



Thursday September 20, 2018  
Deerhurst Resort, Huntsville, ON

# #RTO12Summit

# #tourismentrepreneurs

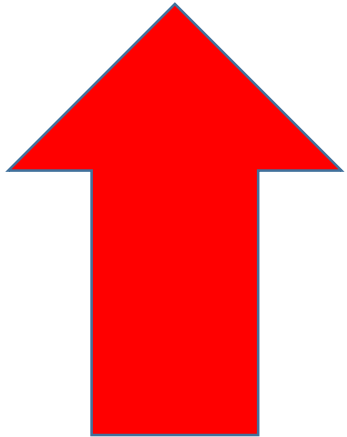


# The Annual Refresher

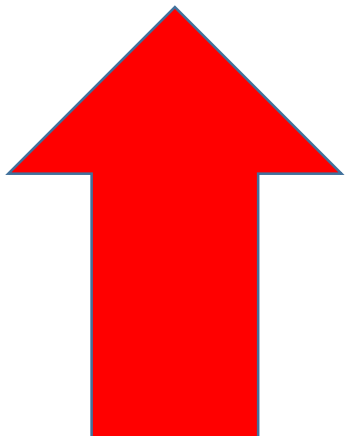
# Explorers' Edge **Mission**

To develop a **profitable** and **thriving**  
tourism **industry** in the region.

# Ministry Reports



- 190 Million Increase in Visitor Spending
  - 2014 – 2016
  - Led all RTO's in 2015 – second to Tourism Toronto in 2016



- 460,000 Increase in Total Person Visits
  - 2014-2016
  - Top three RTO's in 2015 & 2016

# Operating Principals

- **Build new audiences**
- **Change perception of the region as a summer destination**
- **Engage multiple operators in every initiative**
- **Increase four season business**
- **Leverage significant strategic partnerships**

# Guiding **Principals**

**Leverage strategic collaborations to develop programs to significantly increase the volume of visitors to the region.**

**Use strategy and process as guiding beacons to ensure our success.**

**Strategy**

**THE  
SWEET  
SPOT**

**Process**



# The TNS Growth Map:

*It never gets old!*



# The Results: **Highlights**

**April 1, 2017 – March 31, 2018**

# The Commercial **Air Service** Project

- Investment Attraction
- The Marathon
- Business Case Development
- Bill C-49 – Transportation Act



# Marketing:

## Testing the **International** Waters

# Share Your **Canada** 150

First foray into international marketing using social mobile content marketing strategy

- 1,300 user generated stories
- 7,000 International Leads

## TWO THOUSAND **EIGHTEEN** ONTARIO TOURISM **AWARDS** OF EXCELLENCE

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto

HOME EXPLORE STORIES ABOUT LOGIN

THIS IS CINDY'S

#SHAREYOURCANADA150

SHARE f t

Votes For This Great Canadian Story: 1

Restoule Provincial Park

One of my favorite great Canadian memories is from my weekend spent in Port Loring/ Restoule. We wanted to take in some epic views and decided to head up the fine Tower Trail in Restoule Provincial Park...and let me just say that it was well worth the up-hill hike. When we made those final steps to the top of the trail and onto the lake...I've never felt so small, yet on top of the world at the same time. The trees never ended - they went on and on and on into the distance, and the lake was just way down below us. It was absolutely stunning and I was in awe of the beauty that surrounded me. I will never forget that view and I hope to make my way there again soon!

- Cindy Kaupp

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto

HOME EXPLORE STORIES ABOUT LOGIN

Check out these amazing stories from the Great Canadian Wilderness!  
See for yourself the inspiring stories posted by Canadians. Our top five contestants will be announced shortly.

