



# EXPLORERS' EDGE

Meet the Directors, Town Halls



# RTO12 Background

- Established in 2010
- One of 13 regional tourism organizations funded by the Ministry of Tourism, Culture & Sport
- Governed by a volunteer board of directors who are all tourism business owners or their general managers

# RTO12 Background

- There are 5 pillars we are mandated to work in by the MTCS
  - Marketing, Product Development, Workforce Development, Investment Attraction and Governance
- Funded by the province of Ontario 1.4 million
  - \$500,000 Base
  - \$757,000 Proportional
  - \$166,000 Partnership

# Explorers' Edge **Mission**

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

# 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**

# RTO12 in a **Nutshell**

- **Build new audiences for the entire region**
- **Increase visitation and spend**

**Primary business objective - promote the destination**

**Secondary – referrals to tourism operators**

# Main Mantras

- Strategy & Process
- Do More With Less
- Dispersion, Dispersion, Dispersion



DOMESTIC MARKETING  
[ExplorersEdge.ca](http://ExplorersEdge.ca)



INTERNATIONAL MARKETING  
[TheGreatCanadianWilderness.com](http://TheGreatCanadianWilderness.com)

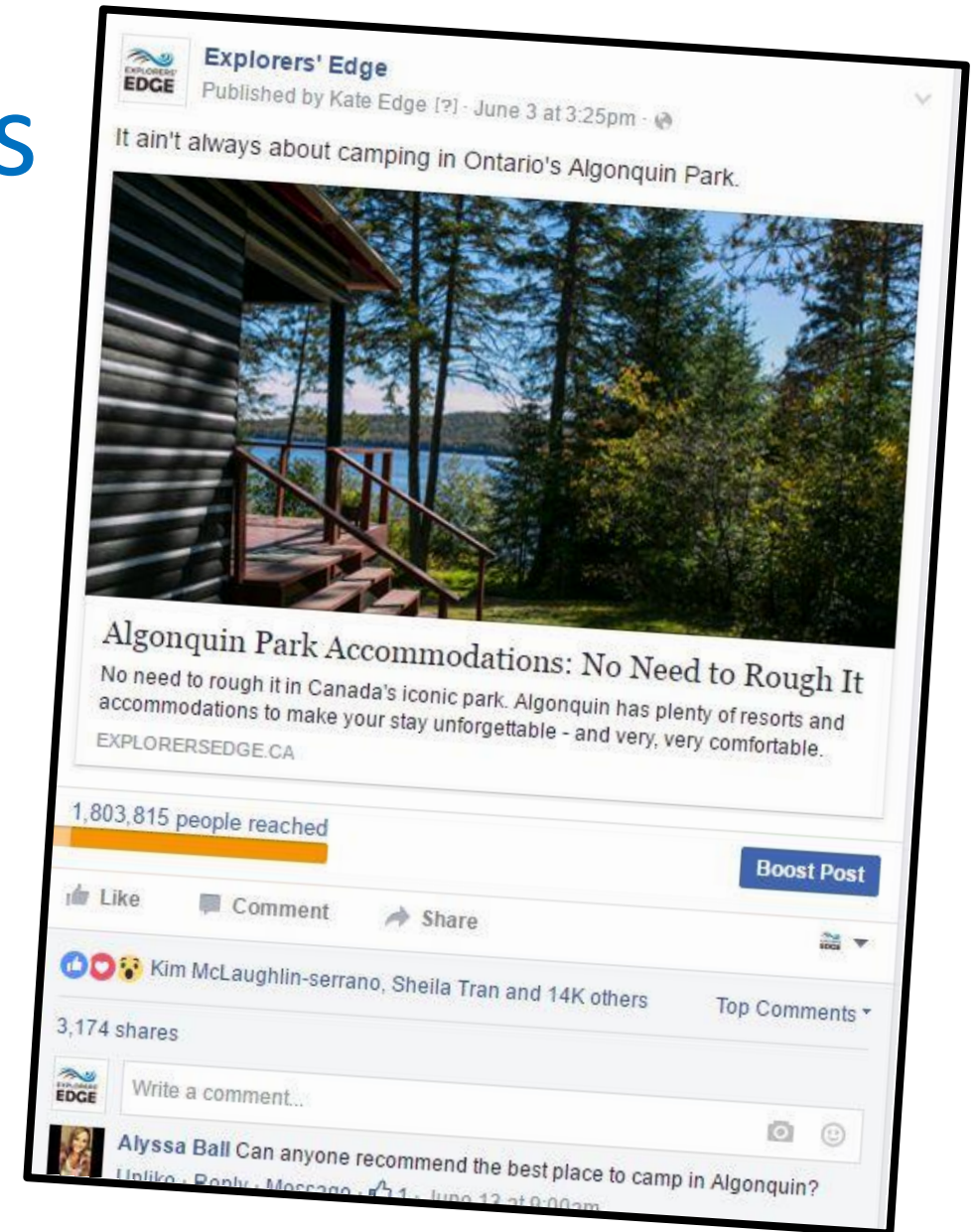


Algonquin Park \* Almaguin Highlands \* Loring-Restoule \* Muskoka \* Parry Sound \* South Algonquin



# Domestic Marketing Results


- First industry adopters of content marketing in order to compete
- 2014 to present



The image shows a screenshot of a Facebook post from the page 'Explorers' Edge'. The post is titled 'Algonquin Park Accommodations: No Need to Rough It' and includes a photograph of a log cabin with a deck overlooking a lake and forest. The post text reads: 'It ain't always about camping in Ontario's Algonquin Park. No need to rough it in Canada's iconic park. Algonquin has plenty of resorts and accommodations to make your stay unforgettable - and very, very comfortable. EXPLORERSEEDGE.CA'. The post has reached 1,803,815 people, has 3,174 shares, and includes a comment from Alyssa Ball asking for recommendations on the best place to camp in Algonquin.

**Explorers' Edge**  
Published by Kate Edge [?] · June 3 at 3:25pm · 🌐

It ain't always about camping in Ontario's Algonquin Park.



**Algonquin Park Accommodations: No Need to Rough It**  
No need to rough it in Canada's iconic park. Algonquin has plenty of resorts and accommodations to make your stay unforgettable - and very, very comfortable.  
EXPLORERSEEDGE.CA

