

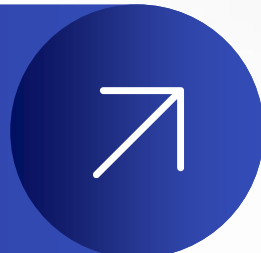
Investing in Gravenhurst

An Explorers' Edge Initiative

For Gravenhurst Tourism Stakeholders

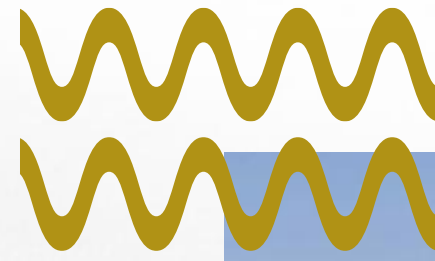
Presented by

Explorers' Edge



Date

June 4, 2026



Explorers' Edge Land Acknowledgement

We acknowledge that the region we call “the Great Canadian wilderness just north of Toronto” is founded on the traditional lands and waterways of the Anishinabek, Algonquin, Mohawk and Métis peoples, and is part of the Robinson Huron (1850) and Williams (1923) Treaties territory, and the unceded territory of the Algonquins of Ontario.

We further acknowledge that as Canadians, we are all treaty people.

Explorers' Edge staff are committed to the ongoing truth and reconciliation process, including economic reconciliation through tourism development, and we will work diligently to listen, to learn, to take action, and to be respectful towards all First Nations, Métis and Inuit peoples.





Presentation Launch



Why are travel packages important.



- **They turn awareness into bookings** by giving visitors a clear, easy way to purchase transportation, accommodations, experiences, and itineraries.
- **They drive measurable economic impact** through trackable sales, overnight stays, visitor spending, and partner revenue.
- **They support destination development** by encouraging local businesses to collaborate around experiences that are ready to sell.
- **They help shape visitor demand** by directing travel into shoulder seasons, lesser-known communities, and experiences that benefit the region more intentionally.

Inbound packages help convert international audiences by reducing uncertainty, simplifying trip planning, and giving visitors a clear, trusted, and bookable path from inspiration to arrival, especially when they may be unfamiliar with the destination, local geography, transportation options, and available experiences.



- Introduced small-group, immersive Muskoka packages that connect visitors with local culture, food, history, operators, and stories, with each experience limited to 10 guests to support authenticity and responsible travel.
- Creation of a measurable tourism model where inbound packaging can influence visitor flow, extend stays, support rural businesses, and reinvest benefits back into the region socially, culturally, and environmentally.

Package Foray



Heritage and Festival Tour

This tour is relevant because it packages one of Muskoka’s most recognizable fall experiences with local food, artisans, and storytelling, helping turn seasonal awareness into a bookable visitor experience.



Stories and Flavours Tour

This tour is relevant because it connects visitors to the people, places, and stories that define the region, while also supporting local restaurants, attractions, guides, and craft beverage partners through a curated itinerary.

Heritage and Festival Tour

PACKAGE HIGHLIGHTS

- Private reception and guided tour at Bethune Memorial House National Historic Site
- Exclusive Muskoka Bay Resort lunch
- Bala Cranberry Festival entrance
- Cacao Boys certificate

ABOUT THE TOUR

Heritage, food, and festival fun — a Muskoka experience designed for just a select few. Only 10 packages per person, per day, are available, ensuring an intimate and highly personalized experience

Dates: October 17 & 18, 2025
Availability: Limited to only 10 participants per day
\$120 per person

EXPLORERS' EDGE

TICO REGISTRATION #50027320

Stories and Flavours Tour

PACKAGE HIGHLIGHTS

- Private reception and tour at Bethune Memorial House National Historic Site
- Local Muskoka flavours from The Oar Restaurant
- Personal Misko-Aki Indigenous experience
- Craft Beer tasting

ABOUT THE TOUR

The Muskoka Stories & Flavours package is an exclusive, fully hosted one-day cultural and culinary journey, designed to immerse participants in the region's history, heritage, and tastes.

Dates: October 24 & 25, 2025
Availability: Limited to only 10 participants per day
\$125 per participant

EXPLORERS' EDGE

TICO REGISTRATION #50027320

For package inquiries, please call 705-205-3451



One Shared Goal

The Gravenhurst Co-Creation Lab brought tourism operators together to explore bookable package ideas, connect with the Regenerative Travel Agency, and identify opportunities to drive longer stays, visitor spending, and regional dispersal.