SHARE YOUR CANADA 150

Sort Memories by: REGIONAL EXPERIENCES | SHOW ALL MEMORIES

LISA THE ST. LAWRENCE RIVER

CARE YOUR VOTE

SHARE f t

# Domestic Marketing Continued

- 850K site visits
- 1.5 million page views
- Content generated an average site visit five times more than the site average
- Of note - Budget was 20% lower than previous fiscal year

## Hot Tub Fever In Ontario's Cottage Country

by Alex Pace in Accommodations, Spas & Wellness on January 16, 2015



It's no secret that the hottest thing about the snowy season in Ontario's cottage country is the amazing outdoor tubs you'll find at various resorts throughout the region. What better way to relax after a day of winter adventuring in the great Canadian wilderness just north of Toronto than in some toasty, soothing, bubbling water?



The hot tub at the **Algonquin Eco-Lodge** on the southern edge of **Algonquin Park** isn't just good for you, it's good for nature, too. Carbon neutral, it's powered by electricity from **their own waterfall**. They also offer guests the use of a wood-fired sauna at this off-the-grid property. Both are at water's edge of a private lake, so once you've cooled off with a snow angel or a polar bear dip, a return to the tub or sauna will warm you deeper into your bones as you gaze at the stunning beauty of Ontario's oldest provincial park in winter.

There's something romantic about sliding into a hot tub after a day spent exploring the trails with your sweetheart. At the **Couples**

**Resort** on the eastern edge of **Algonquin Park**, every room has a double soaker Jacuzzi tub and most of their suites and cabins have a private outdoor hot tub. There are even six villas and three chateaus that come equipped with their own spa facilities.

## Cottage Country Fish & Chips: One Hardcore Fan Picks His Favourites

by Bill Farnsworth in Attractions, Culinary, News on July 19, 2016



*Explorers' Edge staff member (and renowned fish and chips eater) Bill Farnsworth makes a few recommendations for discovering the traditional fare in Ontario's cottage country.*

What is it about fish and chips that make them such a popular menu item throughout **our region**? Perhaps it relates to our nation's British heritage? Maybe it's the fact that in Ontario's cottage country we are surrounded by thousands of lakes and rivers? Whatever the reason, exceptional fish and chips can be ordered everywhere you turn in these parts, so I set out to sample some different restaurants offering my very favourite meal. Here are just a few you should consider when you head to the wilderness north of Toronto this summer.

### ALMAGUIN HIGHLANDS

**Michael's on Main** has moved from the main street in **Sundridge** to **The Ridge Golf Club**, but it is still home to some of the best fish and chips in the region. Owner Michael will most likely greet you at the door, and you will soon learn he moved from the UK in 2001 from Yorkshire, bringing his favourite traditional menu items and recipes with him. Eat-in or take-out, you won't be disappointed. Enjoy the lunch special of haddock and fries, or English Whitby-style fish and chips for dinner.

### LORING-RESTOULE

Located in Port Loring, **Roxie's Diner** has been a hot spot for locals and visitors since 2009, and they've

# Regional Partnerships

- 22 Regional Partnerships
- Content
- Events
- International
- Regional Coverage
- Reservation Platform

## The Bracebridge Fall Fair & Horse Show: Rural Fun For Everyone

by Kate in Accommodations, Attractions, Culinary, News, Outdoor Adventures on August 10, 2017



Head to Muskoka September 15-17 for a taste of country living at the 150th [Bracebridge Fall Fair & Horse Show](#).

Folks who think that Muskoka shutsters up after Labour Day should consider a trip to [Bracebridge, Ontario](#) this autumn to attend one of the most charming family events of the colourful season. For 150 years, locals and visitors alike have gathered in this picturesque town to celebrate the farming season, to recognize their neighbours' harvest fare and handiwork, and to enjoy great fun and [entertainment](#) while they do.