1,803,815 people reached

Boost Post

Like Comment Share

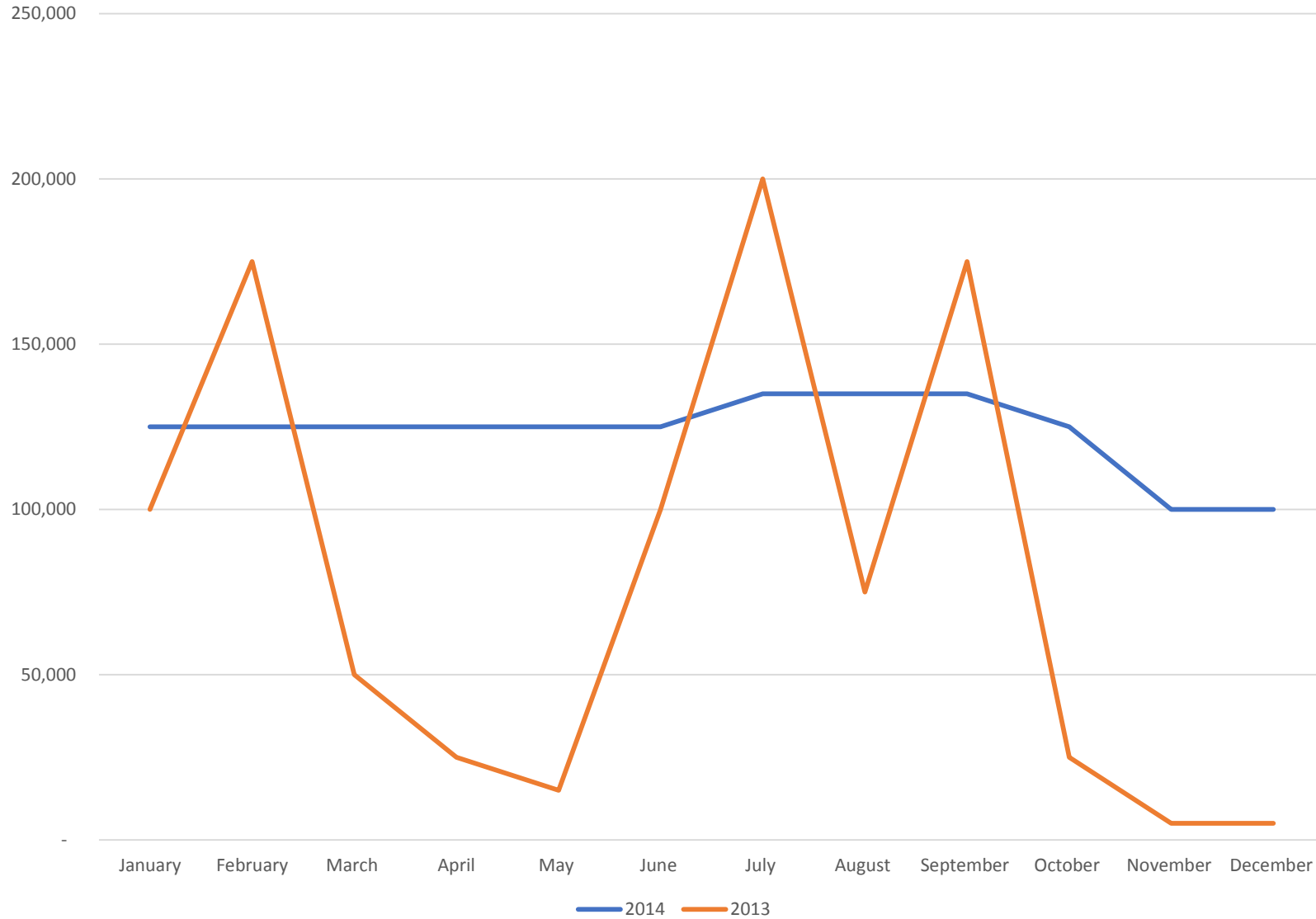
Kim McLaughlin-serrano, Sheila Tran and 14K others · Top Comments ▾