▶ Operator Collaboration

The Lab brought local tourism operators together to explore shared package ideas

▶ Sales Pathway

The Lab connected businesses to the Travel Agency as a route to bookable sales.

▶ Regional Impact

The session supported package ideas that could drive longer stays, visitor spending, and regional dispersal..





Progress Over Perfection



- Travel Agency Status: TICO license received and Explorers' Edge becomes a registered travel agency.
- Team Capacity: Rachel joins as Travel Service Coordinator to support sales and service.
- Sales Readiness: TICO exam passed and Explorers' Edge is licensed to sell.
- System Launch: Reservation system goes live in January 2026.
- Market Testing: Winter packages launch, providing early lessons on what works and what needs refinement.
- Partnership Growth: Operator agreements are in place and the regional partnership program is underway by May 2026.

How it works ...

Operators provide their availability, offer, and confidential net rate, and Explorers' Edge handles the pairing, guest booking, and communication so the operator simply invoices us.

What to know ...

The program is TICO-registered, supported by Operator Agreements, protects guests and operators, keeps net rates confidential, and will begin in year one with three Gravenhurst packages and a focused group of partners.



From Heads in Beds to Experience-Led



- **Occupancy still matters** - it remains one way destinations measures success.
- **Experience drives travel** - visitors choose the experience first.
- **Accommodation follows** - where they stay often depends on what they want to do.
- **Local spending grows** - guests without kitchens look for local food, cafés, restaurants, and shops.
- **Experiences create flow** - a guest coming for the steamship may walk past your door.
- **Collaboration builds the destination** - recommending each other does not lose a customer; it strengthens the whole visitor experience.

When operators connect accommodations, food, retail, and experiences, they create stronger reasons to visit, stay longer, spend locally, and move through the community.



The Tourism Program

- **Tourism Package Development** - Creation of unique, experience-led packages that combine local assets such as accommodations, culinary, agri-tourism, outdoor experiences, cultural experiences, and niche visitor offerings.
- **Business Development & Capacity Building** - Labs and partner support helped businesses move from package ideas to market-ready promotion, with the development digital asset kits, approved copy, social templates, email assets, brand guidance, and a toolkit workshop to help operators promote packages through their own channels.
- **Marketing & Sales Activation** - Consumer-facing marketing, B2B communications, and partner-ready digital toolkits to help move package ideas into market-ready, bookable visitor experiences, while giving participating businesses the assets, guidance, and confidence to promote the program through their own channels..
- **Research & Measurement** - Use of CBRE data, visitor exit surveys, Environics geofencing, sales outcomes, and website analytics to track performance and inform future tourism investment.



Experience-Led Packaging

The partnership will help Gravenhurst develop distinctive, bookable tourism packages that combine local accommodations, attractions, and experiences into stronger visitor offers.

Shared Investment

Tourism Gravenhurst and Explorers' Edge will invest a combined \$50,000 to support consumer marketing, B2B communications, research, co-creation labs, and project management.



Measurable Impact

The partnership will track overnight stays, visitor spend, off-peak visitation, package sales, and research insights to guide future tourism investment.



Research

Gravenhurst Chamber of Commerce



- Visitor Exit Survey (Incentivized)
- CBRE Occupancy Data
- Geo Fencing
 - **Know who's visiting:** Geofencing helps destinations understand true visitor movement - who is coming from 40km+, where they are coming from, how often they return, and when they visit.
 - **Make smarter decisions:** It gives destinations real data to guide marketing, product development, partnerships, and investment instead of relying on assumptions.
 - **Prove local value:** Geofencing helps show the economic importance of visitors, support funding requests, benchmark year-over-year growth, and demonstrate impact to councils, partners, and communities.
- Push Notification Program



Break - Welcome Well Known



Well Known

Marketing + Advertising Agency

► **Kyra Waters**

Founder & Strategic Director

Has resided in Huntsville since 2007, and founded WELL KNOWN in 2011

► **Jared Jylha**

Chartered Marketer, Senior Account

Director and Digital Ad Director
Jared, also a Huntsville resident, has been with Well Known for 5 1/2 years



Explorers' Edge & Tourism Gravenhurst Experience-Led Tourism Partnership

Program Management, Strategic Marketing & Creative Services



Well Known is pleased to serve as the program manager, marketing strategist, and full-service creative agency for the Explorers' Edge and Tourism Gravenhurst partnership initiative.

