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GRAVENHURST TOURISM PRESENTATION

Post-Session Stakeholder Report

Explorers' Edge | June 4, 2026 | Gravenhurst, Ontario

1. Session Overview

This report summarizes the stakeholder engagement session held on June 4, 2026, as part of the Explorers' Edge and Tourism Gravenhurst Experience-Led Tourism Partnership. The session introduced the tourism program, presented the Well Known marketing agency partnership, and gathered real-time feedback via Slido polling.

19 Active participants	227 Poll votes cast	12 Polls created
229 Engagement score	12.1 Engagement per person	100% Anonymous rate

2. Audience Profile

Participants self-identified their business type or role in Gravenhurst tourism. Multiple selections were permitted, so percentages exceed 100% in aggregate.

Business / role in Gravenhurst tourism (% of respondents)

Accommodation		47%
Tourism partner / organization		40%
Attraction / experience		27%
Restaurant / culinary		13%
Retail		7%

Arts / culture / heritage		7%
Other		7%

3. Package Readiness

Participants were asked how ready their business is to be part of a bookable travel package.

Readiness to join a bookable travel package

Ready now		60%
Interested, but need support		33%
Curious, but not sure where we fit		7%
Not ready this season		7%
Need to learn more first		7%

Key insight: 93% of respondents expressed readiness or active interest in joining a bookable travel package — a strong signal to proceed with operator outreach and agreement signing in June 2026.

4. Visitor Spending Opportunities

Participants were asked where they see the greatest opportunity to increase visitor spending in Gravenhurst. Multiple selections were permitted.

Greatest opportunities to increase visitor spending

Bookable experiences		53%
Event-based travel		53%
Longer overnight stays		53%
Shoulder-season visitation		53%
Downtown foot traffic		27%
Waterfront / Muskoka Wharf traffic		27%
Food and beverage spending		20%
Retail spending		20%

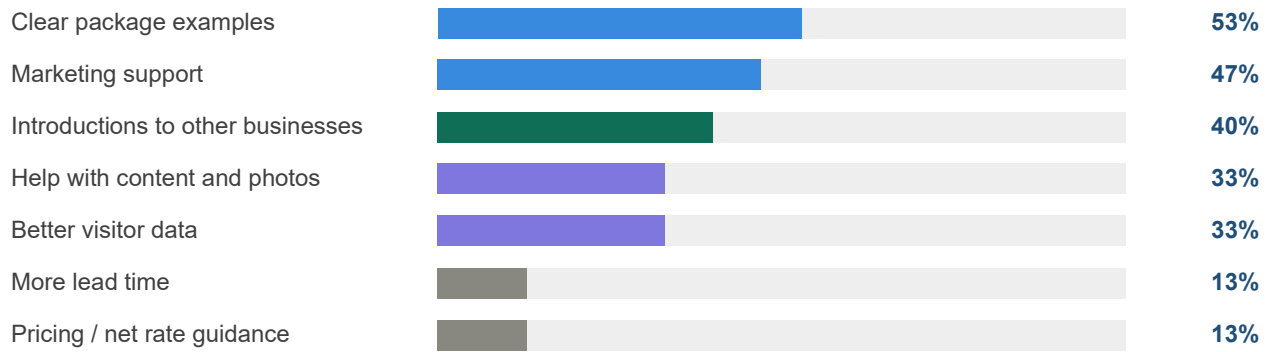
Four opportunities are tied at 53%: bookable experiences, event-based travel, longer overnight stays, and shoulder-season visitation. Package design and marketing strategy should reflect all four as co-equal priorities.

5. Collaboration & Summer Support Needs

5a. What would make it easier to collaborate with other operators?

Multiple selections permitted.

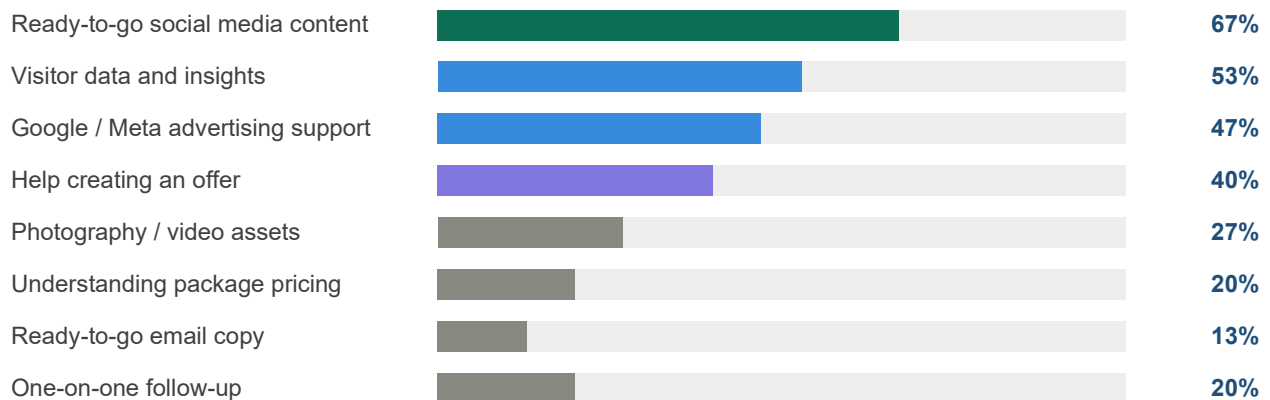
Support needed for operator collaboration



5b. What support would be most helpful for your business this summer?