3,174 shares

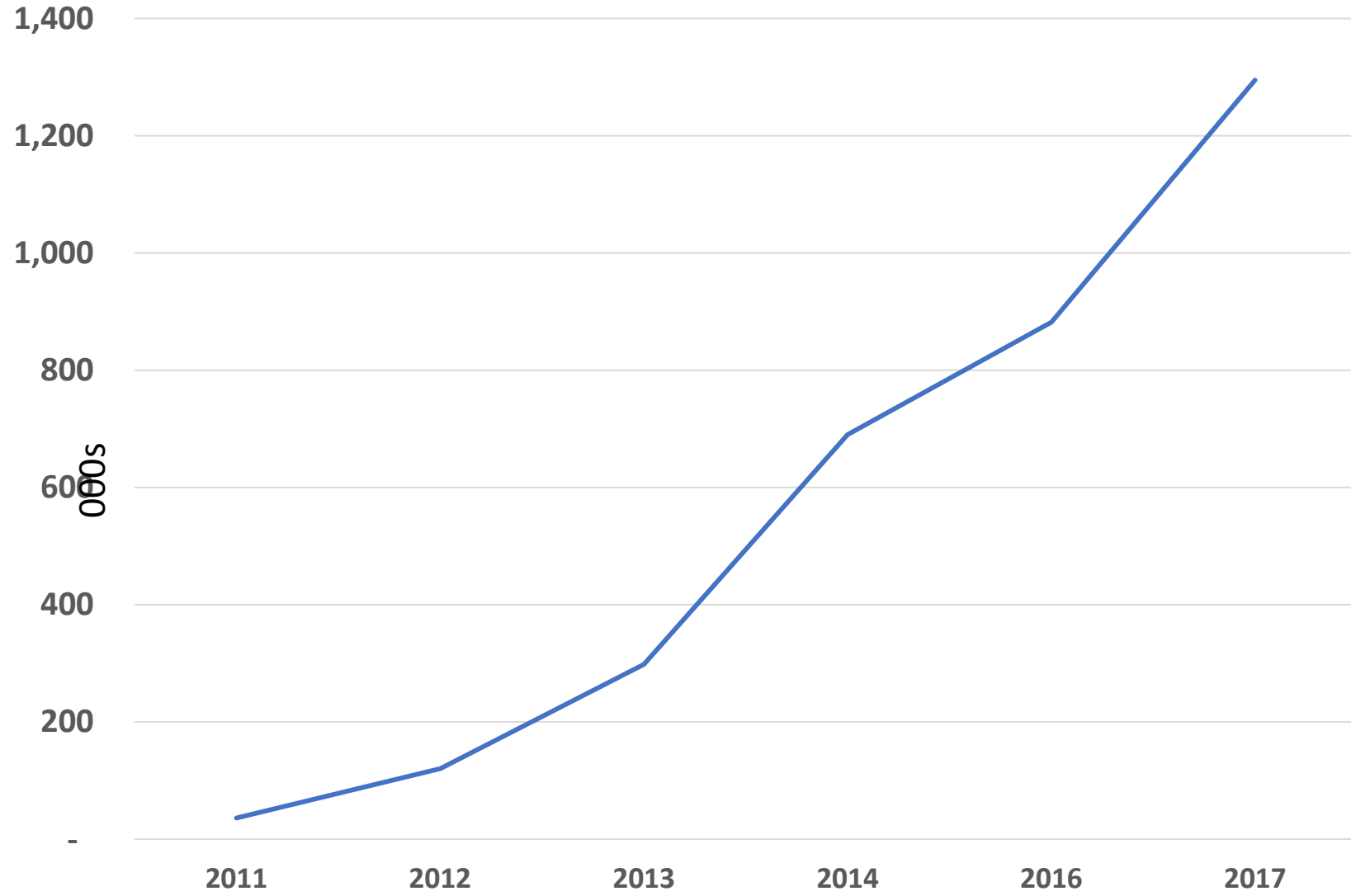
Write a comment..

**Alyssa Ball** Can anyone recommend the best place to camp in Algonquin?  
Unlike · Reply · Message · 🌟 1 · June 12 at 9:00am

# Comparison Website Traffic - Content vs Campaigns




# www.explorersedge.ca website analytics



**Explorers' Edge**  
March 10 at 12:40pm · Toronto, ON, Canada · 🌐

Spring is (seriously) just around the corner and that means cyclists are getting excited for some warm weather riding. Lake of Bays in Muskoka will be in on the action in 2016, with the new pump track at the Echo Valley Nature & Bike Trails area. #mountainbike #trails #outdooradventure



**New Bike Trails in Lake of Bays, Muskoka**  
The picturesque pump track and trails will suit cyclists and outdoor adventurers looking for fun in Ontario's cottage country. (Bring your snowshoes in winter.)  
EXPLORERSEGE.CA

255,477 people reached

Boost Post

Like Comment Share

👍👎😂 Olivier Denis, Tony D'Alfonso and 4.1K others

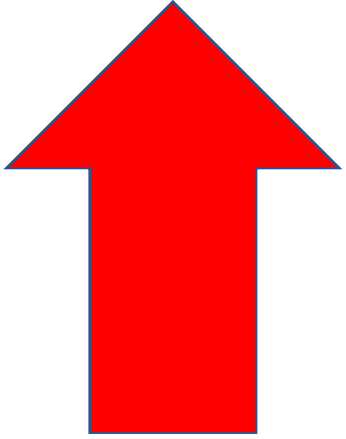
947 shares

Write a comment...

