



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,
Parry Sound & South Algonquin
www.explorersedge.ca



Explorers' Edge Onboarding

Marketing, Product Development and Regenerative Travel Agency

Session Three

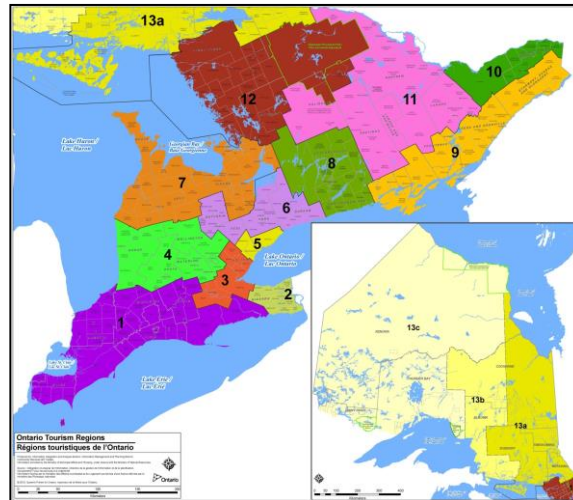
- **Marketing**
- **Investment Attraction**
- **Workforce Development**
- **Product Development**
- **Partnership**
- **Governance**

Different % depending on annual focus

Overall Objectives

- Change perceptions of the region as a summer-only destination for cottagers
- Develop new audiences for the region “discoverers”
- Build shoulder seasons (and change perception we are closed after Labour Day)
- Engage multiple operators in each initiative (“float all boats”)
- Primary objective is visitation to the website (brochure)
- Secondary objective is referrals to operators
- **TIMELY RESEARCH IS KEY**

Brand Development 2011





- Multiple websites based on finite demand generators
- One-off ads in print mostly
- No strategy
- Industry-centric demands for advertising
- Changing federal and provincial ministry strategies YOY

Seasonal Campaigns: 2012 - 2014

- Time-consuming
- Expensive
- Spike in website visitation during campaign only (Google Analytics)
- Could not afford provincial or federal programs (no alignment either)
- No marketing strategy

Seasonal Campaigns: 2012 - 2015

EXPLORERS' EDGE
Naturally Adventurous

WINTER turns up the fun.

MUSKOKA ALGONQUIN PARK PARRY SOUND ALMAGUIN HIGHLANDS

explorersedge.ca

Seasonal Campaigns: 2012 - 2015



2015 Marketing Strategy

- Brand positioning (quintessential wilderness experience just north of Toronto)
- Segmentation and target markets (“Ontario Explorers” – 9 million in GTA)
- **Content Marketing**
- Lead nurturing (newsletter sign up, segmented email marketing)
- DISPERSION DISPERSION DISPERSION



Explorers' Edge

Published by Kate Edge [?] · June 11 at 5:49am ·

The Pickerel River in Loring-Restoule. A neat little adventure.



Paddle the Pickerel River

42 kilometres of navigable waterway and stunning scenery await the avid outdoor adventurer in beautiful Loring-Restoule. Not to mention some cool stops along the way.

EXPLORERSEEDGE.CA

76,712 people reached

Boost Post

Like Comment Share

1.4K Top Comments

183 shares



Write a comment...



Ed Pothof Yep!! 35yrs ago, canoed,that river and the French when was in my prime.. Now it just me and the ole kayak when I can..

Unlike · Reply · Message · 1 · June 12 at 7:45pm · Edited



Explorers' Edge Keep on paddling!

Like · Reply · Commented on by Bill Edge [?] · June 13 at 4:01pm



Mike Smyth I spend a week up there every summer. Beautiful waterways.

Unlike · Reply · Message · 1 · June 15 at 1:17pm



Explorers' Edge Sounds like an awesome tradition!

