



Boozhoo

Shé:kon

Bienvenue

Welcome





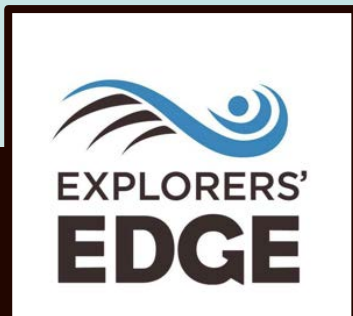
Algonquins of Ontario Nations





★
Today's ★
Agenda

#ExplorersEdgeSummit2024





★

A Summit of *Constellations*

★

Savour Muskoka embraces new technology



By Huntsville Forester
Wednesday, March 9, 2011 | 2 min to read



James Murphy, general manager of Savour Muskoka, shows how a smartphone can quickly connect to a video feed of a member farmer or food producer by scanning the QR code on the Savour Muskoka culinary map. - Photo by Allyson Snelling







Algonquin Park

Almaguin Highlands

Loring-Restoule

Muskoka

West Parry Sound District

South Algonquin

Ontario







ExplorersEdge.ca



GreatCanadianWilderness.com



Mission

Develop innovative regenerative programs to ensure long-term sustainability and success for all stakeholders.





2024 - 2025

Business and Operational Plan

April 1, 2024 - March 31, 2025



BOP Highlights

Governance Update