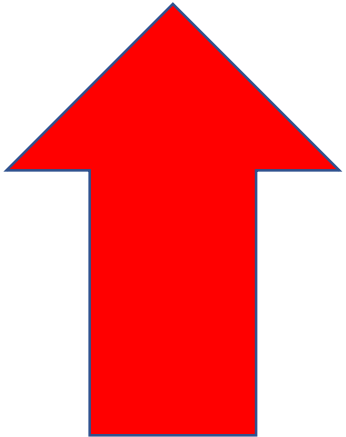
**Hartley Gould** Are these the same trails the winter sleds ride on from Dorset to baysville minden to Dorset and halibuton  
Like · Reply · Message · April 5 at 11:44am

## At peak w/ domestic budget:

- 100 million Facebook impressions in 2016
- 50 million individual FB users reached
- 2.7 million engagements

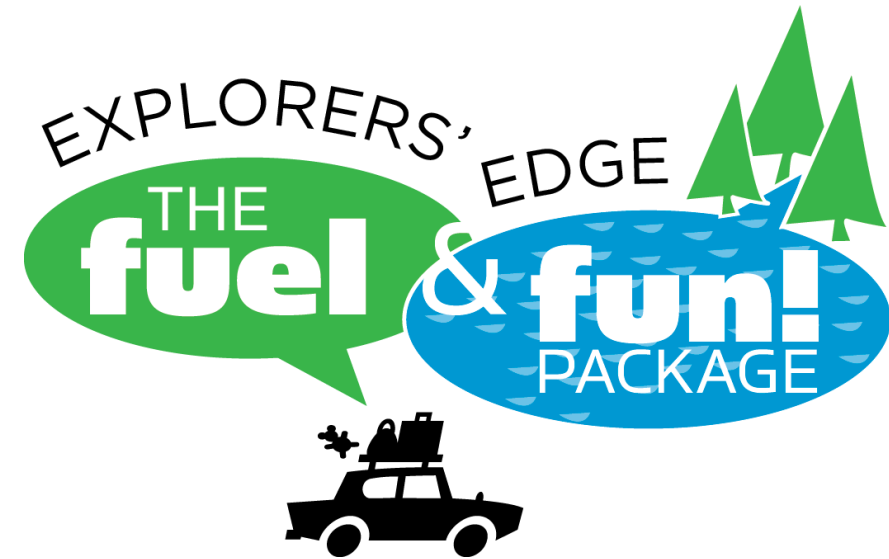


- \$190 Million Increase in Visitor Spending
  - 2014 – 2016
  - Lead all RTOs in 2015 – second to Tourism Toronto in 2016



- 460,000 Increase in Total Person Visits
  - 2014-2016
  - Top three RTOs in 2015 & 2016

# Fuel & Fun



# Parry Sound Partnerships

## Over the years:

- Parry Sound Tourism
- Georgian Bay Biosphere
- Downtown BIA
- Town of Parry Sound
- FAM Tours with Ontario Travel
- Stockey Centre – Corporate Travel
- 30,000 Island Cruise