Like · Reply · Commented on by Bill Edge [?] · June 15 at 1:25pm

View 40 more comments

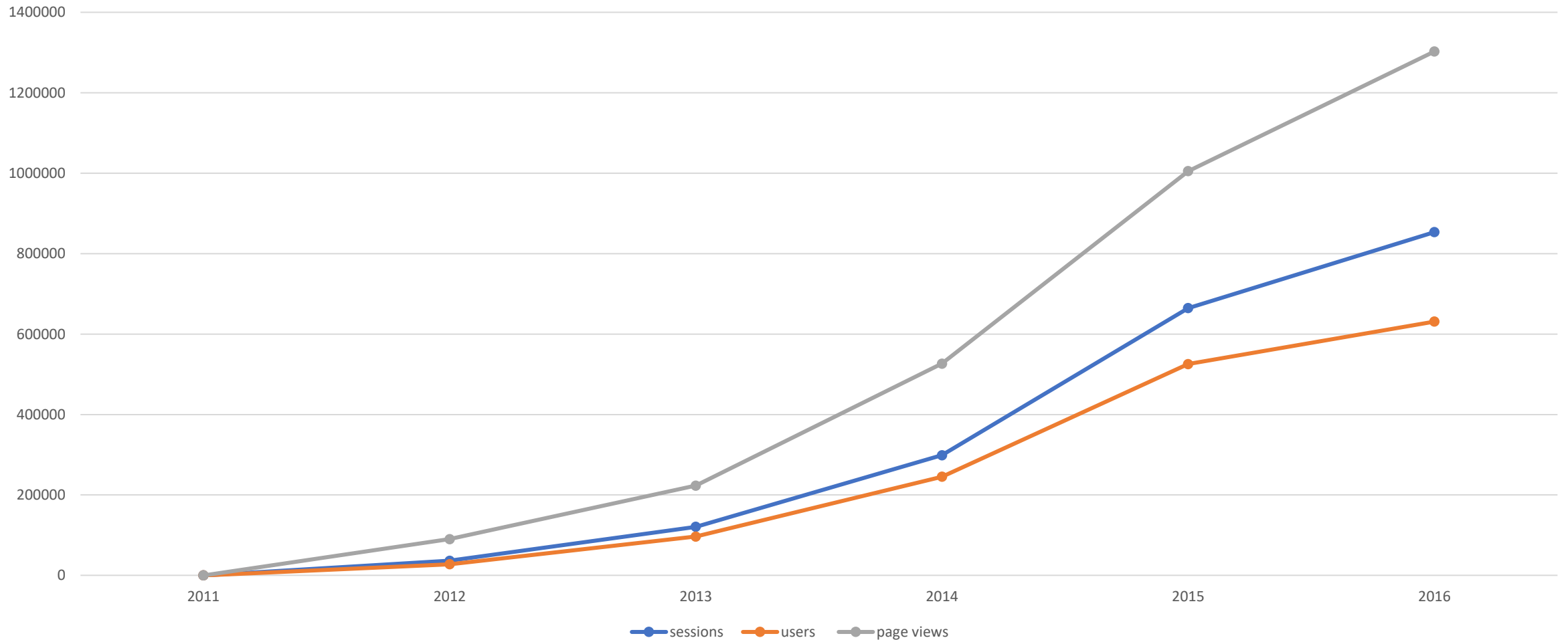
Amazing Places of the Georgian Bay Biosphere

by Kate in [Attractions](#), [News](#), [Outdoor Adventures](#) on June 17, 2016



This summer be sure to check out the [Amazing Places of the Georgian Bay Biosphere Reserve](#)! Discover locations within the [30,000 Islands region of Ontario](#) that truly capture the beauty of the world's largest freshwater


Explorers' Edge Website Analytics



STAY EAT DO DIRECTIONS DISCOVER MORE

Muskoka's Spin The Lakes Cycle Tour

by Kate in [Attractions](#), [Events](#), [News](#), [Outdoor Adventures](#) on March 31, 2016



[f](#)
[t](#)
[G+](#)
[p](#)
[✉](#)
[+](#)

The 12th annual one-day cycling tour with multiple distances is Ontario's favourite spring ride.

