

Marketing Update

- 2020-2021 key takeaways
- Pandemic-induced traveler intentions/research
- New segments
- New(ish) consumer brand
- New website launch
- Business listings / sub-regional websites
- Content marketing machine re-boot
- Packages & Itineraries (TICO)
- Lead nurturing re-boot (hyper local/domestic/international)
- Additional assets: Golf Muskoka, Bike Cottage Country, Cottage Country Beer Trail
- Upcoming:
 - Paddle Prattle / “I’ve Always Wanted To...”
 - Business Case for Passenger Rail Tourism



Fiscal 2020-2021 Highlights

- **The Year of Stop & Go**
- **Retention strategies on social assets**
- **New market – hyper local – and crisis communication**
- **Operator training and social audit (test)**
- **Cottage Country Spirit**
- **Wolf Howl Zoom – testing Zoom for product promo**



Research / Segments



ONTARIO ACTIVE & OUTDOORS (43%)

Youngish and active, this segment has a zest for life and is enthusiastic about travelling (and children are no barrier). Given the current situation, they are looking to relax and escape their daily lives and immerse themselves into an adventure in nature, off the beaten path, away from people, common areas, and large groups. They seek to be in control of their surroundings and with concern about COVID, are not overly interested in city travelling or crowds. Ontario has a lot to offer and now is a great time to go camping, explore the great outdoors and relax

at a cottage. They are adaptive by nature and are equipped to navigate the complexities of life; they will travel in all seasons (there is always something to do!). Although COVID has impacted their travel plans this year, they are craving some time away of the stress of daily life (maybe even before a vaccine, as long as they feel safe and confident in the destination). They have money to spend and will spend on travelling.

Engagement Strategy - They are the low hanging fruit – looking for places to go and things to do that are safe and won't expose them or their family to COVID. Focus on the variety of activities (for adults and families), escaping daily life, immersion in nature, cottage life, and the thrill and adventure of travelling – but don't neglect safety and flexibility. They want the freedom to pick-up and go on the last minute, but also want to be able to cancel if the situation changes.

Traveller Values

Escape / Relaxation Seekers
●●●●●●●●●●

Cultural Immersion Travellers
●●●●●●●●●●

Nature Lovers
●●●●●●●●●●

Live to Travel
●●●●●●●●●●

Indulgent Rejuvenators
●●●●●●●●●●

Luxury Travellers
●●●●●●●●●●

Picture Perfect Travellers
●●●●●●●●●●

Familiarity Seekers
●●●●●●●●●●

Demographics

53% 47%

25-34 - Millennials 42%

35-50 - Gen X 47%

51-64 - Baby Boomers 27%

75+ - Post-boomers 4%

Skews higher education

Most likely employed – average income

Married/ common law with kids



FREE & FOMO (6%)

Young, educated and experiential, they love to travel and are looking for immersive experiences. Free & FOMOs are open minded and expertly navigate the complexities of travelling - they enjoy the discovery process that comes with it. They are looking for relaxing, authentic, experiences and trying the local cuisine, going on a wine tour or visiting historical sites/local museums will appeal to their explorer side. And if these destinations can yield great pictures, even better.

Like everyone else, they are concerned about COVID, but that won't stop them from exploring - they'll just have to make some adjustments. Their travel budget hasn't changed and now seems like the perfect time to explore their own province and country. Maybe next year they'll visit a warm destination or maybe even visit Europe. For now, they'll spend time with family and discover what Ontario has to offer.

Engagement Strategy – Free & FOMOs need less of a push to travel, but may need reminders of what Ontario has to offer (especially cultural experiences). Now is a great time to go camping (or glamping), rent a cottage by the lake (with a great view) and discover different microbrewers/wineries (you can always get great pictures), and local towns and restaurants along the way. Highlight the excitement of discovery and exploration, the pleasure of little pamperers and the awe of amazing views.

