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For Immediate Release

Regional Tourism Organization Launches Self-Guided Mobile Tours to Serve “Digital Travelers”

Visitors to Ontario’s cottage country can now grab their phones and go.

BRACEBRIDGE, Ont. (June 19, 2017)...The regional tourism organization for Algonquin Park, Muskoka and Parry Sound, Ontario has launched a suite of self-guided mobile tours that are intended for travelers who like to keep their phones and tablets handy.

Using an innovative approach in the Canadian tourism industry, Explorers’ Edge developed the three “signature tours” targeting varied niche markets, with more scheduled to be added over the next two years, says Executive Director James Murphy.

“We live in an age when digital consumers incorporate technology into every aspect of their lives, including travel,” he says. “Our self-guided mobile tours are our response to this reality. They were created specifically to be viewed on phones or tablets so that visitors to the region interested in craft beer, art or cycling can tour at their own pace and with helpful info right at their fingertips. Featuring maps, GPS functionality, helpful details, regular blog postings, event listings and more on each tour, all the info you need to explore the great Canadian wilderness north of Toronto is handier than ever.”

Three Amazing Cottage Country Tours on Your Phone or Tablet

The Group of Seven Outdoor Gallery

Explore more than 90 massive mural replicas of these iconic works throughout Algonquin Park, Huntsville and Lake of Bays, Muskoka. With detailed info and video guidance by artistic director Gerry Lantaigne. **Visit** www.go7murals.ca

Bike Cottage Country

Tour, train and trek in Ontario’s cottage country. Over 70 routes depending on what type of riding you enjoy, maps and GPS functionality to help you set your course, and info on pit stops along the way.

Visit www.bikecottagecountry.ca

Cottage Country Beer Trail

Discover award-winning breweries in the region. Events, live music, foodie fun, the amazing “beer scene” in the wilderness north of Toronto – and so much more. **Visit** www.cottagecountrybeertrail.ca

Murphy says that Explorers’ Edge is currently considering development of more self-guided tours that will target history and museum buffs, family vacationers, and paddlers.

About Explorers' Edge:

Explorers' Edge (RTO12) is the regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound funded by the Ontario Ministry of Tourism, Culture & Sport. With some of Canada's most iconic natural landscapes within its borders, including those that inspired the Group of Seven painters, and recognized as one of the most popular travel destinations in the province, Explorers' Edge promotes travel to the great Canadian wilderness just north of Toronto in all four spectacular seasons. More information is available at www.explorersedge.ca

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