Search...

Plan Your Getaway!
BOOK NOW >

e-Newsletter

Please tell us which of the following interests you MOST as a traveller.*

- Please Select -

Email*

First Name

March 2016

Record-breaking Spin the Lakes crowds cycle across North Muskoka

NEWS May 28, 2016 by [Alison Brownlee](#)  Huntsville Forester

[f](#)
[t](#)
[r](#)
[in](#)
[✉](#)



May 2016

- Corresponding increase in visitation and spend
- Highest per capita (property) spend in the province

Home / Read On & Discover More / South Algonquin: Explore the East Gate of Canada's Oldest Provincial Park



South Algonquin: Explore the East Gate of Canada's Oldest Provincial Park

BY KATE / JULY 25, 2021

SHARE ARTICLE

Please note: Our new 'Great Canadian Wilderness' website has replaced the old one that ran under our company name, Explorers' Edge. From time to time in an older post, you may see references to Explorers' Edge.

While the popular [West Gate](#) is packed with visitors in fall looking to catch a glimpse of Algonquin's spectacular colour display, insiders know a trip through the [East Gate](#) offers fewer crowds, as well as new trails, attractions and experiences to discover.

Travelling through the park from the west side? Be sure to head into [South Algonquin](#) via the [East Gate](#) to explore the charming villages of Whitney and Madawaska and other spots along the Madawaska River.

Learn about Algonquin's Indigenous history on a guided hike with [Wabasees Cultural Tours](#), follow the interpretive trail to learn about pioneer industry at the [Algonquin Logging Museum](#), discover interesting facts about the park's wildlife residents at the [Algonquin Visitor Centre](#), or just bask in the park's inspiring

Home / Read On & Discover More / Parry Sound: Thriving Arts Scene in a Hockey Town



Parry Sound: Thriving Arts Scene in a Hockey Town

BY KATE / SEPTEMBER 22, 2014

SHARE ARTICLE

Please note: Our new 'Great Canadian Wilderness' website has replaced the old one that ran under our company name, Explorers' Edge. From time to time in an older post, you may see references to Explorers' Edge.

The hockey town on the shores of Georgian Bay is also a hotbed for the arts.

Mention [Parry Sound](#) to folks and they'll instinctively associate it with "the home of Bobbo Doo" (a nod to the [1967 film](#) *Bobo Doo*). [Parry Sound](#) is also a hotbed for the arts. In honour of Tom Thomson's visit to the region, where he painted the local woods, the Town of Parry Sound commissioned the installation of [100 BOBBO DOO DOO](#), where you can sit and sketch or paint what Thomson himself saw.