Traveller Values

Escape / Relaxation Seekers
●●●●●●●●●●

Cultural Immersion Travellers
●●●●●●●●●●

Nature Lovers
●●●●●●●●●●

Live to Travel
●●●●●●●●●●

Indulgent Hedonists
●●●●●●●●●●

Luxury Travellers
●●●●●●●●●●

Safety & Security Concerned
●●●●●●●●●●

Familiarity Seekers
●●●●●●●●●●

Demographics

43% 56%

25-34 - Millennials 33%

35-50 - Gen X 56%

51-64 - Baby Boomers 27%

75+ - Post-boomers 4%

Average to high education

Very likely employed – average to high income

Married/ common law, some with kids at home



New(ish) Consumer Brand



- Explorers' Edge becomes consumer-facing corporate brand
- Updating / merging of social assets



Summer in the Great Canadian Wilderness



OUTDOOR ADVENTURES

Algonquin Park West: A new way to discover Canada's iconic park

Updated September 24, 2020 For most visitors to Algonquin Park, entrance through the gates on Highway #60 is...

[READ MORE](#)



ACCOMMODATIONS

Craft Brewery Tours & Epic Adventures in Ontario's Cottage Country

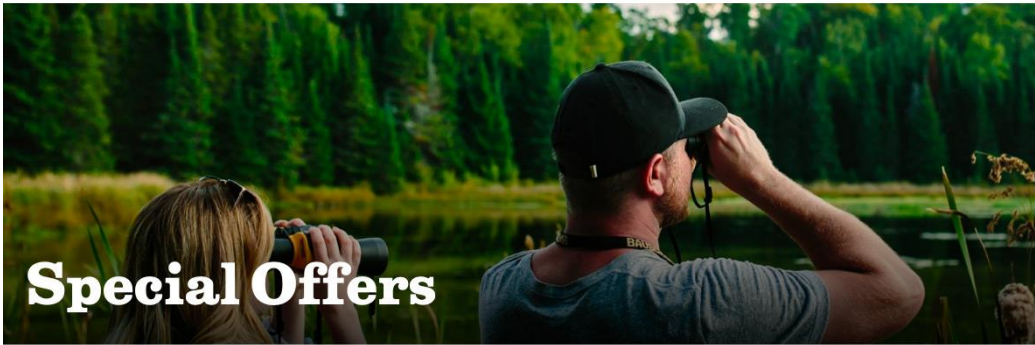
What happens when seasoned travel writer and craft beer fanatic Red Hunt heads to Ontario's cottage country to...

[READ MORE](#)

New Website

- GreatCanadianWilderness.com (.ca)
- Launches week of June 28
- Packages & Itineraries / booking functionality
- Potential for global OTA network to promote





Special Offers

Take advantage of special offers throughout the year for accommodations, attractions, dining, shopping, and events. Check back often to see what's new and enjoy incredible value on your next visit to the region.

VIEW BY:

Region


- All
- Algonquin Park
- Almaguin Highlands
- Loring-Restoule
- Muskoka
- Parry Sound

Category

- All
- Stay
- Eat
- Do

Season

- All
- Seasonal
- Year Round




DO

Diamond Waters Sailing

Diamond Waters Sailing has been formed to help adults and families discover nature's wonders and their potential while experiencing the finest freshwater sailing in the world. The 30,000 islands of the Georgian...

[VIEW LISTING](#)




COTTAGE RESORTS

Muskoka BeerSpa

Our Eccentric Muskoka Resort Management Team loved having you hang out this winter, Costa Rica would have been warmer, but a classic Canadian winter was not too shabby. Gotta say though it's...

[VIEW LISTING](#)



