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GRAVENHURST TOURISM PARTNERSHIP

10:30 AM Stakeholder Session — Engagement Report

Presented by Explorers' Edge | June 4, 2026

29 Total Participants Joined	24 Active Poll Participants	12 Polls Completed	239 Total Poll Votes
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The 10:30 AM session was delivered to a group of 24 active participants (29 joined the platform in total). The session ran from approximately 10:40 AM to 11:45 AM, covering four segments: Presentation Launch, Break / Welcome Well Known, Thank You Well Known, and Finale. Participants engaged with 12 polls, generating 239 total votes and an average of 10 engagement actions per participant. No anonymous responses were recorded.

1. Who Was in the Room

Business / Role in Gravenhurst Tourism

Participants were asked to self-identify their sector (multiple answers permitted, 16 respondents).

Sector	% of Responses	Insight
Other	38%	Largest single group — likely municipal, media, or cross-sector
Tourism Partner / Organization	31%	Strong partner org presence
Accommodation	19%	Hotels, B&Bs, cottages
Attraction / Experience	13%	Operators with direct visitor touchpoints
Restaurant / Culinary	6%	Under-represented; potential growth sector
Retail	6%	Small but present
Arts / Culture / Heritage	0%	Not represented in this session

Key takeaway: The 'Other' and 'Tourism Partner / Organization' categories together represent nearly 70% of responses, reflecting a stakeholder audience rather than a predominantly operator audience. Attraction and accommodation operators are present but culinary, retail, and arts sectors remain underrepresented — a gap to address in future outreach.

2. Business Readiness for Bookable Packages

15 respondents answered the readiness question.

Readiness Level	% of Respondents	# of Respondents
Ready now	60%	~9
Curious, but not sure where we fit	20%	~3
Need to learn more first	20%	~3
Interested, but need support	0%	0
Not ready this season	0%	0

Key takeaway: 60% of respondents declared themselves ready now — a very strong signal for package development. The remaining 40% are not opposed; they need more information or role clarity. Zero respondents said they were uninterested or not ready this season, which is a highly encouraging baseline for Summer 2026 activation.

3. What Gravenhurst Should Be Known For

A word cloud poll (12 respondents) asked participants to describe the ideal visitor experience. Top themes emerging from responses:

Theme	Responses / Keywords
Outdoor & Water	Outdoor (largest response), water, adventure, activity, Boat Cruise and Water Experiences
Character & Culture	Cottage country, All about Muskoka, cultural events, The people!
Relaxation & Renewal	Relaxing, Finding a Refresh/Reset
Exploration	Exploration, Tours! (Biased)
Inclusion	Welcoming and inclusive

Key takeaway: Outdoor and water-based experiences dominate the community identity. This aligns well with Muskoka's brand positioning and supports package themes centered on waterfront, boat cruise, paddling, and active outdoor experiences. 'The people' and welcoming culture also featured — a soft differentiator that could be woven into storytelling and packaging.

4. What Would Enable Collaboration

15 respondents answered this multi-select question.

Support Needed	% Selected	Priority
Introductions to other businesses	60%	HIGH
Marketing support	53%	HIGH
Help with content and photos	33%	MEDIUM
Better visitor data	27%	MEDIUM
Clear package examples	7%	LOW
More lead time	7%	LOW
Pricing / net rate guidance	0%	—
Other	0%	—

Key takeaway: Operators most want connections to each other (60%) and marketing support (53%). This confirms the value of the co-creation lab model and Well Known's mandate. Content and photo support (33%) and better visitor data (27%) are secondary but significant asks — both are within scope of the program's deliverables.

5. Greatest Opportunity for Visitor Spending

18 respondents answered this multi-select question across two slides.

Opportunity Area	% Selected
Shoulder-season visitation	56%
Event-based travel	56%
Longer overnight stays	44%
Bookable experiences	44%
Downtown foot traffic	39%
Waterfront / Muskoka Wharf traffic	33%
Food and beverage spending	33%
Retail spending	17%

Key takeaway: Shoulder-season visitation and event-based travel tied at the top (56% each), followed by longer overnight stays and bookable experiences (44% each). This strongly

validates the program's focus on extending the season and creating bookable itineraries. Retail spending trails significantly, suggesting operators see it as a downstream benefit rather than a primary driver.

6. Most Needed Business Support This Summer

17 respondents answered this multi-select question across two slides.