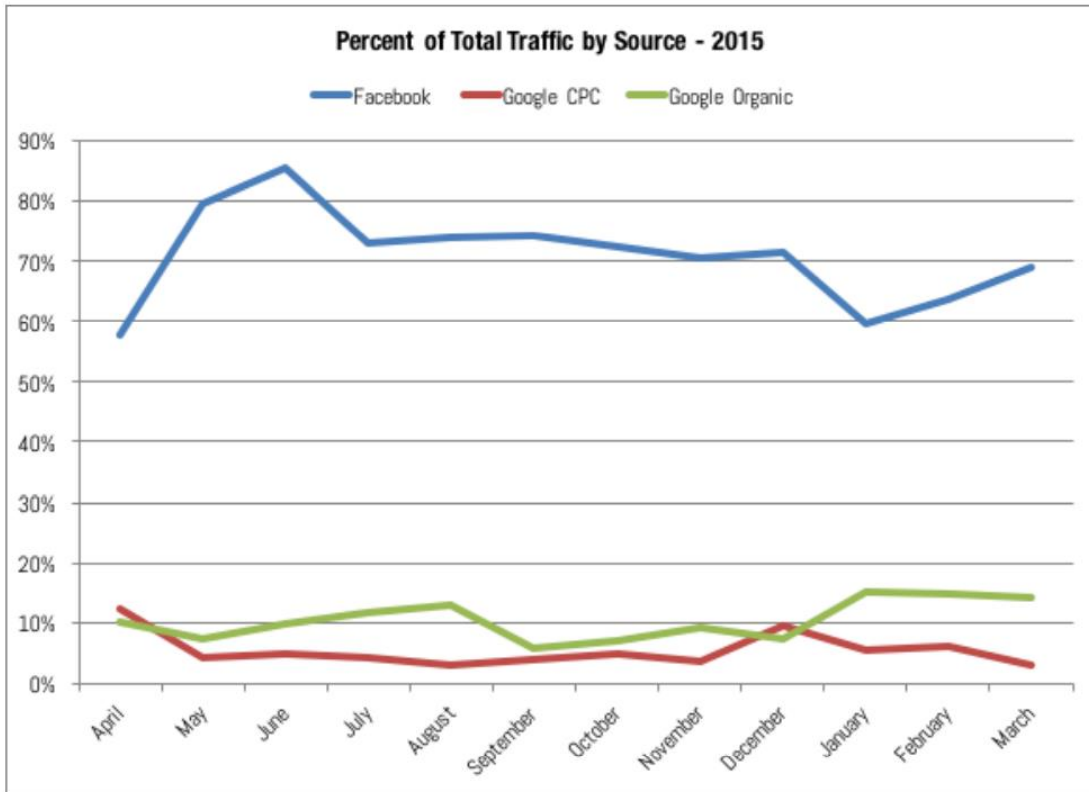
Going back a mile, the town and surrounding areas were popular with artist Tom Thomson and others from the Group of Seven, including J. Casson, who tried one of his iconic "Lake Parry Sound" close to a century later the rugged landscape and windswept shores of Georgian Bay continue to inspire artists. In honour of Tom Thomson's visit to the region, where he painted the local woods, the Town of Parry Sound commissioned the installation of [100 BOBBO DOO DOO](#), where you can sit and sketch or paint what Thomson himself saw.

For 50 seasons, the world-renowned [Festival of The Sound](#) has showcased the best of Canadian and international classical music. Running every July and August, the Festival was recently designated as one of Ontario's top 100 festivals and events. Morning, noon, afternoon and evening performances take place at the [Theater 55, Auditorium Centre for the Performing Arts](#), which is located on the shore of Georgian Bay. Heavy timber trusses, wood decking and natural granite from the local quarry on the walls of the concert hall provide an exceptional acoustical environment for chamber music.



NEWEST ARTICLES





Additional testing annually

- Twitter
- Instagram
- Pinterest
- Google +
- TikTok

2017: Canada 150

EXPLORERS' EDGE The Great Canadian Wilderness Run North of Toronto

HOME EXPLORE STORIES ABOUT LOGIN

THIS IS CINDY'S

#SHAREYOURCANADA150

Restoule Provincial Park

One of my favorite great Canadian memories is from my weekend spent in Fort Loring/ Restoule. We wanted to take in some epic views and decided to head up the Fire 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 look out 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 WTA, 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

SHARE

Votes For This Great Canadian Story: 1

EXPLORERS' EDGE The Great Canadian Wilderness Run 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

Sort Memories by: REGIONAL EXPERIENCES | SHOW ALL MEMORIES

LISA THE ST. LAWRENCE RIVER

CAST YOUR VOTE

SHARE

The website displays a grid of 40 small images representing various Canadian wilderness experiences, including lakes, mountains, people, and animals.

- Targeted ex-pats
- 1,300 user-generated stories
- 7,000 international leads in 5 weeks

RTO12 Regional Tourism Strategy 2018-2023

Business & Operational Plan 2018-2019

EXPLORERS'
EDGE

Ontario

- **Attract international visitors for higher yield**
- **Product Development Framework – establishment of the “KTAs”**

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"



Great Canadian Wilderness

July 26, 2018 · 🌐

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?

