

“Punching Above Our Weight”

BRANDED DESTINATION BUILDING & THE CANADA 150 STRATEGY





RTO12 Background [for those who don't know us]

Established in 2010

One of 13 regional tourism organizations funded by the Ministry of Tourism, Culture & Sport

Governed by a volunteer board of directors who are all tourism business owners or their general managers



RTO12 Background [for those who don't know us]

Vision

- In three years (2017), EE will be the most popular tourism destination in Ontario.

Mission

- Explorers' Edge is an operator-driven organization whose mission is to develop a profitable and thriving tourism industry in the Region.



RTO12 Background [for those who don't know us]

There are 5 pillars we are mandated to work in by the MTCS

- Marketing, Product Development, Workforce Development, Investment Attraction and Governance

Funded by the province of Ontario 1.4 million

- \$500,000 Base
- \$757,000 Proportional
- \$166,000 Partnership



Governance

We work under a committee structure and very tight governance

- Marketing
- Tourism Operator Relations
- Community Relations
- Research
- Governance

Strict accountability to the MTCS

- Transfer Payment Agreement (Business and Operational Plan)
- Progress Report
- Budget to Actuals
- Final Report

Audited Financial Statements

- Processes internal and external
- Decision Making



Workforce Development [Industry Training & Development]

- Self Assessments
- Case Studies
- Group Training
- Best Practice Mission
- Broker Training



James Murphy @rto12news · 2016-09-28
Tourism Excellence North training and working session @CanadoreCollege #parrysound @explorersedge - great turn out - thanks @GBayBiosphere



tourism excellence north





Workforce Development [Ask Me Anything]

OPERATOR FORUMS

- [Ask Me Anything – JackRabbit](#)
- [Ask Me Anything – Tourism Development Programming](#)
- [“Ask Me Anything” – Google Analytics](#)
- [“Ask Me Anything” – Social Media](#)
- [“Ask Me Anything” – TripAdvisor](#)
- [“Ask Me Anything” – Golf Marketing](#)
- [“Ask Me Anything” – Webboook](#)
- [“Ask Me Anything” – Periscope](#)
- [“Ask Me Anything” – Celebrate Ontario](#)
- [“Ask Me Anything” – Public Relations & Earned Media](#)
- [“Ask Me Anything” – Google Analytics](#)
- [“Ask Me Anything” – marketing in the social media era](#)
- [Questions from Quick Courses](#)
- [Industry Updates: Share with Your Fellow Operators](#)
- [Feedback on Explorers' Edge Programs and Initiatives](#)
- [Welcome to New Members](#)

RECENT TOPICS

Forums

Welcome to RTO 12's Forums

Forum

Ask Me Anything – JackRabbit

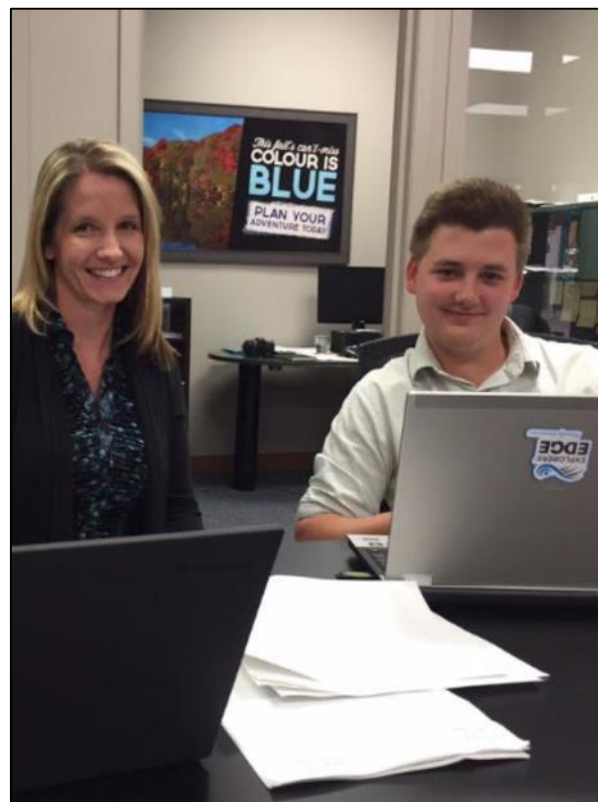
Tanya Milan, Project Manager, with JackRabbit Systems will be hosting an Ask Me Anything session on the JackRabbit referral system hosted on the Explorers' Edge website. The JackRabbit system was implemented on our website a few years ago as a means of providing more online referrals for regional operators. Tanya will be answering questions you may have about how the system works or how your business can make the most out of this tool. Ensure your questions are posted to this forum before 4pm on January 16th, 2017. Tanya will be logging on after this time and posting answers to all of your questions that you will be able to revisit at your convenience.

