



Fall Fuel and Fun



Average Spring and Fall Fuel and Fun Consumer Feedback



Budget Reconciliation

Jack Rabbit Referral System

- 62k
- Licence and training

Spring Fuel and Fun

- 45k
- Voucher, gas cards, marketing & administration

Fall Fuel and Fun

- 50k
- Voucher, gas cards, marketing & administration

Program	Expense
Spring F&F	45,000.00
Fall F&F	50,000.00
Jack Rabbit	62,000.00
Total	157,000.00
Trade Show Development	13,000.00

Tipping Point Program Recommendation

Continue to incentivise overnight accommodation / booking

- Even playing field
- Exploration of the region and regional experiences

Objective

- Provide consumers with a tipping point using product
- Increase net/new visitation to the region

Outstanding Budget

- Tradeshow investment 13K
- **Motion**

Recommendation 2016 - 2017

- Toronto Auto Show Booth
- Fall Fuel and Fun



Questions

Operational Planning

DRAFT BUSINESS PLAN



Explorers' Edge Strategy

The past year represents a continuation in the strategic shift established in the 2014-17 DDP: Explorers' Edge continues to position itself as an organization focused on the consumer, where collaboration and leveraging resources through partnerships are at the forefront of activities.

Explorers' Edge VISION

In three years (2017), EE will be the most popular tourism destination in Ontario.

Associated MISSION

Explorers' Edge is an operator-driven organization whose mission is to develop a profitable and thriving tourism industry.

Explorers' Edge MANDATE

The Explorers' Edge mandate is to TIIC: Train, Innovate, Ignite and Collaborate with Industry stakeholders to help consumers choose our tourism destination.

Overarching Goals for Explorers' Edge

1. Double tourism receipts by 2020
2. Identify regional priorities that move the provincial RTO agenda forward.
3. Change how government and industry work together to develop and foster economic growth.
4. Maximize and measure the impact of private and public tourism investments and new and revitalized product.
5. Reach out to consumers before they get here and once they arrive so that we can welcome more tourists.
6. Set standards for success to become more internationally competitive in areas such as workforce development, skills training and others.
7. Establish measureable ROI criteria

Governance – 53k

Increase from 2014

- Destination Development Planning Session
- 2017 – 2020

Past DDP Planning

- 2010 – 80k & 2013 – 20k

Additional Expenses

- RTO12.ca & Membership (TIAO, TIAC, Sector & regional organizations)
- Research, Increase due to consumer insight

Northern Tourism Summit

- Sudbury, ON November 2016, Presentation and Session Support

***** underspent Funding to be moved to Marketing *****

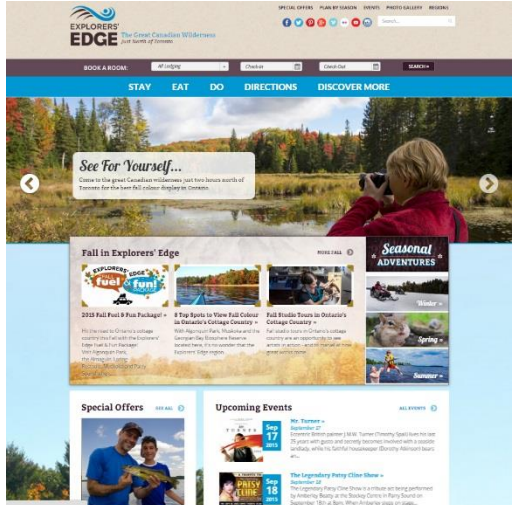
Marketing 751K

Decrease from previous years:

- 2014 – 809k
- 2013 – 760k
- 2012 – 791k
- 2011 – 816k

Budget Lines:

- **Marketing & Social Media 561k**
- Media / PR – 20k
- Image Bank – 20k
- Transacting – 150k



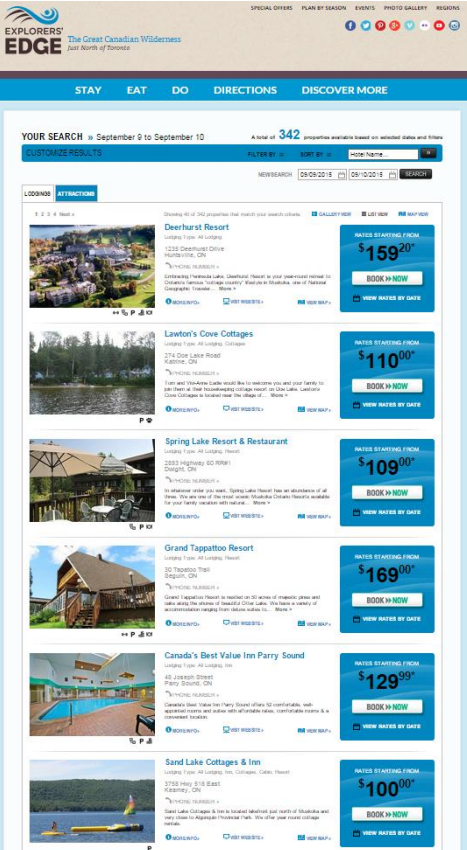
It's The Most Wonderful Time of the Year (for Outdoor Adventurers)

Using their handy [Fall Colour Report](#), the good folks at [Algonquin Park](#) tell us that as of mid-September, the leaves in this region are currently at 10-15% changed. It won't be long until Canada's famous maple trees are putting on an epic show across Ontario's cottage country, so get ready to hike, bike, paddle and photograph the wonderful fall season in the [wilderness just north of Toronto](#).