841,616
People Reached

79,274
Engagements

Boost Post

👍👎❤️ 5.1K

313 Comments 1.5K Shares

👍 Like

💬 Comment

➦ Share



Positioning 2018-2019

Designated Marketing Areas

Paddling After Tom: A Canoe Lake Mystery In The Wilderness North of Toronto

June 20, 2018



A part-time paddler heads to Algonquin Park, Ontario to learn more about Canada's most famous painter and his mysterious death over 100 years ago.

"...the best I can do does not do the place much justice in the way of beauty."

Tom Thomson, letter to Dr. James MacCallum, Oct. 6, 1914, from Canoe Lake Station, Algonquin Park



2017 marked the 100th anniversary of the (still unexplained and suspicious) death of iconic Canadian artist, Tom Thomson, on beautiful Canoe Lake in Algonquin Provincial Park.

It was here in Algonquin that the one-time park ranger spent endless days painting and sketching innovative works that would inspire fellow artists in the early 20th Century, who would themselves go on to form Canada's prominent arts collective, The Group of Seven. (Hollywood legend Steve Martin is a big champion of one member of the Group of Seven in particular.)

125 years after the park's establishment, Canoe Lake remains one of the most popular access points in Canada's oldest provincial park. I had paddled it many times, but never stopped to investigate many of the sites that pertain to Tom Thomson's life. With the anniversary of his mysterious death in mind (was he murdered? did he have an accident? was it suicide? was his body really exhumed from his

DISCOVER MORE

- Family Vacations
- Hunting & Fishing
- Motorsports Touring
- Outdoor Adventure

TRENDING STORIES



E-NEWSLETTER

Please tell us which of the interests you MOST as a tourist

Please Select



2019





Explorers' Edge

Published by Kate Edge

Ontario's cottage country is fat bike central this winter. #fatbike #GreatCanadianWinter



Winter Fat Biking: Pedal All Year Long in Ontario's Cottage Country

The hottest winter activity north of Toronto is sure to turn your crank.

EXPLORERSEDGE.CA

146,009 people reached

Boost Post

Like Comment Share

2K

Top Comments

409 shares



Write a comment...



Get Outdoors Parry Sound We are looking forward to another amazing winter for fatbiking!



Special Offers Search e-Newsletter STAY | EAT | DO | REGIONS | BLOG | EVENTS | DIRECTIONS BOOK YOUR FLIGHT

Home / The Ice Trail at Arrowhead: Know Before You Go

The Ice Trail at Arrowhead: Know Before You Go

Updated December 17, 2020

Welcome to Ontario's favourite winter attraction! Opened in 2012 at [Arrowhead Provincial Park](#) just north of Huntsville, Muskoka, the Ice Trail at Arrowhead is a 1.3 km skate path set amidst towering, snow-dusted trees that winds through the East River campground.



Opening Date:

Arrowhead Provincial Park is now open year round. The [Ice Trail at Arrowhead](#) will open when when favourable weather conditions (cold nights especially!) allow park staff to ice the beautiful route through the forest. Stay tuned for an announcement on the opening date of the Ice Trail – the best place for up to date information is through their [Twitter page here](#).

Location:

The [Ice Trail at Arrowhead](#) is located just north of [Huntsville, Muskoka](#) in Ontario, Canada.

Operating Hours:

[Arrowhead Provincial Park](#) is open daily for winter activities, including cross country skiing (30km of groomed trails), snowshoeing, and of course, the popular Ice Trail, from 9am-5pm. Please keep in mind that the Ice Trail closes daily for maintenance from 11:30am-1pm and its availability is completely weather dependent. Always check their [Twitter](#) page before heading out to be sure the trail is open on the day you wish to visit.