Ask Me Anything – Tourism Development Programming

Laura Hernando, our regional Tourism Industry Advisor with the Ministry of Tourism, Culture and Sport will be hosting an Ask Me Anything session on various OTMPC programs that support tourism and marketing. Programs such as Celebrate, Tourism Development Fund, Summer Experience Program, Tourism Industry Partnership, Tourism Excellence North, and even available research. Ensure your questions are posted to this forum before 4pm on October 13th, 2016. Laura will be logging on after this time and posting answers to all of your questions that you will be able to revisit at your convenience.

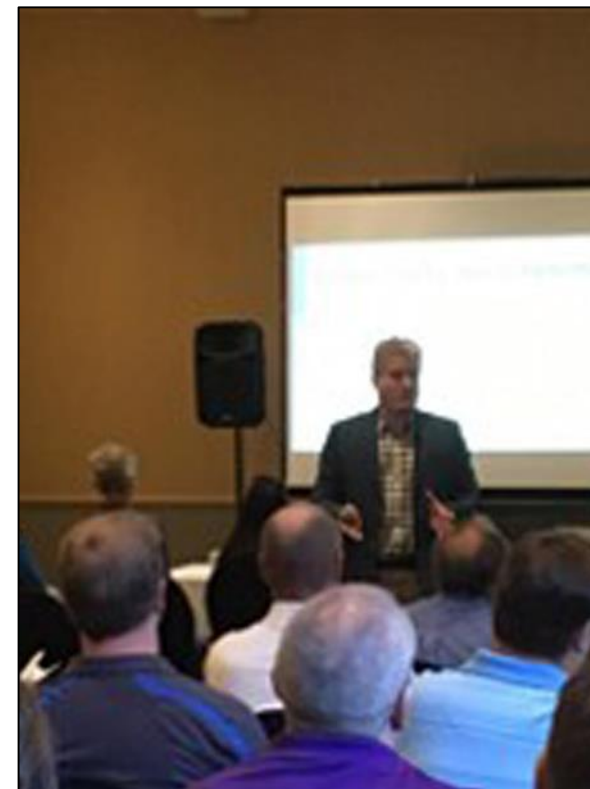
“Ask Me Anything” – Google Analytics

Tony Palermo from White Cloud Marketing (www.acquisition.com) and consultant for Explorers' Edge will be answering all of your Google Analytics questions on **September 13, 2016**. Here is your chance to ask a Google Advertising / Analytics expert anything you want to know how to make the most of the tools that Google offers. Just ensure your questions are submitted before 3pm on September 13th, 2016. Tony will be logging on after this deadline to post answers to all of your questions and read them at your convenience.






Workforce Development [Social Media Training]





Workforce Development [Reservation System Training and Admin]



Patterson Kaye
Lodging Type: All Lodging, Resort

RATES STARTING FROM
\$1850*

[BOOK >> DIRECT](#)


[View Rates by Date](#)

[Like](#) [0](#)

ADDRESS
1360 Golden Beach Rd
Bracebridge, ON

PHONE
[View Phone](#)

ABOUT
Under new management since August, 2013, Patterson-Kaye Resort has become a destination on the shores of Lake Muskoka at the mouth of the Muskoka since 1936. It has offered the same peaceful, picturesque setting for five generations of Ontario cottage rentals. At Patterson-Kaye, the hustle and bustle of your

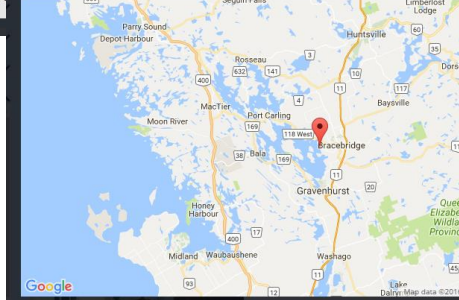


Patterson Kaye

RATES STARTING FROM
\$1850*

[BOOK >> DIRECT](#)

[View Rates by Date](#)



Patterson Kaye


RATES STARTING FROM
\$1850*

[BOOK >> DIRECT](#)

[View Rates by Date](#)