Always held in mid-September, the timing of the fair m [f](#) [t](#) [g+](#) [p](#) [e](#) [o](#) and crisp, and the sun warms things up by afternoon. [o](#) provide a stunning background of a packed weekend of events at the impressive TD L [p](#)

## Muskoka Lakes: Fall Getaways To Iconic Cottage Country

by Peter Cook in Accommodations, Arts & Entertainment, Attractions, Culinary, Golf, Outdoor Adventures on September 6, 2017



**This autumn, tour the historic villages, hamlets and waterways that make the Township of Muskoka Lakes so memorable for visitors from all over the world.**

If ever there was a place that showcases the long-standing charm and appeal of Ontario's renowned cottage country, it may well be the [Township of Muskoka Lakes](#). Located 2-1/2 hours north of Toronto, this picturesque destination is a hub for Muskoka's 'big three lakes' (Muskoka, Rosseau and Joseph) and features stunning, scenic roads connecting to some of the most popular attractions in Muskoka. A fall getaway here is sure to please fans of the season who will enjoy the brilliant autumn leaves reflected in crisp, sparkling waters – just as generations of visitors have before.

### Port Carling



# Product Development Framework

Tangible			Intangible
Current Digital Assets	Differentiated KTAs	New / Gap	New / Gap
<ul style="list-style-type: none"> <li>• Bike Cottage Country</li> <li>• Cottage Country Beer Trail</li> <li>• Group of Seven Outdoor Gallery</li> <li>• Fish the Edge</li> <li>• Ride the Edge</li> <li>• Golf Muskoka</li> <li>• Current Inventory Asset</li> <li>• Paddling Inventory</li> </ul>	<ul style="list-style-type: none"> <li>• Being Lakeside</li> <li>• Wildlife Viewing</li> <li>• Guided nature tours</li> <li>• Indigenous Culture / Tourism</li> <li>• Paddling</li> <li>• Hiking in Nature</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting Friends &amp; Relatives (VFR)</li> <li>• Culinary Tourism</li> <li>• International Itineraries &amp; Packages</li> <li>• Indigenous Culture / Tourism</li> <li>• Arts &amp; Culture</li> <li>• Corporate Travel</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce Development (Service)</li> <li>• Transportation (accessibility)</li> <li>• Sustainability to Consider the main offering (the landscape) and to avoid "over tourism"</li> </ul>



# International Audiences



THE GREAT  
CANADIAN  
WILDERNESS  
JUST NORTH OF TORONTO

GET GREAT OFFERS CONTACT US

ABOUT THE REGION OFFERS & PACKAGES COOL ITINERARIES ADVENTURE BLOG

EXPLORERS' EDGE  
FUEL & FUN PACKAGE!  
LEARN MORE

**BREATHTAKING IS CLOSER THAN YOU THINK**

Plan your visit to the great Canadian wilderness – it's closer than you think. Located south of North Bay, west of Ottawa, only a half day trip from Niagara Falls, and just north of Toronto (and Pearson International Airport), the great Canadian Wilderness is easy to get to no matter which direction you're coming from.

# KTA Content Alignment

**Great Canadian Wilderness**  
Published by Kate Edge [?] · June 28 · 🌐

It ain't all about roughin' it in the great Canadian wilderness just north of Toronto.



THEGREATCANADIANWILDERNESS.COM  
**Welcome to the Pampered Canadian Wilderness**  
No need to rough it in the wilderness north of Toronto when you plan your...

👤 1,480,261 people reached

Boost Post

👍👎🗿 Patti Cusick Leskov, Mark Nevard and 5.3K others 270 Comments 808 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Great Canadian Wilderness**  
Published by Peter Coish [?] · June 29 · 🌐

Canada's best camping is just north of Toronto.



THEGREATCANADIANWILDERNESS.COM  
**Camping & Glamping in the Great Canadian Wilderness**  
Disconnect to reconnect in the great Canadian wilderness north of Toronto...

👤 190,098 people reached

Boost Post


👍👎🗿 Ron Stern, Karen Colwell and 667 others 39 Comments 113 Shares

👍 Like    💬 Comment    ➦ Share    🌐

Oldest ▾

**Great Canadian Wilderness**  
Published by Kate Edge [?] · July 26 at 9:38 PM · 🌐

Algonquin Park's unsolved mystery continues to captivate over 100 years later.