TICO - OTA - GTM - KATE

Sub-regional Product Development

Work, Training & Housing

Sustainability Pilot Project

Regional Data Hub



Sustainability: Positive Impact Projects



Sail Parry Sound

Muskoka
Beer Spa

Northern Edge
Algonquin

Migizi
Management
Services /
Wasauksing

Diamond Waters
Sailing

Voyager
Quest

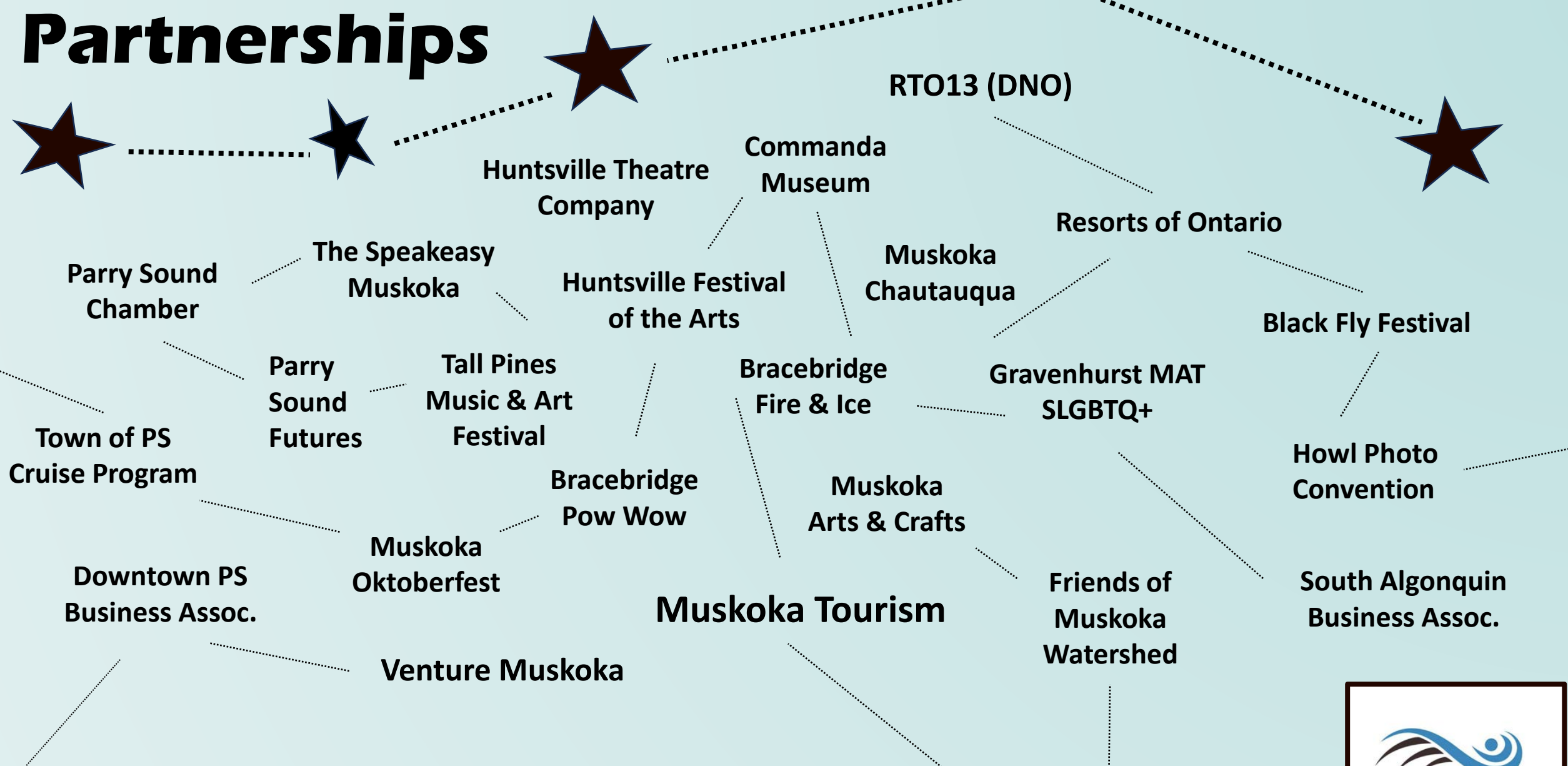
Friends of the
Muskoka
Watershed



The screenshot shows a website header for 'CANADIAN WILDERNESS' with navigation links: STAY | EAT | DO | REGIONS | BLOG | EVENTS | DIRECTIONS. The article title is 'Positive Impact Spotlight: Diamond Waters Sailing' by KATE, dated AUGUST 5, 2024. The main image shows two men on a boat looking at a map. The article text discusses 'Sailboats in Parry Sound' and 'Diamond Waters Sailing' as a sustainable business. It mentions that the boats are solar-powered and that the company is committed to sustainability. There are also smaller images of boats and a 'SHARE ARTICLE' button.