Where to View Fall Colours

There are literally thousands of amazing places to view the leaves, but here are [8 Top Spots](#) that include areas outside of famous Algonquin Park as well. Consider a hike to the Stormy Lake Lookout in Restoule Provincial Park, or up the Huckleberry Rock Cut Trail in Muskoka, among others.

If you're keen to get to Algonquin Park - probably one of Canada's all-time favourite destinations in autumn - Algonquin Outfitters



Investment Attraction – 5k

Increase from 2014

- Regional Air Service
- Porter & WestJet
- Travel, meetings and guest speakers

Capacity Undertaking

- Meetings, Communication
- Relationship Building
- Airlines, District of Muskoka and Stakeholders

Product Development – 40k

Decrease from 2014

- 50k
- Craft Beer Self Guided Tour
- Cycling Self Guided Tour
- Paddling Strategy

Paddling Development

- TBD

***** underspent Funding to be moved to Marketing *****

Workforce Development 30k

Increase from 2014

- 10k Tourism Excellence North

Tourism Excellence North

- 3 year commitment
- 20k Core Funding and 20k Partnership

Changing Workforce Perceptions

- Communications Plan Development
- College Interaction
- Social Media Blitz
- 10k

Administration 413k

Staff Structure

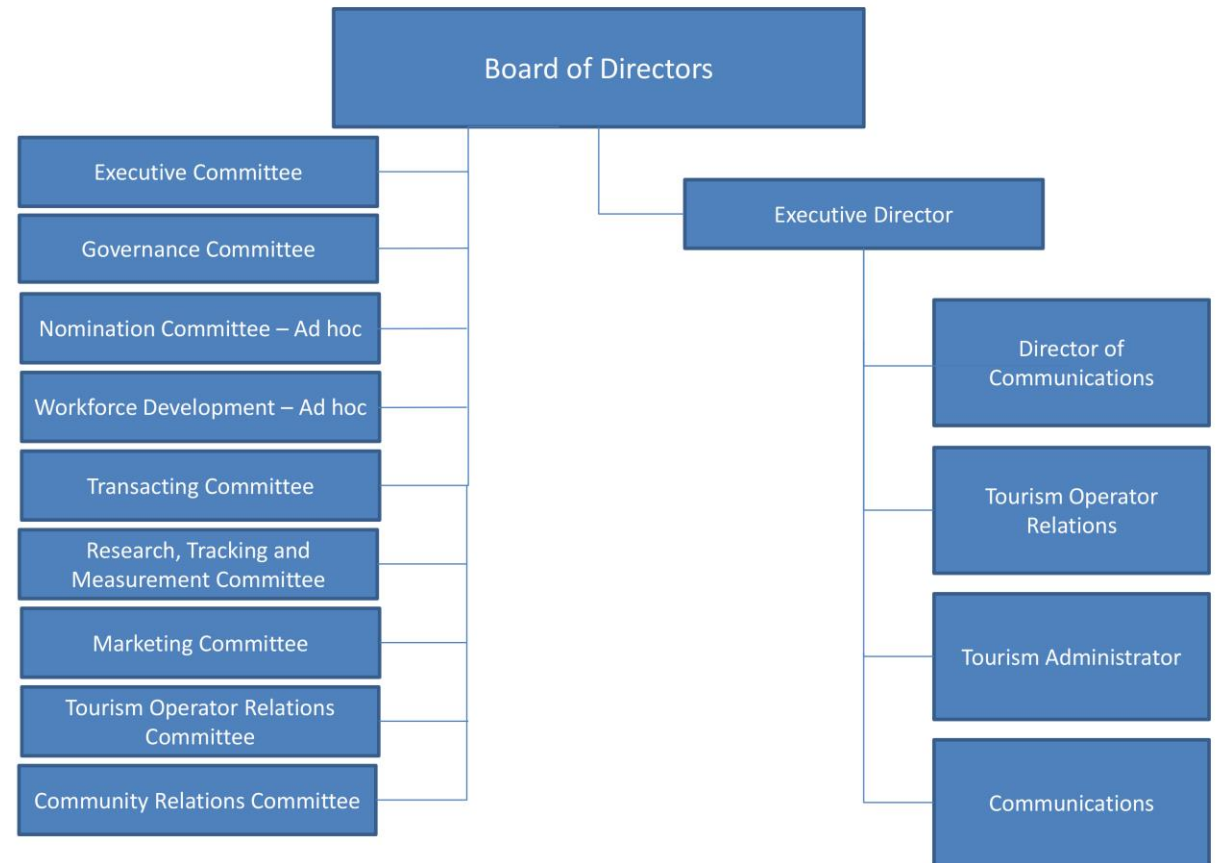
- ED, DOC, TOR, TA, Communications
- Additional Staff

Percentage of Total Budget

- 2015 – 22%
- 2016 – 24%

Administration

- Increase Leveraging
- Increase in Administration



Questions / Budget
