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Explorers' Edge Onboarding

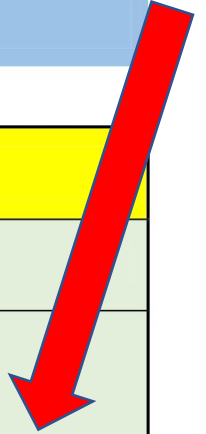
Workforce Development: Training, Housing and Incentivization

Session Four

RTO12 Product Development Framework: Worldly Wise

2018

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





- Georgian College
- Toronto Metropolitan University
- Humber College





Work & Play in the GREAT CANADIAN WILDERNESS

February 3, 2021 • 6:30pm

Explorers' Edge is pleased to partner with the Ryerson Hospitality & Tourism Students' Society to present (virtually) our case for working in our amazing regional tourism industry. We are particularly pleased to welcome our guest speakers - both of whom have affiliations with Ryerson University.

SPEAKERS:



JAMES MURPHY
(Moderator)
Executive Director
Explorers' Edge/RTO12



RAHEL RENNER
(“Work”)
General Manager
Residence Inn by Marriott
Gravenhurst Muskoka Wharf



ERIN MACDONALD
(“Play”)
Founder
Wild & Found
Outdoor adventure blog
and lifestyle company



This event will also feature break-out sessions with regional tourism HR recruiters.

For more details please contact the Ryerson Hospitality & Tourism Students' Society (RHTSS).





As of June 2022

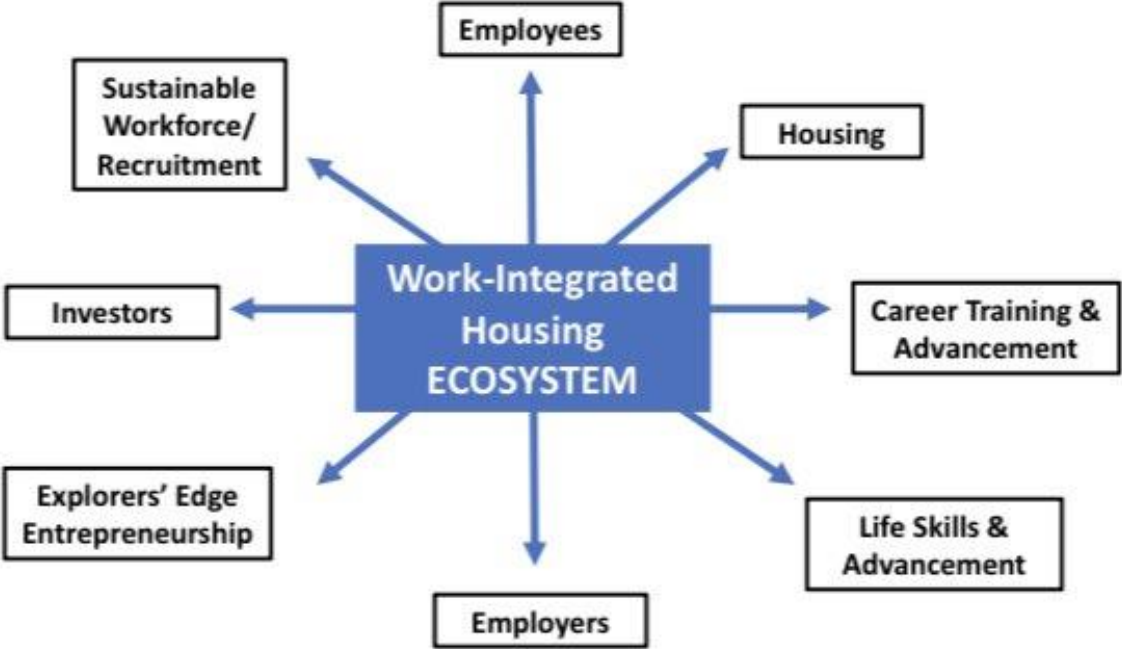
- **1,721,582 million impressions**
- **24,200 clicks**
- **average .35 cents CPC**



- **September 2022:
Over 170 completed**
- **Placed into lead nurturing
program for job
recruitment**



Work-Integrated Catalyst Housing: Building for Community Sustainability



“attract workers, develop professionals”

- Short term supplemented housing for career/business/life skills development
- Multiple stakeholders (youth, women, immigrants, permanent residents)
- In return for 2-years (e.g.) of service in the industry (entry or low- level positions), occupants receive supplemented housing and work-integrated training (including operations management and transferable skills) for career development or business incubation
- Business incubation/investment upon completion
- Additional training for personal development (life skills) such as financial literacy, personal budgeting, mortgage knowledge, investing, etc.

- Less risk for a mortgage – expedited mortgage approval (mortgage lender partnership)
- KPIs (track for success): move up in your career and move along the housing continuum
- Housing structure differs depending on sub-region
- New builds or refurbishing
- HR models, recruitment, pay-to-pay or lottery for operators
- Investment models (impact investors, bonds issued, Public-Private)
- Cross-sectorial (healthcare, building trades)

Catalyst Housing is Regenerative:

attract people, develop professionals and sustain communities through ‘the business of tourism.’

Regional Currency



Algonquin Park • Almaguin Highlands • Loring-Restoule • Muskoka • Parry Sound • South Algonquin



Voucher #

- * Ten Dollar Cottage Country Spirit Local Travel Package Voucher
- Accepted at participating businesses only
- Not redeemable for cash
- Must be redeemed between July 19, 2021 – September 30, 2021
- Some terms and conditions apply.

www.explorersedge.ca/cottagecountryspiritsummer2021



Big Applause Awards



Questions?

Email James@explorersedge.ca