Type of Support	% Selected
Visitor data and insights	65%
Ready-To-Go Social Media Content	53%
Photography / video assets	35%
Google / Meta advertising support	35%
Read-To-Go Email copy	29%
Help creating an offer	24%
Understanding package pricing	18%
One-on-one follow-up	18%

Key takeaway: Visitor data and insights leads at 65% — the single strongest signal in the entire session. Operators feel they are marketing and selling in the dark and want evidence-based intelligence to guide their decisions. Ready-to-use social media content (53%) is the second priority, affirming Well Known's content kit deliverable. Photography and digital advertising support tied at 35%.

7. Confidence in the Program

15 respondents completed the ranking poll on program confidence after the Well Known presentation.

Confidence Level	Avg. Score (higher = more chosen as #1)
Confident	2.93
Somewhat confident	0.80
Very confident	0.67
Not confident yet	0.00

Key takeaway: 'Confident' was the clear first-choice rank across participants, with 'Not confident yet' scoring zero. No respondents expressed a lack of confidence. The spread across Confident

/ Somewhat confident / Very confident suggests the room is broadly aligned but not yet at peak enthusiasm — consistent with an early-stage announcement session.

8. Outstanding Concerns About Travel Package Participation

7 respondents answered this open-text question. Responses included:

- How many businesses/organizations can be actively involved in the packages?
- What is the next steps for us?
- Consumer buy in
- Not sure how my business fits
- Is there a cost?
- None (one respondent had no concerns)
- ? (one respondent expressed uncertainty without specifying)

Key takeaway: Practical questions dominate — participation limits, costs, fit, and next steps. These are onboarding-stage concerns, not resistance. The absence of strategic objections is positive. These questions should be directly addressed in follow-up communications and the individual business conversations planned for June 2026.

9. Sentiment Toward the Partnership Direction

12 respondents completed the Finale ranking poll.

Response	Avg. Score
Very Excited	2.67
Somewhat Optimistic	1.00
Neutral	0.33
Concerned	0.00

Key takeaway: 'Very Excited' was the dominant first-choice rank, with zero respondents expressing concern. The partnership direction resonates strongly. The small number of 'Neutral' responses (score 0.33) represents a minority that may need additional information or direct follow-up.

10. Response to the Open & Transparent Approach

11 respondents ranked how they felt about the transparent approach to tourism development.

Response	Avg. Score
Absolutely, it's a game changer!	2.91
It's a step in the right direction.	1.00
Hell Yes!	0.64
Not really, it feels the same.	0.00

Key takeaway: The transparent, collaborative approach was received with exceptional enthusiasm. 'Absolutely, it's a game changer!' scored nearly 3x the next option, and zero respondents felt it was more of the same. The 'Hell Yes!' option scoring 0.64 reflects additional enthusiasm from participants who ranked it second or third. This validates the co-creation and open communication model.

11. Feedback on the Process

4 respondents offered suggestions for how to keep the process open and collaborative:

- Connecting partners
- Be flexible
- Keep the information coming
- Keep communicating — even if you feel like you are over communicating

Key takeaway: The consistent message is: communicate, connect, and stay adaptable. Participants want to be kept in the loop and introduced to each other. No one asked for less engagement.

12. Closing Word — Session Sentiment

8 respondents described their feeling in one word at the close of the session:

Word Submitted
Ready
Positive/hopeful
Hopeful
Positive
Heard
Great
Excited

Word Submitted

Anticipation

Key takeaway: All eight closing words are positive. 'Heard' is particularly notable — it signals that participants felt the session was not a one-way broadcast but a genuine dialogue. 'Ready' and 'Excited' reflect action orientation. This is an excellent emotional close for a program launch session.

13. Possible Next Steps

Priority	Action	Owner / Timing
1	Individual follow-up with every business that expressed interest — address the practical questions raised (cost, fit, participation limits, next steps)	Explorers' Edge / Rachel — June 2026
2	Distribute visitor data and insights as early as possible — this is the #1 ask from operators	Explorers' Edge Research + CBRE / Environics — ASAP
3	Launch digital asset kits and social media content templates — the second-highest support request	Well Known — Weeks 4–6
4	Facilitate peer-to-peer introductions between operators — 60% identified this as the top collaboration enabler	Explorers' Edge / Well Known — June–July 2026
5	Focus first packages on outdoor/water experiences and event-linked stays — aligned with community identity and spending opportunity priorities	Explorers' Edge Travel Program — Summer 2026
6	Maintain proactive, regular communication — even when it feels like overcommunication, participants explicitly asked for it	All partners — Ongoing