[Always check the Park Report for Ice Trail availability before heading to the park.](#)

And be sure to check out this ["Frequently Asked Questions"](#) blog by park staff – some handy tips in here including when the [best time to visit the Ice Trail to avoid line ups](#), where to park, how much it costs – and most importantly – what changes you can expect over the 2020/2021 winter season in regards to safety measures put in place during COVID.

Please note:

- meals will be required when visiting indoor facilities, including the park office, visitor centre and using the washrooms
- the communal fire at the skating trail and in day use areas will not be open this year
- special events, including fire and ice nights, have been cancelled for this season
- expect measures in place to reduce overcrowding and promote physical distancing



2020-2022: Pandemic

Top Priority Segment 1: Excellent alignment with brand, regional offerings, and KTAs



ONTARIO ACTIVE & OUTDOORS (43%)

Immersive & active, want to be outside and occupied



Drivers to travelling in Ontario	Being active, escaping, relaxing
Barriers to travelling in Ontario	Lack of flexibility, things to do, safety protocols
Product	Winter and Fair weather sports, nature, relaxing
Impact of COVID on travel	Cancelled plans in 2020 but likely to travel in 2021
Focus	Appeal to their vitality and need for escape

2020-2022: Pandemic



2020-2022: Pandemic



2020-2022: Pandemic



Home / Read On & Discover More / Hunting for History: Take A Unique Drive in Ontario's Cottage Country



Hunting for History: Take A Unique Drive in Ontario's Cottage Country

BY KATE / NOVEMBER 4, 2020

[SHARE ARTICLE](#)

Please note: Our new 'Great Canadian Wilderness' website has replaced the old one that ran under our company name, Explorers' Edge. From time to time in an older post, you may see references to Explorers' Edge.

Pandemic got you sticking closer to home this November? Looking to head out for some adventure in your own backyard? Consider a road trip scavenger hunt to discover amazing historic buildings and the fascinating tales they tell.

There's no doubt that the great Canadian wilderness just north of Toronto is recognized for its stunning landscapes in all four seasons. But fact is, this part Ontario has some captivating stories to tell as well, and often buildings in our midst hold the secrets to our incredible past. Listed below are just a few neat spots you'll come across out on the roads (click on each building's title for a map and directions).

Before you go please NOTE: not everything is open after Thanksgiving, so your road trip success will perhaps be an epic selfie in front of an historic building, with bragging rights to say "been there, done that!" Check websites first to make your touring plans.

Bala's Museum, Muskoka



Bala's Museum pays homage to one of Canada's most well-known authors, Lucy Maud Montgomery of *Anne of Green Gables* fame. In the summer of 1922, the author stayed for two weeks in what was then called the

2020-2021: Pandemic




2021-2022



Special Offers Search

STAY | EAT | DO | REGIONS | BLOG | EVENTS | DIRECTIONS | **BOOK YOUR TRIP**

Home / Read On & Discover More! / Top 14 Places to View Fall Colours (Besides Algonquin Park)




Top 14 Places to View Fall Colours (Besides Algonquin Park)

BY KATE / SEPTEMBER 21, 2020 SHARE

Please note: Our new 'Great Canadian Wilderness' website has replaced the old one that ran under our company name, Explorers' Edge. If you see references to Explorers' Edge in an older post, you may see references to Explorers' Edge.

Located a few hours north of Toronto, you'll discover plenty of incredible spots to view the annual Fall colour display, in addition to the world-famous [Algonquin Park](#).

Updated September 2022



There's no doubt that Algonquin – [the country's oldest provincial park](#) – remains the most popular destination in the nation for "leaf peeping" – and rightly so! To ensure you get the best chance to view the spectacular foliage, park officials [highly recommend a mid-week excursion this year](#) as well as [purchasing your day use pass in advance](#), up to five days before your intended visit to avoid disappointment if the park reaches capacity. (Be sure to follow their social media and [blog for ongoing colour status](#) and park capacity reports.)