THEGREATCANADIANWILDERNESS.COM  
**The Canoe Lake Mystery: What Happened to Canada's Most Famous Painter?**

👤 303,691 people reached

Boost Post

👍👎🗿 Paul Travaline, Janet Cesario Perry and 915 others 64 Comments 257 Shares

👍 Like    💬 Comment    ➦ Share    🌐

# Workforce Development

- Tourism & Industry Outreach
- Product Concern - Service
- Labour Shortages
- Top Priority – Regional Tourism Strategy



## A Job in Tourism Will Serve You Well

by Kate in News on May 1, 2018



*In the first of a series of articles championing careers in tourism, an Explorers' Edge staff member says working in hospitality develops skills that will serve you throughout your career, no matter where it takes you.*

An article about the richest man in the world recently caught my eye. Apparently Jim Bezos of Amazon started working at the age of 16 in food service, where he learned some valuable lessons that helped him later on. That got me thinking about my own experiences working in hospitality in **Ontario's cottage country** and how these jobs rewarded me with valuable knowledge and skills that I've applied to my career for over 35 years.

Fact is, the tourism industry has many lessons to teach, all of which can propel you onward and upward, just like Amazon's CEO (although I haven't quite reached his income level yet).

### Hard Work: It Never Hurt Anyone

With the number one objective of tourism professionals being to ensure vacationers enjoy themselves, let's all agree – up front – that a job in hospitality is lots of hard work (and I ain't going to snow you on this reality). If you work in tourism, then you work hard – day in and day out. But being able to endure the intense pace while staying focused are foundations for success wherever your career may lead you, in tourism or elsewhere.



For instance, once I was a server in a Greek-German restaurant in **Muskoka**, and from the moment my shift started until six hours later, I didn't take a break. Setting tables, mixing and serving drinks, taking orders, serving orders, providing tourism info for vacationing diners, washing dishes and reconciling the cash at the end of it all – I tell you I did not stop moving.

Also, the Greek owner often hollered at me in his native language, so there was a lot of interpretation work I had to concentrate on as well. Luckily his wife usually clarified things with him in German, then translated for me; helpful tips like "easy on the butter pats!" (Actually a good lesson on **product inventory control** once I understood what he was saying...)