Multiple selections permitted.

Business support needed this summer



Ready-to-go social media content ranked first at 67% — nearly 20 points ahead of the next response. This should be Well Known's earliest creative deliverable. The digital asset kit and toolkit workshop will directly address this need.

6. Program Confidence & Sentiment

6a. Confidence in the program's value to Gravenhurst tourism

Participants ranked their confidence level after hearing the Explorers' Edge / Well Known presentation. Scores reflect aggregate ranking weight.

#	Response	Score	Rank
1st	Confident	2.25	1st
2nd	Somewhat confident	1.19	2nd
3rd	Very confident	0.63	3rd
4th	Not confident yet	0.50	4th

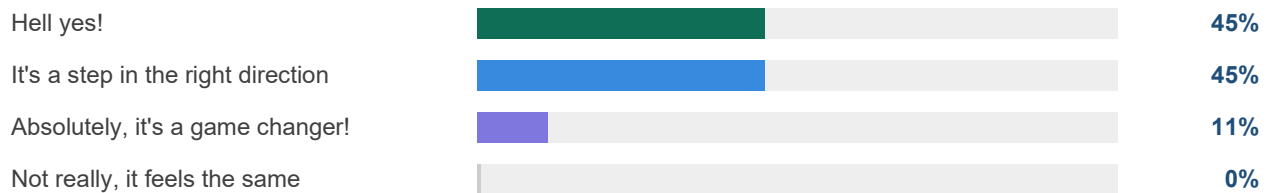
6b. Feeling about the direction of the Gravenhurst tourism partnership

#	Response	Score	Rank
1st	Very excited	2.50	1st
2nd	Somewhat optimistic	1.50	2nd
3rd	Neutral	0.00	3rd
3rd	Concerned	0.00	3rd

6c. Transparency & collaborative approach

"Does this more open and transparent approach to tourism development feel refreshing or useful?"

Responses to the open/transparent approach question (ranked score)



7. Open Questions & Concerns

Participants submitted one concern or question about participating in travel packages. All responses are captured below verbatim:

Cost to business

How businesses are chosen to participate in the packages?

How long is the package commitment for?

How will the travel packages be guaranteed to have a smooth operation?

How to design a package that makes sense for us

Where do the media assets come from? Can we submit assets?

Not yet sure how to merge marketing content into our social media, given restrictions placed on us.

Economy

Package development

Business engagement.

8. Destination Identity

Participants answered the wordcloud question: "What type of visitor experience do you think Gravenhurst should be known for?" Responses ranked by prominence:

Authentic and in nature	Safe adventure	Waterfront escape
Waterfront	History	Inclusive / welcoming
Sustainability	Unique / personalized	Memorable / community

9. Closing Sentiment

Participants were asked: "In one word, how would you describe your feeling about this work after today?"

10. Feedback on the Process

Two participants responded to the open text poll: "What should we keep doing, or do differently, to make this process feel open, useful, and collaborative?"

More business collaboration

Keep doing what you're doing

11. Key Takeaways & Possible Next Steps

1

High baseline readiness — capitalize now

60% of participants are ready now to join a bookable package. Individual follow-ups in June 2026 should prioritize converting this group into confirmed operator agreements before summer bookings open.

2

Social media content is the #1 ask (67%)

Ready-to-go social media content topped business support requests by nearly 20 percentage points. This should be Well Known's earliest creative deliverable. The digital asset kit and Zoom toolkit workshop will directly address this need.

3

Publish clear package examples and selection criteria

53% want clear package examples and multiple open-text responses asked how businesses are chosen. Sharing two or three sample package outlines and publishing a clear participation criteria document early will reduce friction and build trust.

4

Target overnight stays and shoulder season in package design

53% named longer overnight stays and shoulder-season visitation as top spending opportunities — tied with bookable experiences and event-based travel. Package design and marketing targeting should skew toward multi-night, off-peak travel itineraries.

5

Overall sentiment is strongly positive — maintain the approach

No participant ranked 'Concerned' or 'Not really, feels the same' above neutral. The open, collaborative format resonated, with feedback of 'keep doing what you're doing' and 'more business collaboration.' Continue the co-creation format in future sessions.

6

Address cost and commitment questions with a plain-language FAQ

Cost to business and package commitment length were the most common concerns. A one-page FAQ covering net rate confidentiality, TICO protections, minimum commitment terms, media asset sourcing, and invoicing will reduce hesitation before operators sign agreements.

12. What Happens Next

As outlined in the presentation:

- Fill in the sign-up sheet — no commitment, just a conversation starter
- 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

Contact:

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- Website: www.explorersedge.ca
- Text updates: Text 'Gravenhurst' to 705-300-8894

