



Naturally Adventurous

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Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound
www.explorersedge.ca

Expression of Interest: Media Tour Coordinator

In 2015, stakeholders in the region of Parry Sound engaged the Regional Tourism Organization as a partner in the delivery of a media tour highlighting several Parry Sound experiences and positioning the region as ***“More Rugged, More Refined just two hours north of Toronto”***. The recommendation from the stakeholder steering committee was to seek out a third part to act as a media tour coordinator.

This Expression of Interest (EOI) is to identify a qualified coordinator to manage the \$8,000 budgeted project.

Project Deliverables

The coordinator will work with the stakeholder steering committee to facilitate a 4 day media tour. The draft program is as follows:

DAY 1, 4 PM – Arrive at Sunny Point Resort, 41 Sunny Point Road, Parry Sound, ON P2A 2W8

On the edge of Muskoka, Sunny Point Resort, Cottages & Inn presents Ontario's finest pet friendly, waterfront, housekeeping Resort. Privacy and Luxury on a pristine lake is a perfect description of what our modern, clean and fully equipped 3, 4, 5 and 7 bedroom lakefront cottages offer. Upon arrival each accommodation unit will be stocked with dinner and guests can relax and unwind.

DAY 2 & Day 3, Interchangeable – Golf and Parry Sound Adventure

Tee off at 9.30am at the Seguin Valley Golf Club for unforgettable championship holes that combine great golf with stunning scenery. Post golf, a scenic view of the great Canadian wilderness via a personal helicopter ride over the course to experience the vistas and course escarpments from high above.

On each day family members will be encouraged to take part in an afternoon adventure of choice Sea Kayaking on Georgian Bay, ATV Adventure on the Canadian Shield, Georgian Bay Biosphere Reserve Tour or 30,000 Island Boat Cruise on Georgian Bay. An alternative will be taking in the resort experience.

Evening: one evening will include dinner at Henrys Fish and Chips via a Georgian Bay Airways float plane ride from the deck of your cottage accommodation at Sunny Point Resort followed by the second evening tickets to the Stocky Centre to take in a Festival of the Sound <http://www.festivalofthesound.ca/calendar-events> performance (Home of the Bobby Orr Hall of Fame).

DAY 4

Depart Parry Sound – Optional Golf

Coordinator Output

- Work with the stakeholder steering committee to refine plan
- Book and remit payment to all participating experiences
- Traffic content and promote the Media Tour across Parry Sound Social platforms

Coordinator Information

- A description of previous planning projects for comparable tourism clients;
- Demonstrated knowledge and experience working with Parry Sound industry stakeholders;
- A description of the respondent's company, bios for personnel assigned to the project and their relative person hours spent on the project.
- Project implementation schedule and fee for service breakdown.

The expression would also require the applicant to articulate execution of the following program against a budget not to exceed \$8,000. Price and accompanying fees are an important consideration in this project.

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before **July 24, 2015 at 4.00pm.**

Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.