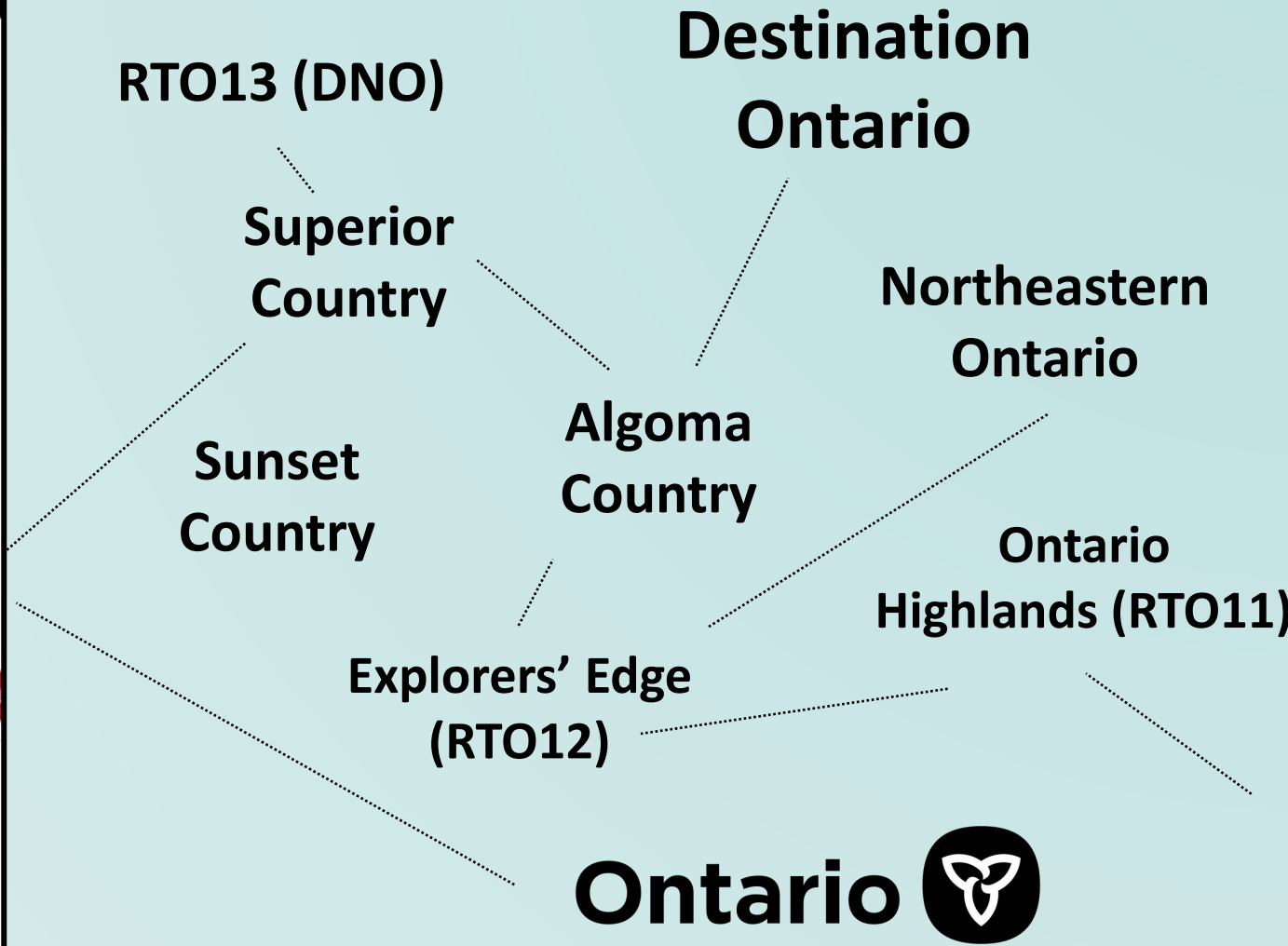


Partnerships



The screenshot shows a website header with the logo 'THE GREAT CANADIAN WILDERNESS JUST NORTH OF TORONTO' and navigation links: STAY | EAT | DO | REGIONS | BLOG | EVENTS. The article title is 'Ride The Edge Check 2024: Top Ten Touring Roads in the Great Canadian Wilderness' by KATE, dated MAY 9, 2024. The article features a photo of a motorcycle rider on a scenic road. The text discusses motorcycle touring in the Great Canadian Wilderness, mentioning 'Explorers' Edge' and 'Highway 60 Through Algonquin Park'.

Partnerships for Ontario





Partnerships for Ontario

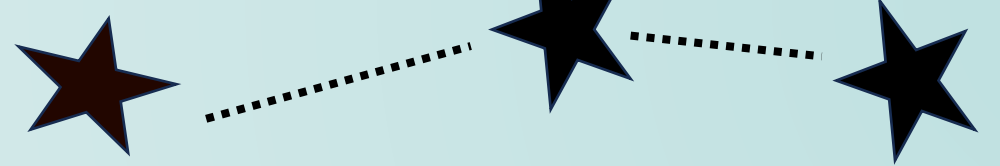
**Pan provincial touring product
("From Toronto to Timmins")**