WELL KNOWN

marketing +
advertising
agency

WELL KNOWN INC. since 2011
Strengthening Your People,
Purpose, and Profit
Marketing & Advertising
Agency serving Muskoka + GTA
Located at 68 West Rd. Huntsville, ON



Autumn Bingley
Graphic Designer
Content Creator



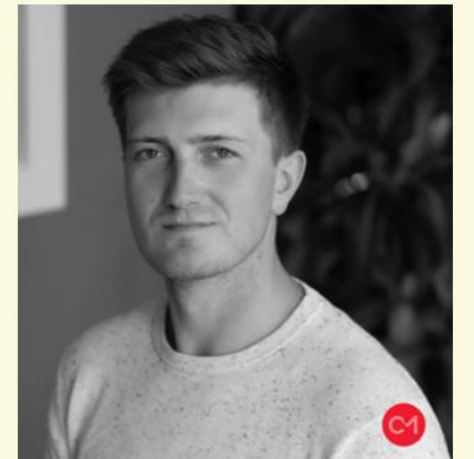
Emily Blackman
Senior Account Director
Commercial Photographer



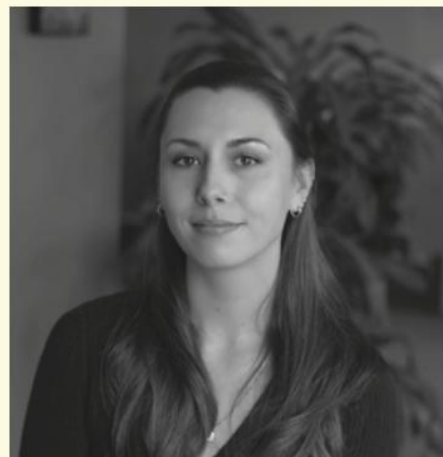
Mark Draper
Senior Social Media Manager



Piper Dunk
Senior Copywriter
Email Marketing Manager



Jared Jylhä CM
Chartered Marketer
Senior Account Director
Digital Ad Director



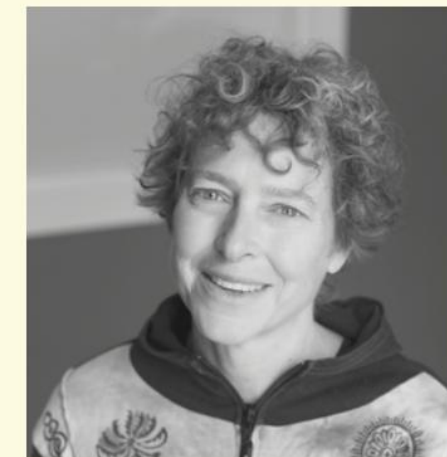
Riley Kennedy
Senior Graphic Designer
Content Creator



Emily Tingey
Social Media Manager
Email Marketing Manager



Kyra Watters
Company Founder
Strategic Director
Web Designer



Jody White
Administration



Ben Carlin
Videographer
Photographer
Producer



We're a **full-service** ad agency helping business owners **think right, market smart, and advertise well!**

Program Management & Coordination

- Well Known will serve as a supporting and active body for this initiative, ensuring that all partners and participating businesses remain aligned, informed, and supported throughout the 22-week engagement.
- Oversee the day-to-day execution of the partnership's marketing and communications activities
- Facilitate meetings and working sessions between Explorers' Edge, Tourism Gravenhurst, and participating businesses
- Coordinate communication between partners: Gravenhurst Tourism, business owners, and other various organizations that can offer promotional support
- Provide regular status updates, milestone tracking, and issue resolution
- Support the facilitation and documentation of co-creation lab outputs as they relate to marketing direction
- Liaise with the Gravenhurst Chamber of Commerce, Muskoka Tourism Marketing Agency, and other supporting partners as needed



Strategic Marketing Planning

- As the first step, Well Known will develop a high-level strategic marketing document outlining the roadmap for launching and promoting bookable tourism packages to the market. This document will serve as the foundational guide for all subsequent creative and media decisions.
- Audience identification and segmentation, recognizing that target audiences may differ depending on the composition and theme of each tourism package
- Messaging framework development, including positioning statements, value propositions, and key messaging pillars
- Platform strategy for Google and Meta advertising, including recommended channel mix, ad formats, and targeting approaches
- Call-to-action strategy tailored to each stage of the traveller decision-making journey
- Recommendations on campaign budget allocation across channels
- Alignment of marketing strategy with the partnership's research and benchmarking goals, including integration with visitor exit surveys, geofencing insights, and website analytics
- Build out an additional level of marketing for those captured by the advertising campaign. These individuals may not purchase a trip package, but we still want to capture their data for future marketing.



