# BREAKING THE ICE.

## A Winter Tourism Gathering for an Industry Ready to Think Differently.

*Community Is the Destination. Possibility Is the Journey.*

### These aren't ordinary times. So why have an ordinary tourism conference?

The world is changing, and so is tourism. But if there's one thing our industry knows how to do, it's adapt, innovate and bring people together. On January 15, tourism leaders, entrepreneurs, innovators, educators, students and changemakers from across Ontario will gather in Muskoka for a day of fresh thinking, meaningful connections and renewed optimism about what's next.

*Think bold conversations, practical ideas, unexpected entertainment and maybe even a little shaking things up. This won't be business as usual.*

## Your Day in Muskoka

*One day. A whole lot of possibility.*

**8:30 AM** — **Welcome & Coffee**
Shake off the cold, grab a warm drink and start connecting with people from every corner of Ontario's tourism community.

**9:00 AM** — **Opening Ceremony**
We begin together with an Indigenous cultural opening of smudging and drumming, and a meaningful reflection on Truth & Reconciliation.

**9:45 AM** — **Welcome to Muskoka**
A warm welcome and a look at the day ahead.

**10:00 AM** — **Keynote Panel: Connecting the Future**
From regional ground transportation to next-generation and electric aviation, explore the connections that could open doors to new markets and experiences.

**10:45 AM** — **Coffee & Connections**
Refuel, compare notes and meet someone new.

**11:15 AM** — **Concurrent Breakouts: Building Tomorrow's Tourism**
Two breakout sessions run side by side. Choose your path:

**Breakout 1:** **Future Leaders: Reimagining Tourism & Hospitality**
**Breakout 2:** **From Idea to Itinerary: Creating Tourism Experiences That Sell**

Explorers' Edge REGIONAL TOURISM WINTER SUMMIT 2026

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Friday, January 15, 2027 | JW Marriott The Rosseau Muskoka Resort & Spa, Muskoka, Ontario

Presented by Explorers' Edge

**12:00 PM** — **Lunch & Networking**
Good food, good company and the kind of conversations that turn into partnerships.

**12:45 PM** — **Are You Ready to Pivot?**
A fresh, unexpected and thoroughly entertaining take on reimagining the visitor journey. We won't give it away. You'll just have to be there.

**1:00 PM** — **Concurrent Breakouts: Rethinking Tourism**
Two more breakout sessions. Pick the conversation that speaks to you:

- **Breakout 1:** **The Rainbow Connection: Our Journey with CQCC Toward More Inclusive Tourism**
- **Breakout 2:** **Beyond Clicks: Rethinking the Destination Marketing Model**

**1:45 PM** — **Coffee Break**

**2:00 PM** — **Featured Speaker: Artificial Intelligence**
Cut through the hype and discover real, practical opportunities for AI in tourism, whatever the size of your business.

**2:30 PM** — **Industry Recognition**
Celebrating the people who make our industry extraordinary.

**2:45 PM** — **Closing Remarks**
Announcements, next steps and a call to keep collaborating long after the summit.

**3:00 PM** — **Farewell**
Leave with fresh inspiration, new connections and a renewed sense of what's possible.

## Come curious. Bring your ideas. Meet someone new. Leave inspired.

**Break the Ice. Build the Future.**

*Speakers to be announced soon. Program subject to change.*