Crosses multiple RTO regions

Dispersion / Last Mile strategy

**Packages & Itineraries via regenerative travel
agency**

Target international visitors used to train travel

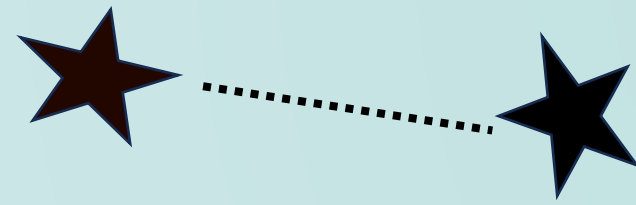


Work, Training & Housing Catalyst Housing

**Community Bonds issuance
(Muskoka Community Land Trust)**

**Changes to TFW / immigration rules /
post-secondary rules**

**Need to build from within the community
(underemployed, unemployed, pre-employment
segments)**

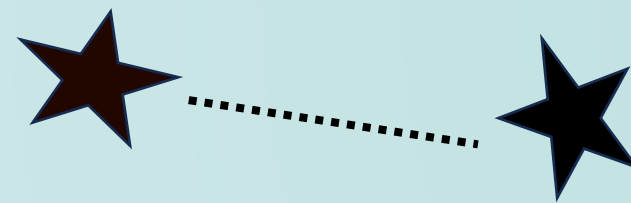


Work & Training Platform

Innovative Job Fulfilment

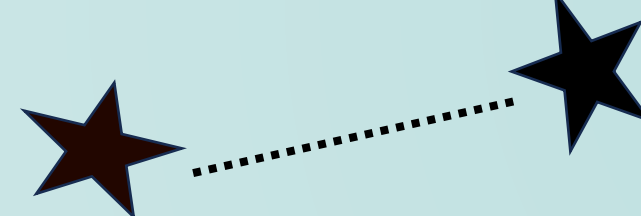
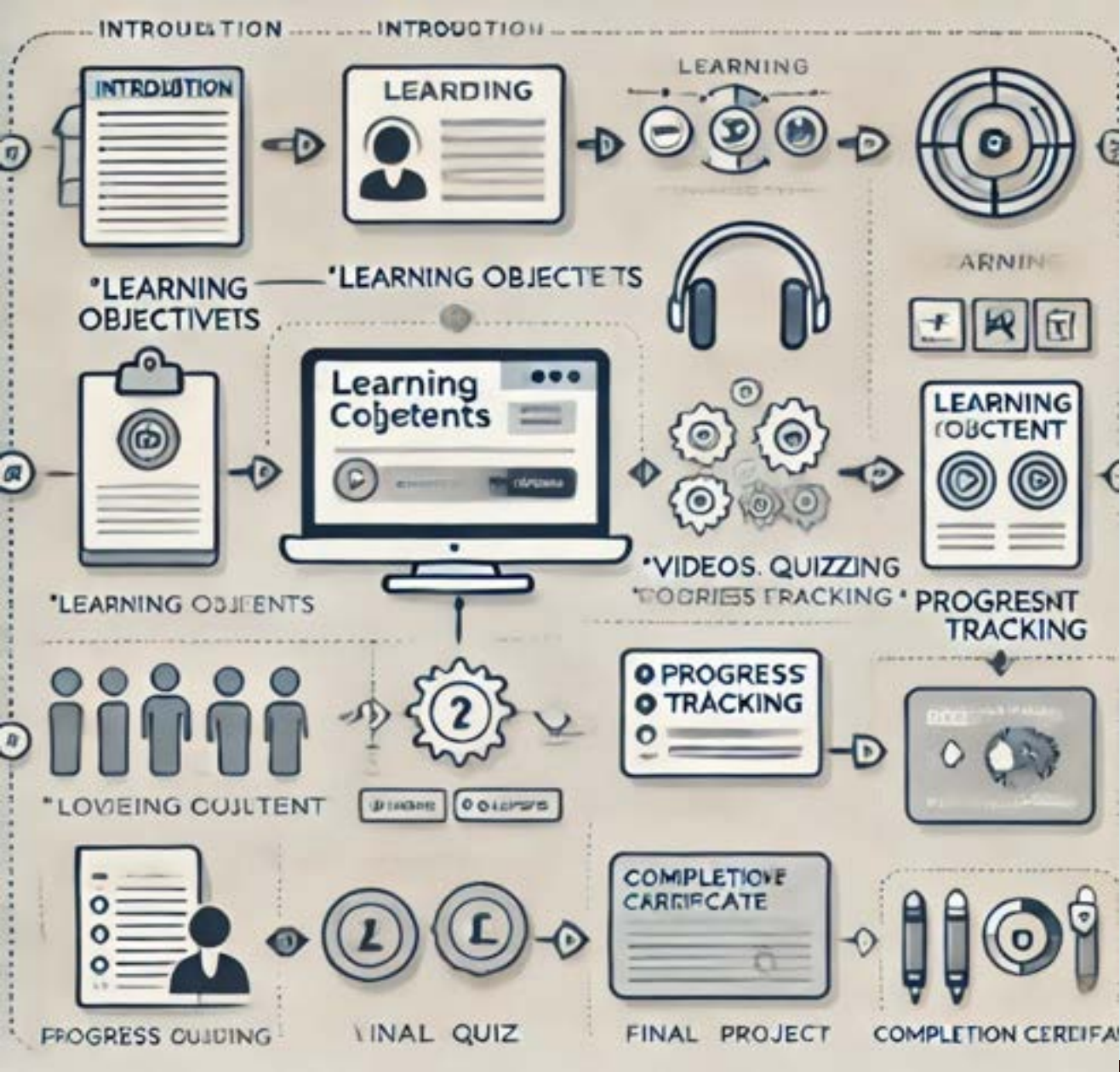
Artificial Intelligence + Content Management