DO

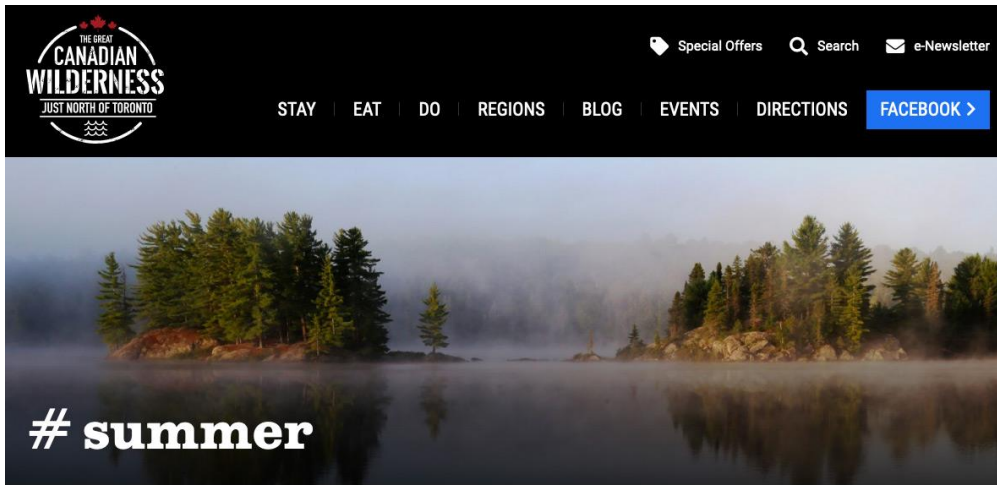
Muskoka Waterbikes

Muskoka Waterbikes offers a safe and an eco-conscious water experience on the Muskoka River in Bracebridge with their floating waterbike rentals. These pedal powered vessels are fun for the whole family and leave...

[VIEW LISTING](#)

Features

- Updated filters



Features

- Search by tags

Blog Posts



NEWS

Work & Play in the Great Canadian Wilderness Just North of Toronto

There's no better place to build a career in the Canadian tourism industry than in the great Canadian...

[READ MORE](#)



ATTRACTIONS

Bracebridge, Muskoka: The Heart of Cottage Country

Summer and Fall are the perfect seasons to explore this picturesque town 2-hours north of Toronto. Known for...

[READ MORE](#)



ACCOMMODATIONS

Travel Near & Wide This Summer in Ontario's Cottage Country

Planning an epic summer vacation close to home when you live in cottage country is as easy as...

[READ MORE](#)



GOLF

Golf Muskoka Mondays: Get To The Greens With Porter Airlines This August

Can't get away to Muskoka for a week of golf this August? The "Fly & Play" packages are...

[READ MORE](#)



ATTRACTIONS

Parts Unknown With Porter: Discover Gravenhurst, Muskoka

Fly with Porter Airlines to Muskoka and discover the historic town that's merging old with new. Gravenhurst, Ontario...

[READ MORE](#)



ATTRACTIONS

Parts Unknown With Porter: Discover Huntsville, Muskoka

Fly with Porter Airlines to Muskoka this summer and discover the "gateway to Algonquin Park." The largest of...

[READ MORE](#)





Please note that due to government travel and operating restrictions, Visitor Information Centres may be temporarily closed. Please use the contact information below to check before you go.



Features

- Improved mobile responsiveness

Home / Henry's Fish Restaurant

Henry's Fish Restaurant

Frying Pan Island, Sans Souci, Ontario

[705-746-9040](tel:705-746-9040) |
 [Email](#) |
 [Website](#) |
 [Facebook](#)



SHARE LISTING 

Located on Frying Pan Island in the Sans Souci area on the coast of Georgian Bay, Henry's Fish Restaurant is known for its famous fish and chips including battered and pan fried Pickerel dinners. One of the more unusual aspects of Henry's is that seaplanes fly in throughout the day dropping off hungry tourists so they can get their fill of Henry's fresh fish. At lunch and dinner the air is full of seaplanes dropping in from Parry Sound and Midland.

A variety of services are also offered at Henry's including overnight docking with power for sale. If you are flying in, Henry's is a registered water aerodrome found in the Water Aerodrome Supplement. Be sure to plan on making it one of your Georgian Bay destinations!