SEARCH WITH THESE DATES >

October 2016							November 2016						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
							\$185.50	\$185.50	\$185.50	\$185.50	\$206.50	\$185.50	
2	3	4	5	6	7	8	9	10	11	12	13	14	15
							\$185.50	\$185.50	\$185.50	\$185.50	\$206.50	\$185.50	
9	10	11	12	13	14	15	16	17	18	19	20	21	22
							\$185.50	\$185.50	\$185.50	\$185.50	\$206.50	\$185.50	
16	17	18	19	20	21	22	23	24	25	26	27	28	29
							\$185.50	\$185.50	\$185.50	\$185.50	\$206.50	\$185.50	
23	24	25	26	27	28	29							
							\$185.50	\$185.50	\$185.50	\$185.50			
30	31	N/A											
\$185.50	\$185.50												



SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY WHERE WE ARE

ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

STAY EAT DO DIRECTIONS DISCOVER MORE

LOGGINGS PACKAGES ACTIVITIES

68 LODGINGS found on Dec 6th - Dec 7th


START A NEW SEARCH:
12/06/2016
12/07/2016

SEARCH >

FILTER BY:
Average Rate/Night
Regions
Location
Lodging Type
Amenities

Sort:
All

68 properties match your customized search criteria



40 Bay Street Bed & Breakfast
Lodging Type: All Lodging, Bed & Breakfast


RATES STARTING FROM
\$15820*

[BOOK >> DIRECT](#)

48 Bay Street
Parry Sound, ON

[View Map](#) [Visit Website](#) [More Info](#)

[View Rates by Date](#)



Canada's Best Value Inn & Suites
Lodging Type: All Lodging, Inn


RATES STARTING FROM
\$7999*

[BOOK >> DIRECT](#)

48 Joseph Street
Parry Sound, ON

[View Map](#) [Visit Website](#) [More Info](#)

[View Rates by Date](#)



Pleasant Cove Resort
Lodging Type: All Lodging, Resort


RATES STARTING FROM
\$17900*

[BOOK >> DIRECT](#)

97 North Shore Rd
Pointe Au Baril, ON P0G 1K0

[View Map](#) [Visit Website](#) [More Info](#)

[View Rates by Date](#)



Grand Tappatoo Resort
Lodging Type: All Lodging, Resort

RATES STARTING FROM
\$16900*

[BOOK >> DIRECT](#)

30 Tapatoo Trail
Seguin, ON

[View Map](#) [Visit Website](#) [More Info](#)

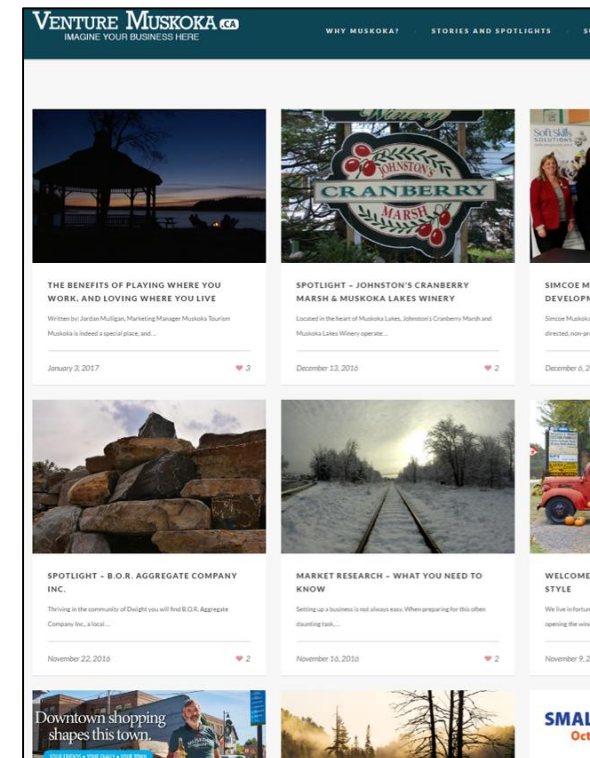
[View Rates by Date](#)



Investment Attraction [CYQA & Economic Development Content]

Commercial Air Service

- Investigation
 - Communication
 - Business Plans
- ## Economic Development
- Communication
 - Content