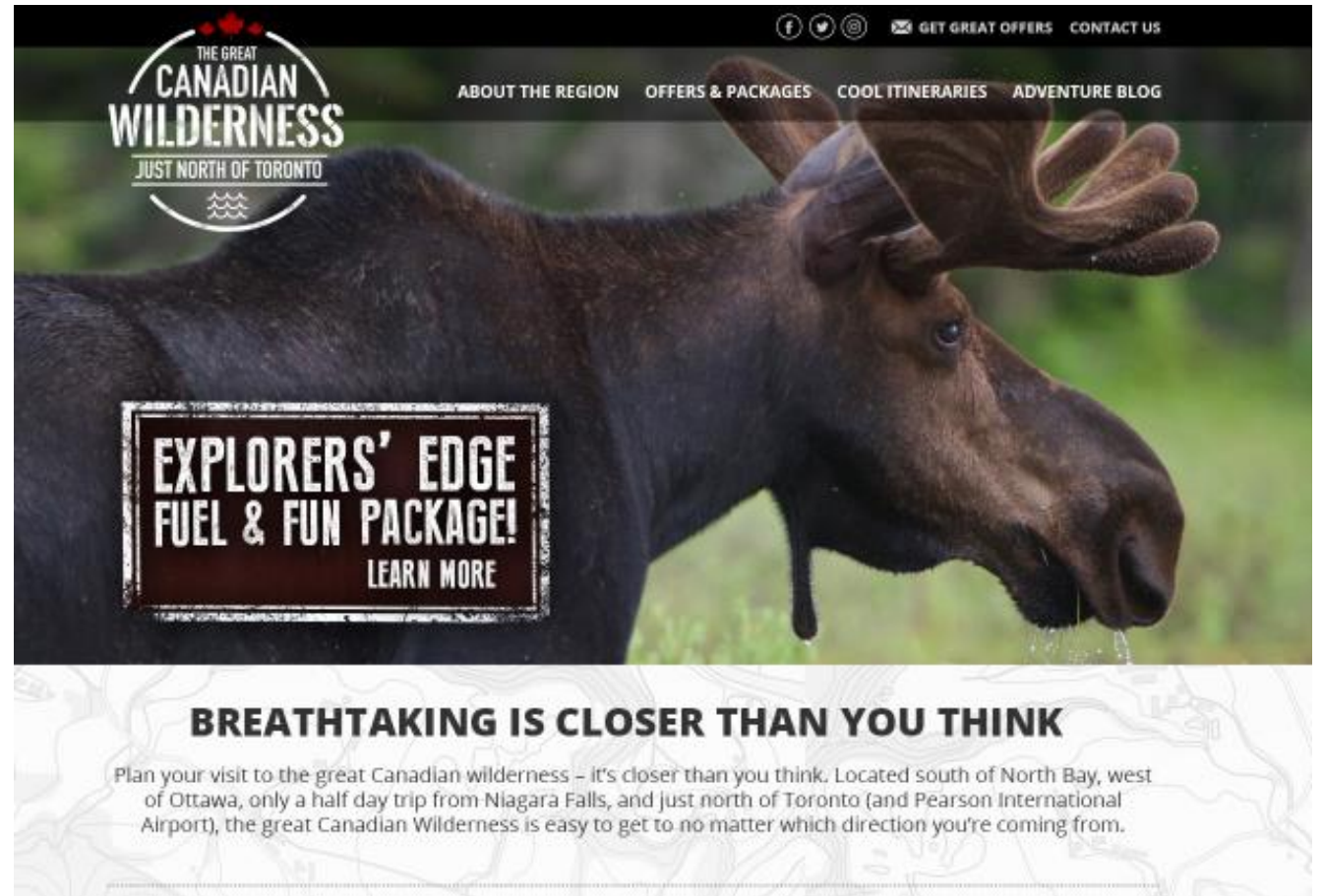
**Marketing:**

**Turning the Ship: [International](#) Marketing**





# International Audiences



# Product Development Framework

## RTO12 Product Development Framework: Worldly Wise

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>

# Commercial Air Service – Porter Airlines

- Seasonal Summer Service – 10 Weeks
  - YTZ to YQA: \$72
  - YQA to YTZ \$45
- Bus Shuttle Service – Four Main Routes
- Fly & Explore Package
- Rendez-vous Canada
- International Marketing

Day of week	Toronto departure time	Muskoka departure time
Thursday	1:10 p.m.	2:20 p.m.
Monday*	9:20 a.m.	10:30 a.m.



# Thank You & Questions

James Murphy

- Executive Director