Explore by #tag

fish & chips

Georgian Bay

Parry Sound

patios

waterfront patio

STAY

EAT

DO

REGIONS

BLOG

DIRECTIONS

EVENTS

SPECIAL OFFERS

PHOTO GALLERY

RT012.CA


CONTACT US

PRIVACY POLICY

INDIGENOUS LAND ACKNOWLEDGEMENT



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Ontario 

Features

- Free Business Listings
- Sub-regional referrals to multiple entities to ensure level playing field





OUTDOOR ADVENTURES
Ipsum et id sint voluptas in aliquam sit. Aspernatur sed error facere minima magnam
 Tenetur sequi voluptatem iusto accusamus soluta est commodi. Sunt quia et fuga repellendus blanditis aut amet. Architecto delectus aut eveniet totam mollitia. Nesciunt enim et dolorem. Dolores possimus animi rerum velit dicta ullam quasi.

[READ MORE](#)



OUTDOOR ADVENTURES
Odit ea rerum dolores voluptatum possimus
 Voluptates eius repellat cupiditate odit aut placeat quae quos. Ipsum et id sint voluptas in aliquam sit.

[READ MORE](#)



ACCOMMODATIONS
Eius rerum exercitationem
 Tenetur sequi voluptatem iusto accusamus soluta est commodi. Sunt quia et fuga repellendus.

[READ MORE](#)



EVENTS
Consequatur sint quo rerum repellat
 Voluptates eius repellat cupiditate odit aut placeat quae quos. Ipsum et id sint voluptas in aliquam sit.

[READ MORE](#)



ACCOMMODATIONS
Architecto delectus aut eveniet totam mollitia
 Tenetur sequi voluptatem iusto accusamus soluta est commodi. Sunt quia et fuga repellendus.

[READ MORE](#)

Lead Nurturing

- Content marketing machine re-boot / KTAs
- Packages & Itineraries (TICO)
- Lead nurturing re-boot (hyper local/domestic/international/interests segmented)
- Establish pandemic benchmarks
- Extremely detailed exploration of region by content developers



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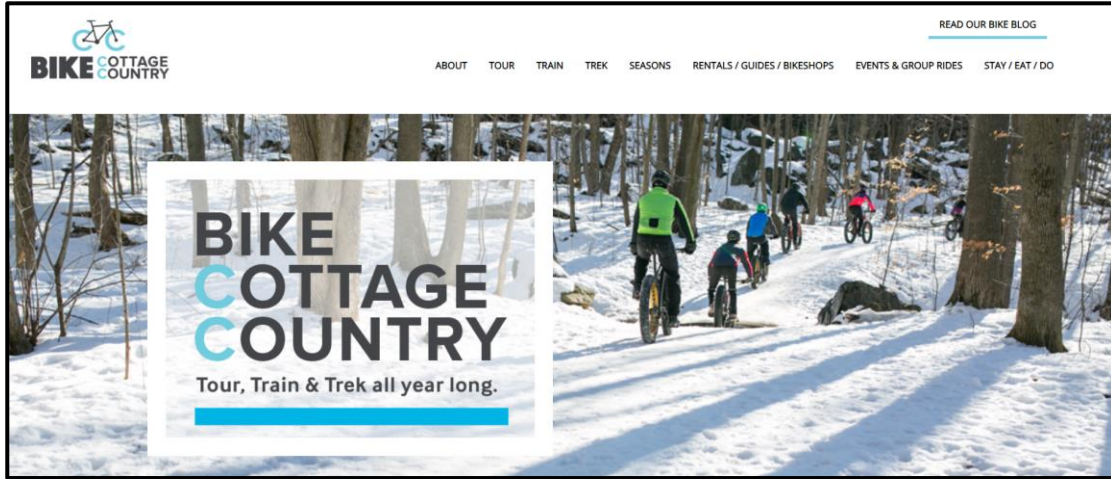
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Our mailing address is:
 3-1 Taylor Road, Braachbridge ON, P1L 1S6

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 You can update your preferences or unsubscribe from this list.





Additional Product Assets

- BikeCottageCountry.ca
- CottageCountryBeerTrail.ca
- GolfMuskoka.com
- Taskforce Recovery Report “trails”





Upcoming

- Paddle Prattle (canoe/SUP/sea kayak/safety)
- “I’ve Always Wanted To...” Contest
- Detailed KPIs (Peter) / final budget
- Overall plan can be found in the BOP
- Business Case for Passenger Rail Tourism
- Business Barometer



Questions