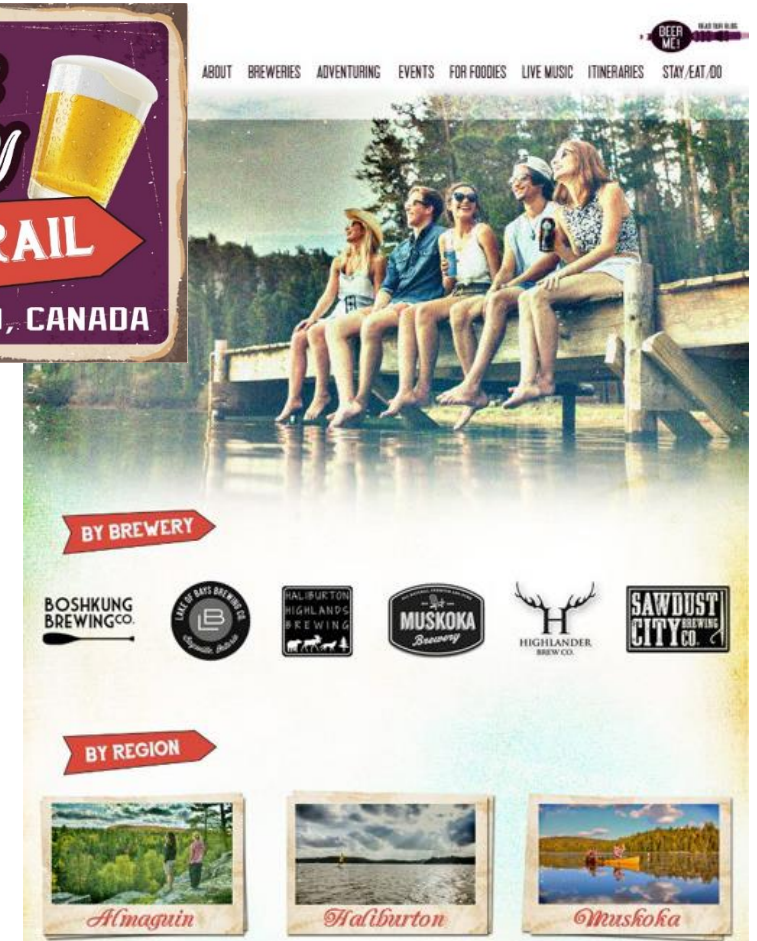


Product Development [2017 - Strategy Development]

- Board will invest money in a strategy next fiscal year
- Challenge for us to do a lot because of limited funds
- Ice Trail - Impact of Product Development on Occupancy



Product Development [Self Guided Mobile Tours]





Product Development [Main development through content - Video]

Ride the Edge -- Top Motorcycle Roads in Explorers' Edge

Explorers' Edge
Subscribed 113

+ Add to Share More

Ride the Edge - Snowmobile Touring in Explorers' Edge

Explorers' Edge
Subscribed 113

+ Add to Share More

Paddle The Canadian Wilderness North of Toronto

Explorers' Edge
Subscribed 113

692 views

+ Add to Share More



Product Development [Main development through content - Blog]

The screenshot shows the Explorers' Edge website with a navigation bar at the top containing 'SPECIAL OFFERS', 'PLAN BY SEASON', 'EVENTS', 'PHOTO GALLERY', and 'WHERE'. Below the navigation is a search bar and a 'BOOK A ROOM' section with filters for 'All Lodging', 'Check-in', and 'Check-out'. The main content area features a blue header with 'STAY', 'EAT', 'DO', 'DIRECTIONS', and 'DISCOVER MORE'. The featured article is 'Paddling After Tom: A Canoe Lake Adventure' by Bill Farnsworth, dated September 23, 2016. It includes a large image of a lake with autumn foliage and a 'Plan Your Getaway! BOOK NOW >' button. Below the article is an 'e-Newsletter' sign-up form with a dropdown menu, a text input for 'Email', and a 'Subscribe' button. A small portrait of a man is visible at the bottom left of the article.

The screenshot shows the Explorers' Edge website with a navigation bar at the top containing 'SPECIAL OFFERS', 'PLAN BY SEASON', 'EVENTS', 'PHOTO GALLERY', and 'WHERE'. Below the navigation is a search bar and a 'BOOK A ROOM' section with filters for 'All Lodging', 'Check-in', and 'Check-out'. The main content area features a blue header with 'STAY', 'EAT', 'DO', 'DIRECTIONS', and 'DISCOVER MORE'. The featured article is 'Muskoka's Spin The Lakes Cycle Tour' by Kate in Attractions, Events, News, Outdoor Adventures on March 31, 2016. It includes a large image of a group of cyclists and a 'Plan Your Getaway! BOOK NOW >' button. Below the article is an 'e-Newsletter' sign-up form with a dropdown menu, a text input for 'Email', and a 'Subscribe' button. A small image of a cyclist is visible at the bottom left of the article.