**Creative “gap filling”
(e.g. rolling roster, job sharing)**



Front-End Interface

- **Accessible Job Search**
- **Accessible Job Placement**
- **Onboarding & Training for under-skilled**
- **Youth engagement modules**
- **AI powered reports**



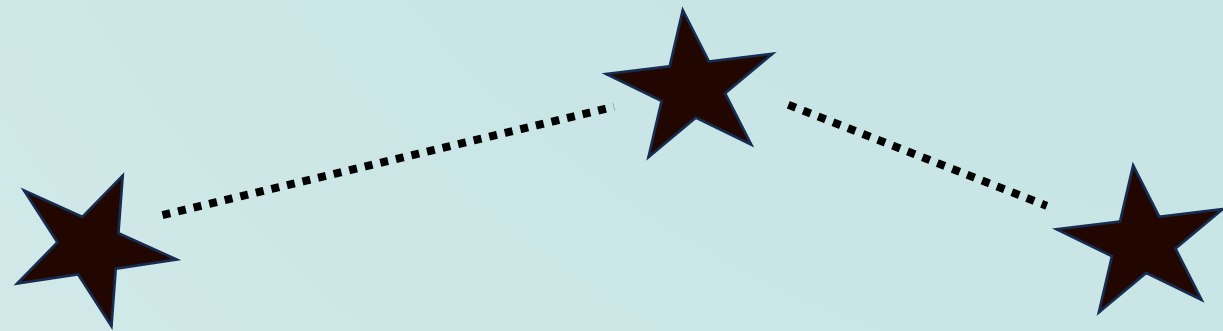
Back-End: AI + CMS

- Workforce Profile Management
- Job Listings/Workforce Matching
- Dynamic Skills Matching
- Segment-oriented delivery / collaboration
- Third Party Services



Work, Training & Housing Ecosystem

Next Steps





Labour Gap Survey 2.0

Funding Sourced

RFP issued

Rural Tourism Training Hub (& Housing)



Andrew Siegwart

President & CEO

Tourism Industry Association of Ontario





Panel: Municipal Accommodation Tax

Kelly Haywood
ED, Huntsville MAT Assoc.



Paul Pepe
Manager
Tourism Thunder Bay



Amy Taylor
Gravenhurst MAT





Panel:

Small But Mighty: Collaboration for Success

April Denman
Manager
Downtown PS Business Assc.



Todd Lucier
Explore South River



Angela Pollock,
South Algonquin Business Alliance





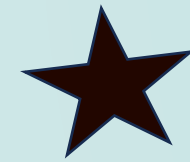
BREAK





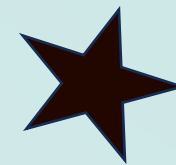
Regenerative Travel Agency Update





RTO12 Mission

Develop innovative regenerative programs to ensure long-term sustainability and success for all stakeholders.



Regenerative Travel Agency (RTA) Update

Travel Industry Council of Ontario (TICO) license awarded

Corporate changes undertaken (Governance)

Go-To-Market (GTM) strategy development



RTA Objectives

Attract “high yield visitors”

Differentiate in the marketplace

Avoid duplication

Build destination loyalty

Create sustainable revenue generation





Social media fatigue is real.

Photo illustration by Natalie Matthews-Ramo/Slate



Real people are preferred (and the more the merrier).





POSTS | FEBRUARY

RIDE THE EDGE: A KILLER MOTORCYCLE ROUTE TWO HOURS FROM TORONTO



EVENT PREVIEW



Andrew Boyd

Rights in the world of Ontario's progressive motorcycle routes, developed by riders, which includes all the best of the Canadian wilderness, without sacrificing great motorcycling and amenities. It offers incredible [scenic views](#), [wildlife](#), [motorcycle-friendly accommodations](#), and endless riding [opportunities](#) which are well-suited to ensure they are in great condition. Plus, it's all within a couple hours from Toronto or Ottawa.



Andrew

Andrew

Lisa






AI and data are driving for this long haul trip...



...but product experts hold all the car bingo cards.