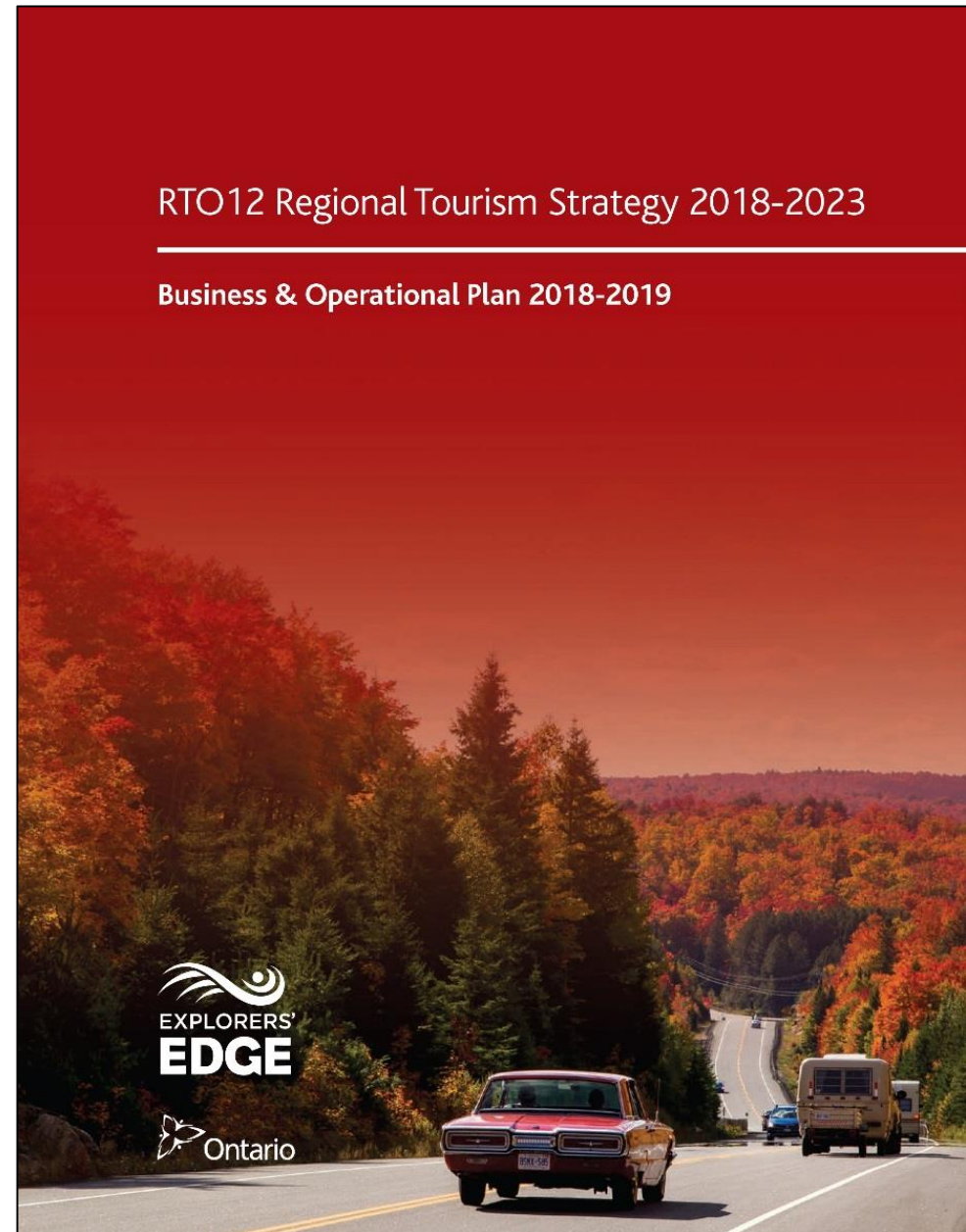
But at the end of the night, when it was time to turn the 'OPEN' sign over and enjoy a little baklava or strudel, we servers were finally able to take a break, confident in the knowledge that **customer satisfaction** had once again been achieved.

# Regional Tourism Strategy

- Dispersion
- International Audiences
- Workforce Development
- Worldly Wise
- Tourism Entrepreneurs

RTO12 Regional Tourism Strategy 2018-2023

Business & Operational Plan 2018-2019



# Governance - Bylaws and Policies

- Separate By-laws from Organizational Policies
- Proper description of the organization and important updates
- Update the bylaws to reflect best practices and trends in the governance and operations of not-for-profit organizations
- June 2019 Annual General Meeting



# The Team



 **RTO12Kate** @RTO12Kate · 2018-07-13  
AMAZING visit to the Muskoka Discovery Centre today for a visit with steamship president John Miller to get a sneak peak at "Wonders of the Watershed" permanent e...



 **RTO12Kate** @RTO12Kate · 2018-06-28  
Welcome Jack Hopkins as our new Product Coordinator - he'll be working closely with @RTO12Erin as we build product in our region as per the recent recos in the Fram...



 **RTO12Kate** @RTO... · 2018-05-28  
Working late so celebrating #tourismweek with take out from Carmine - owner of the new restaurant Rende in #Bracebridg...



 **James Murphy** @rto12news · 2017-11-18  
Enjoyed my time with tourism colleagues in #ThunderBay @OutfittersNorth @TourismNorthOnt @FedNor these past few days.