Partner (Business Owner) Asset Management & Support

- A central component of this initiative is the participation of local businesses—accommodators, attractions, experience providers, and tourism operators—who will form the backbone of each bookable package. Well Known will work directly alongside these business owners to ensure they are fully supported, well-equipped, and enthusiastic about their involvement in the program. Our goal is to make participation as seamless and rewarding as possible, so that business owners are excited to promote the packages, contribute to the program's success, and return as ongoing partners in future seasons.
- Establish a direct line of communication with each participating business owner to coordinate the collection of promotional assets, including logos, photography, video content, and written copy for use in campaign creative
- Gather photos, videos, and other promotional materials from business owners that help build out the broader story and appeal of each tourism package
- Collect social media handles from participating businesses and coordinate social media collaboration opportunities, including tagged posts, shared content, and cross-promotion across partner channels
- Provide tutorial support and guidance for business owners who may not be fully comfortable promoting the packages on their own platforms, helping them understand how to share content effectively and maximize their reach
- Gather and curate customer reviews and testimonials that speak to each business's strengths, using these to reinforce the appeal and credibility of each trip package and the products or services featured within it
- Consult with business owners on other platforms, relationships, or individuals they can leverage to amplify the program—for example, if a business works with an influencer, Well Known will help support and coordinate that relationship to extend the reach of the package they are involved with
- Foster a positive, supportive partnership experience that encourages business owners to promote packages to the best of their ability and positions them to return as ongoing partners in future program cycles



Creative Services & Asset Development

- Well Known will be responsible for all creative output required to bring the marketing strategy to life. This includes concept development through to finished production across every required format and channel.
- Copywriting: taglines, headlines, short-form and long-form content, calls to action, and brand messaging for packages
- Art direction and graphic design for digital advertising assets across Google and Meta platforms
- Email marketing content and template design
- Web content creation, including landing page copy and supporting visuals
- Print material design as needed for local distribution or partner use
- All creative assets will be submitted to the Explorers' Edge team for review, proofing, and approval prior to any public-facing distribution or publication



Digital Asset Kits

- To ensure consistent messaging and professional presentation across the entire Explorers' Edge and Tourism Gravenhurst network, Well Known will create, manage, and distribute comprehensive digital asset kits for all participating partners and stakeholders.
- Each kit will contain all assets required to promote the program effectively, including approved imagery, copy, social media templates, email assets, and brand guidelines
- Kits will be created in accessible, easy-to-use formats suitable for businesses of varying levels of digital sophistication
- Well Known will manage ongoing updates to these kits as new packages launch, campaigns evolve, or seasonal messaging shifts
- Distribution and communication of kit updates to all participating business owners and key partners on a regular, ongoing basis
- Offer a TOOLKIT workshop session, via Zoom, for business owners to learn more and obtain guidance on how to use the kit materials effectively within their own channels and platforms



Digital Advertising & Media Execution

- Well Known will manage the planning, setup, execution, optimization, and reporting of all paid digital advertising campaigns across the Google and Meta platforms.
- Campaign setup and configuration across Google Search, Display, and Meta (Facebook and Instagram) advertising platforms
- Audience building and targeting based on the strategic marketing plan, including custom audiences, lookalike audiences, and interest-based targeting
- Ad creative production in all required sizes and formats for each platform
- Ongoing campaign monitoring, A/B testing, and optimization throughout the summer and fall campaign periods
- Budget management and pacing to maximize return across the campaign duration
- Monitoring and management of incoming comments and questions on Meta ads, with direct responses where appropriate and escalation of inquiries that require Explorers' Edge input or expertise to the Explorers' Edge team for follow-up
- Oversight and active management of Google Reviews, including proactively seeking reviews from customers who have booked trip packages through the program, with a particular focus on capturing feedback that speaks to the customer's experience using Explorers' Edge as a TICO-licensed travel agent for trip planning and booking—helping to build public trust and credibility in the booking process and the quality of the curated package experience