**ALGONQUIN
OUTFITTERS**
EST. 1961

Algonquin Park In Autumn

A Very Special Zoom Chat with
Colin Bruce, FRCGS
Store Manager for
Algonquin Outfitters at
Oxtongue Lake

Join Colin and Explorers' Edge
staff to get hot tips on the best
ways to explore Canada's oldest
provincial park in the fall.

**Tuesday, September 10
6pm to 7pm**

For more info and to register
for this 'virtual fireside chat', visit
[GreatCanadianWilderness.com/
Algonquin-Park-In-Autumn](http://GreatCanadianWilderness.com/Algonquin-Park-In-Autumn)
or message this page.



'Thanks so much! So **helpful** for me.'

'Thanks everyone for all the **info**'

'**Wonderful informative** presentation Kate & Colin!'

'Amazing job Colin & Kate! **Great contributions from Ontario Parks and participants as well.**'

'Thank you! Very informative session - I appreciate your time and effort in setting this up for all of us.'

'Thank you, very **educational & interesting.**'

'Thank you - **this session is very informative.**'

'Congratulations guys! **Great chat tonight!!**'

'Thanks **Explorers' Edge and AO** for putting this on!'

'**Any trail suggestions for moose rut this weekend?**'

'Lots of Info for future. **I feel much more informed now.**
Thanks Colin!'

Niche is nice.



Why niche can be nice in the massive world of online travel

A Nice Niche - Smaller Online Travel Sites Break Through - Phocuswright Europe 2024



JOIN US: Arival | Activate Edinburgh, 23-25 Nov 2024 | Arival 360 | Valencia 2025, 28-30 Apr 2025 | Arival 360 | Washington, DC 2025, 30

ARIVAL

Events

Articles

Research

Resources

Job Board

Join Arival

A NEED FOR NICHE: 50 SPECIALIST OTAS IN TOURS, ACTIVITIES & ATTRACTIONS

More startups seek to fill gaps they say are left unmet by the big global platforms. Here's a list of 50 online travel agencies that focus on a particular sub-segment within tours, activities and attractions.

Home > Opinion





THE TRAVEL CLUB FOR HOTEL LOVERS





Find your people. Find your travel.

(personalization)

(product)



**Personalization +
Nurturing (+ tech)**

**Branded Region +
Product**



As many experts as there are stars.

As many partners as there are products.



As many (high yield) travellers as we can imagine.



RTA

Next Steps

Revenue model finalized (pricing for impact)

Prioritize launch 'communities of interest'

Marketing strategy finalized (including overseas)

Leads for industry partners increased

Soft launch with proven packages (GOLF)

Platform & booking widget development





Google
Analytics

Measure Behaviour

(not singular interactions)

to optimize potential for

Conversions.



Home / Best Of & Discoveries / Iconic Canadian Resorts Just North of Toronto



Iconic Canadian Resorts Just North of Toronto

BY KATE / MAY 13, 2024

SHARE ARTICLE

Resorts of Ontario

Welcome to the epicentre of resorting in Canada! For over 100 years, heading to a resort in this region of Ontario has been a bucket list experience for visitors to one of the most beautiful places in the world. From intimate and independently-owned properties to luxury hotspots, you'll find it all in Ontario's cottage country.

Algonquin Park

Known for its pristine landscape, its hiking and paddling opportunities, and as one of the most popular destinations in the country for campers, Algonquin is a must-visit in the heart of the Ontario woods. Check out these incredible resorts that offer the best of Algonquin, with some essential comforts added.

Algonquin Log Cabin & Outpost by Voyageur Quest Access Pt #1



Voyageur Quest has offered Algonquin Park guided and lodge-based adventures since 1951. Their lodge-based guided trips, hiking and wildlife interpretation takes place out of five eco lodges, the Algonquin Log Cabin and

Engagement
is key for
conversion.

Home / [Best On & Off-Course Travel](#) / [Canada's Best Golf: Trees, Lakes & Epic Rounds Just North of Toronto](#)



Canada's Best Golf: Rocks, Trees, Lakes & Epic Rounds Just North of Toronto

BY JANE / APRIL 26, 2024

SHARE ARTICLE ↗

Breathtaking scenery, top-rated courses, knowledgeable staff, inviting clubhouse, and incredible dining experiences await in Ontario's cottage country.