- Peter Coish – Kuration
- Stephen Murdoch – Enterprise Canada
- Laura Ross - MTCS
- Nuku Kolmar – Better Art Direction & Design
- Scott Adams – Birchbark Media
- Kevin Callan – The Happy Camper
- Kim Knight – Studio Web Design
- Jason Rosewell – Linkhouse Media
- Samuel Benistry – Viuu Development
- Marilyn De Lang Communications
- Brandy Harris – Harris Gingrich
- Solomon Wong
- Andrew Smellie – Smellies' Print House
- Adrienne Goldman Book Keeping
- Freelance writers & photographers

Thank you!

# Thank You & Questions

James Murphy

- Executive Director

Kate Monk

- Senior Director, Strategy & Communications

Erin Smit

- Tourism Administration Manager

- Jack Hopkins

- Product Coordinator





# Industry Labour Shortages: Causes, Projections and Possible Strategies Moving Forward

Tourism **HR**  
Canada



*Calum MacDonald, Vice-President Labour Market Intelligence, Tourism HR Canada*

# The Entrepreneur Spirit

## Unique Approaches to Regional Investment & Tourism Growth



**DARREN SMITH**  
Lake of Bays Brewing Company



**HILARY CHAMBERS**  
Pine Grove Resort Cottages  
The Lost Fox B&B



**JESSE HAMILTON**  
Deerhurst Resort



**TIM WEBB & DAVE CAMPBELL**  
The Gypsy Market Mews

# RTO12 / Explorers' Edge Annual General Meeting

- Thursday September 20, 2018
- 11.30am – 12.00pm
- Deerhurst Resort Huntsville, ON



# Chair Jeff Suddaby

- Approval of Agenda for 2018

**MOTION**

- Approval of 2017 AGM Minutes

- Tuesday September 12, 2017 – Stockey Centre, Parry Sound, ON

**MOTION**



# 2017 – 2018 Audited Financial Statements

## MOTION

- Audited Statements Prepared by Gingrich and Harris Chartered Professional Accountants
- All registered attendees will be emailed a copy of March 31, 2018 statements
- Financials always available at [www.rto12.ca](http://www.rto12.ca)
- Income Statement or Statement of Operations best reflects our activities
- Major Source of income, transfer payment from Ministry of Tourism, Culture and Sport
- Other income includes Partnership, FedNor & OTMPC partnership
  
- Appointment of Financial Firm 2018 -2019 - Gingrich and Harris Chartered Professional Accountants

## MOTION

# Governance Review

- First time that the bylaws were reviewed, healthy exercise for any not-for profit board
- Ready ourselves to comply with the Ontario Not-for-profit Corporations Act
- Separate By-laws from Organizational Policies – two separate documents
- Proper description of the organization and important updates (i.e. interim board).
- Update the bylaws to reflect best practices and trends in the governance and operations of not-for-profit organizations (i.e. a smaller more engaged Board of Directors).
  
- By-Law Amendments **MOTION**

# Recognition of Retiring Directors

- Anthony Rizzo
- Dympna Hayes
- Hilary Chambers
- Karina White

# 2018 – 2019 Slate of Directors MOTION

Curtis Dunlop	Muskoka	The Griffin Gastro Pub
Brenda Scott	Almaguin Highlands	Algonquin B&B
Donald MacKay	Muskoka	Muskoka Highlands
Eric Migland	Algonquin Park	Killarney Lodge
Gail Burrows	Parry Sound	Seguin Valley Golf
Jeff Suddaby	Muskoka	3 Guys and a Stove
John Langford	Algonquin Park Almaguin Highlands	Voyageur Quest
Kim Loader	Muskoka	Port Cunnington Lodge & Resort
Michael Simonett	Parry Sound	Rocky Crest Resort
Scott Doughty	Muskoka	Hidden Valley Resort



**Thank You**

**Motion to Adjourn**