For those a little more adventurous – and curious – here are some additional locations to check out. Mother Nature's brilliant fireworks in [Ontario's cottage country](#):

The Park to Park Trail

A multi-use trail network spanning over 200km connecting [Killbear Provincial Park](#) in the west to [Algonquin Provincial Park](#) in the east. Depending on your starting location, this trail will guide you through the Interior

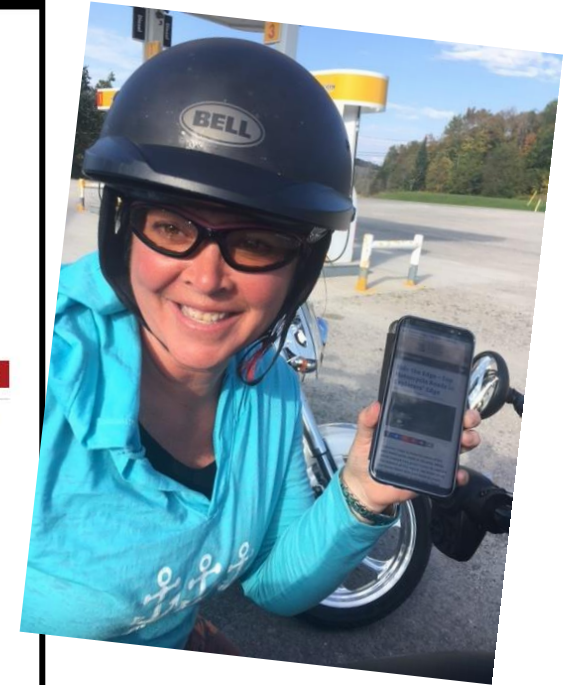
Product Development

- Content development/promotional support
- Partnership Investment
- Self-Guided Mobile Tours (online trails/content sites)
- Product Development Framework (KTAs)
- Video and Photo Assets
- Packages



Product Development

The screenshot shows a website header for 'Great Canadian Wilderness' with navigation links: Home, Read On & Discover More, Ride The Edge Check 2022: Top Ten Touring Roads in the Great Canadian Wilderness, Special Offers, Search, Newsletter, STAY, EAT, DO, REGIONS, BLOG, EVENTS, DIRECTIONS, and BOOK YOUR FLIGHT. The main article features a photo of a motorcycle parked in a scenic landscape. The title is 'Ride The Edge Check 2022: Top Ten Touring Roads in the Great Canadian Wilderness' by ERIN / JUNE 6, 2022. A 'SHARE ARTICLE' button is visible. Below the article, there is a note about the website's name change and a sub-headline: 'Rider and photographer Martin Lortz heads out for our annual check of the Top Ten Motorcycling Touring Routes in Ontario's cottage country.' A second photo shows a motorcycle on a winding road.



Fall in Explorers' Edge with Tyler ▶ PLAY ALL

Check out Tyler visiting tourism operators and exploring what the region has to offer!

<p>3:47</p>	<p>3:35</p>	<p>3:40</p>	<p>3:01</p>	<p>3:49</p>
Fall Drives in Explorers' Edge Part Four: Craft Brewing	Fall Drives in Explorers' Edge Part Eight: Fishing	Fall Drives in Explorers' Edge Part Nine: Guy Fun	Fall Drives in Explorers' Edge Part Seven: Spa Season	Fall Drives in Explorers' Edge Part Six: The View from...
Great Canadian Wilderness 597 views • 10 years ago	Great Canadian Wilderness 1.9K views • 9 years ago	Great Canadian Wilderness 657 views • 9 years ago	Great Canadian Wilderness 459 views • 9 years ago	Great Canadian Wilderness 1.3K views • 9 years ago

Product Development: Packages/Transacting



Product Development: Packages/Transacting

- Regenerative Travel Agency: Social Enterprise
- TICO License
- Higher Yield Visitors
- **Dispersion** across the region to benefit multiple operators
- Administrative service
- Additional cost per person for revenue generation for regenerative programs
- Four-seasons travel

Questions?

Email James@explorersedge.ca