There is just something special about a round of golf in Ontario's cottage country. Whether you're an avid golfer or just starting out, with more than 30 golf courses to choose from, a golf getaway to the region will turn your enthusiasm for the greenest game up another few levels.



Muskegon Bay Resort was ranked as one of the best courses in Canada.

Ranked & Ready to be Played

Put off the proof that this region has some of the best golf in Canada. Check out the annually top-ranked courses and make it your goal to try them all in 2024.

- [Deliberate Macleod](#) – Ranked #14 in Canada*
- [Muskegon Bay Resort](#) Greenhurst – Ranked #22 in Canada*
- [Napier Island Golf Club](#) Lake of Simcoe – Ranked #30 in Canada*
- [Sawtooth Creek Golf Club](#) Macleod – Ranked #32 in Canada*
- [Port Carling Golf & CC](#) Parry Sound – Ranked #34 in Canada*
- [Slovak at Maribou](#) Parry Sound – Ranked #71 in Canada*
- [Muskegon Lakes Golf and Country Club](#) Port Carling – Ranked #79 in Canada*
- [Tobacco Mosaic](#) Greenhurst – Ranked #89 in Canada*

Home / [Best On & Off-Course Travel](#) / [Live Music is Alive and Kicking in Ontario's Cottage Country: Fall 2024](#)



Live Music is Alive and Kicking in Ontario's Cottage Country: Fall 2024

BY JANE / AUGUST 25, 2024

SHARE ARTICLE ↗

Cooler temperatures have arrived in the wilderness north of Toronto and it's a great excuse to check out some fabulous (and a few cozy outdoor!) concerts. Here's just a partial list of live music performances happening in our region this fall:



Steel Tiger plays the [Algonquin Theatre](#) in Huntsville on November 27

Algonquin Theatre Huntsville

- [Tribute to the Traveling Wilburys](#) September 14
- [Matthew Good & His Band](#) September 19
- [Erica From Toronto To Vegas](#) September 21
- [Before the Music: 50s & 60s Show](#) September 25
- [Tom Thacker's Wake – an Original Folk Musical](#) September 27
- [Terlan Terlan, Dallas Invasion](#) October 11
- [Terry's Thompson – The Very Best of Paul Simon](#) October 19
- [Bonnie Raitt, Living Proof Tour](#) October 24
- [The AC/DC Show Canada](#) October 26
- [Mellon Collie, Ringo Starr](#) November 2
- [George Canyon](#) November 8



Product Development Survey / Sessions





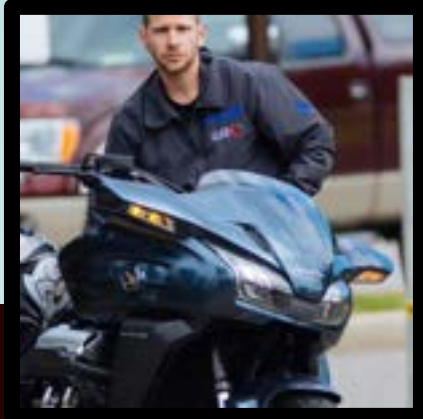
POST LUNCH Product Development Breakout Sessions





Breakout Session 1

- 1. Mike Jacobs, Paul Pepe, Claude Aumont, Motorcycle Touring
- 2. Val Hamilton, Muskoka's Collaborative Stargazing Event





