



3 Taylor Road, Bracebridge ON, P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound
www.explorersedge.ca

GUIDELINES AND CRITERIA FOR SUBMISSION OF SEASONAL PACKAGES TO EXPLORERS' EDGE BOOKING WIDGET

Promote your travel package for FREE on ExplorersEdge.ca!

Travel packages offer value-added, time-limited, bundled trip components, making it easy for consumers to plan and book a trip. For example, a weekend getaway could include performance tickets, accommodations, guide services, or a restaurant voucher.

Your package must be developed pertaining to one of the following categories:

- **Arts & Entertainment**
- **Attractions**
- **Culinary**
- **Golf**
- **Outdoor Adventures**
- **Spas & Wellness**
- **Fishing & Hunting**
- **Motorsports (motorcycle, ATV, snowmobile and boat touring)**
- **Sports activities (running events, triathlon, paddling events)**
- **Family Vacations**

Your package must include at least two of the following services or activities for a single price:

- Activity or experience, including:
 - o Behind-the-scenes activities, field trips
 - o Discussions with resource specialist (i.e. naturalist, chef, sommelier)
 - o Hands-on activities or self-guided visitation
- Tickets to live theatre, events or attractions
- Meals
- Accommodations
- Guided tours
- Transportation

There must be one point of purchase for the guest to book all components of the package (the point of purchase business/organization must book the other components on behalf of the guest).

Packages promoted by Explorers' Edge must include an overnight stay component.

To load a package to the booking area of the Explorers' Edge website, which can then also be included in our content and email promotion, send the following information to tyler@explorersedge.ca:

1. **Title:** provide a creative, attention-getting name
2. **Description:** describe the experience and what is included in the package (i.e. number of tickets/admissions, type of instruction, accommodation, number of days/nights, number of meals, etc.) in 75-100 words (max)
3. **Start and End Dates:** provide the exact dates during which your package is available (it will be removed from the site upon expiration date)
4. **Price:** provide specific price details and note whether tax and gratuity are included
5. **Location:** provide the exact location, including postal code
6. **Link (URL):** provide the link to the page on your website where complete packages details can be found
7. **Image:** provide a clear, single image (min. 1920x800 pixels, JPEG format, max 4MB, landscape orientation; no collages, logos or text) that appropriately reflects the visitor experience
8. **Google map coordinates for originating property.**

All submitted packages will be vetted by RTO12/Explorers' Edge before they can be approved for uploading.

Please note:

- 1) Packages do not have to be exclusive to the EE website – you can promote them elsewhere
- 2) Packages will be changed seasonally
- 3) Deals, discounts and regular rates, stay two nights get one free, are not eligible. Send this type of special offer information to erin@explorersedge.ca to load to Special Offers area of the Explorers' Edge website

For more information about packages on the Explorers' Edge booking area, contact tyler@explorersedge.ca.