Analytics & Reporting

- Well Known will provide regular analytics and performance reporting throughout the engagement, with increased frequency during the active summer marketing months.
- Establishment of tracking infrastructure, including UTM parameters, conversion tracking, and attribution models
- Regular performance reports covering ad spend, impressions, click-through rates, conversions, and engagement metrics
- Integration of campaign analytics with the partnership's broader research and benchmarking framework
- Insights and recommendations based on data trends to inform real-time campaign adjustments
- Contribution to the fall reconciliation and outcomes reporting process with comprehensive campaign performance data



Proposed Timeline

Phase	Timeline	Key Activities
Onboarding & Strategy	Weeks 1–3 (Late May – Mid June)	Stakeholder orientation, co-creation lab support, strategic marketing document development, audience research, platform strategy formulation
Creative Development	Weeks 4–6 (Mid June – Early July)	Concept development, copywriting, art direction, digital asset creation, digital asset kit assembly and initial distribution to partners
Campaign Launch & Summer Push	Weeks 7–16 (July – Mid September)	Campaign activation across Google and Meta, ongoing optimization, partner communications, regular analytics reporting, asset kit updates as new packages launch
Fall Transition & Optimization	Weeks 17–20 (Mid September – Mid October)	Shoulder-season campaign adjustments, performance analysis, creative refresh for fall messaging, continued partner support
Wrap-Up & Reporting	Weeks 21–22 (Mid – Late October)	Final campaign reporting, comprehensive analytics summary, contribution to partnership reconciliation and outcomes documentation, asset archive delivery



Deliverables Summary

Deliverable	Description
Strategic Marketing Document	High-level marketing plan covering audiences, messaging, platform strategy, calls to action, and campaign phasing
Creative Asset Library	Complete set of digital ad creatives, email templates, web content, and print-ready files across all required formats
Digital Asset Kits	Partner-ready promotional kits containing all materials needed to support and promote the program, with ongoing updates
Google & Meta Ad Campaigns	Fully managed paid advertising campaigns across Google and Meta platforms, including setup, optimization, and reporting
Analytics & Performance Reports	Regular reporting on campaign performance metrics, audience insights, and actionable recommendations
Partner & Business Owner Communications	Ongoing updates, meeting facilitation, asset delivery and coordination across all participating partners
Final Campaign Report	Comprehensive end-of-engagement report summarizing performance, insights, and recommendations for future programming





Thank You Well Known



What Happens Next

Fill in the sign-up sheet today - no commitment, just a conversation starter (QR CODE PROVIDED)

June 2026 - Individual follow-up with every business that expressed interest

Summer 2026 - First Gravenhurst packages live and bookable

Ongoing - Research data collected and shared back to the community

Rachel Dawson - Travel packages and operator question

Travel Tip Tuesday

Gravenhurst Chamber of Commerce & Explorers' Edge

Text Message Updates and Notifications

Text to Gravenhurst to 705-300-8894



Transportation Announcement

FlixBus and other transportation-linked opportunities

Hotel hubs and visitor arrival points

Safe, organized movement into communities

Packages that connect transportation with overnight stays and local experiences

Opportunity to support regional dispersal from larger markets



8:34

< Toronto, ON → Gravenhurst

Fri, Jul 17 **Sat, Jul 18** Sun, Jul 19

2 results

09:30 AM — 2:40 hrs — **12:10 PM**
Toronto (Union Station Bus Terminal) Gravenhurst

Bus Direct **\$29^{.98}**

LOWEST PRICE

10:05 AM — 2:05 hrs — **12:10 PM**
Toronto Pearson Airport (Terminal 1) Gravenhurst

Bus Direct **\$29^{.98}**

LOWEST PRICE FASTEST TRIP

Do not edit
How to change the design



Finale

i The Slido app must be installed on every computer you're presenting from

slido



Thank You

For Your Commitment to Gravenhurst Tourism

We welcome your questions and look forward to supporting your business. Connect with our program coordinators to learn how Explorers' Edge can help you grow.



Program Manager

info@explorersedge.ca

a



Learn More

www.explorersedge.ca