Breakout Sessions 2

1. Louisa Mursell, Cycling



2. Paul Pepe
Thunder Bay's
Great Lakes Cruise Strategy



Kate

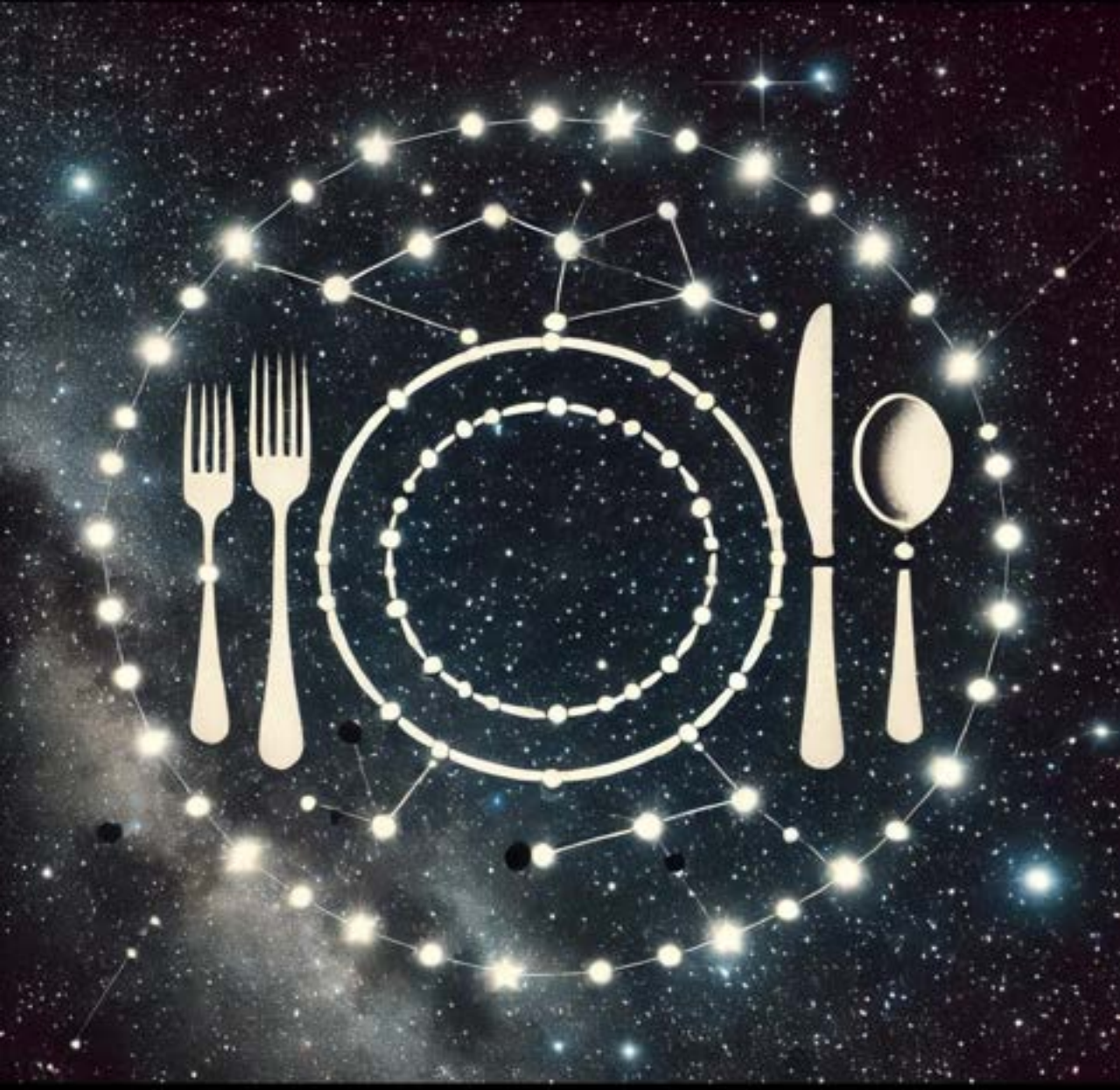
Breakout Session 1

- 1. Mike Jacobs, Paul Pepe, Claude Aumont,
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- 2. Val Hamilton,
Muskoka's
Collaborative Stargazing Event**

James

Breakout Sessions 2

- 1. Louisa Mursell, Cycling**
- 2. Paul Pepe
Thunder Bay's
Great Lakes Cruise Strategy**



★ ★
Luncheon
★





BREAK





Mike Jacobs
Tourism Technology Co.

AI is Here





Trevor Norris

**Sr. Manager, Destination Development
Bay of Quinte Regional Marketing Board**

Regenerative Tourism Development





A Summit of new
*Business
Ecosystems*



EXPLORERS'
EDGE

BIG APPLAUSE Awards

Recognizing Employee Excellence in Region 12





Holiday Market





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8 posts 86 followers 54 following

Team Explorers' Edge
We are an innovative regional destination development org focusing on regenerative programs. Traveller info, visit... more
www.explorersedge.ca

Followed by [tastesasgoodasitlooks](#), [muskokashoeboxproject](#) + 7 more



INSTAGRAM

@ExplorersEdgeTourism



Thank You!

Safe travels tourism fam.