The screenshot shows the Explorers' Edge website with a navigation bar at the top containing 'SPECIAL OFFERS', 'PLAN BY SEASON', 'EVENTS', 'PHOTO GALLERY', and 'WHERE'. Below the navigation is a search bar and a 'BOOK A ROOM' section with filters for 'All Lodging', 'Check-in', and 'Check-out'. The main content area features a blue header with 'STAY', 'EAT', 'DO', 'DIRECTIONS', and 'DISCOVER MORE'. The featured article is 'Learn to Snowmobile in Cottage Country this Winter' by Kate in Attractions, News, Outdoor Adventures on December 4, 2015. It includes a large image of a snowmobile and a 'Plan Your Getaway! BOOK NOW >' button. Below the article is an 'e-Newsletter' sign-up form with a dropdown menu, a text input for 'Email', and a 'Subscribe' button. A small image of a snowmobile is visible at the bottom left of the article.



Product Development [Signage]

- Huntsville – Arrowhead
- Huntsville – GGW
- Huntsville - GOS
- Georgian Bay Township
- Parry Sound Amazing Places



Marketing

Where Board invests most money

Target domestic visitation

For 3 years we have lead the industry in content marketing and seen enormous success

Our objectives are to:

- Build new audiences for the region
- Build shoulder season visitation in particular
- Build a the regional destination that levels the playing field for all sub-regions and all operators within the region
- Change perceptions



Marketing

Brand positioning: Great Canadian Wilderness North of Toronto

We promote 5 sub-regions and that have approximately 1700 tourism associated businesses within

Algonquin Park, Almaguin, Loring-Restoule, Muskoka and Parry Sound

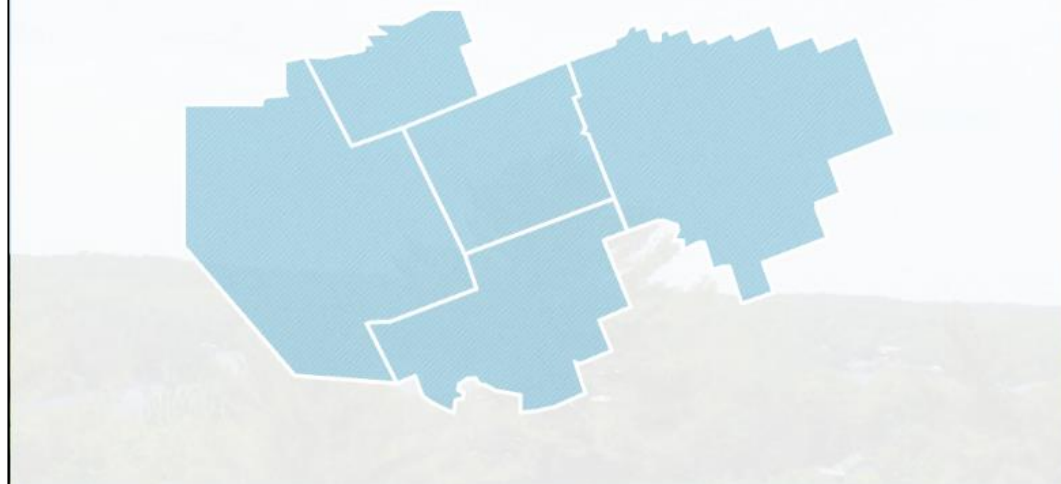
Regions

Welcome to the Explorers' Edge region of Ontario - just two hours north of Toronto and four hours west of Ottawa by car. Visit to the great Canadian wilderness and explore [Algonquin Park](#) to the east, the coastal areas of [Georgian Bay](#) to the west, [Loring-Restoule](#) and the [Almaguin Highlands](#) in the north, and [Muskoka](#) - Ontario's iconic cottage country - to the south.

Click on the map to learn more about the five main destinations within the region and begin planning your next incredible getaway.

ALGONQUIN PARK * ALMAGUIN HIGHLANDS *

LORING-RESTOULE * MUSKOKA * PARRY SOUND *





Marketing - Huntsville [screenshot examples]

SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY WHERE


ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

Hidden Valley Has Downhill Thrills

by Kate in Attractions, Outdoor Adventures on November 20, 2014



Plan Your Getaway! BOOK NOW

e-Newsletter

Please tell us which of the following interests you MOST as a traveler:

Email*

First Name

Last Name

I agree to receive your newsletter

Subscribe

Nestled in the hills just north-west of the picturesque town of Huntsville, Hidden Valley Highlands Ski Area (HVHSA) has over a dozen runs to choose from, all groomed to satisfy skiers and boarders of every ability. HVHSA offers group programs, special events, races, lessons, night skiing, child care options on weekends and holidays, and a ladies program that includes pre-ky yoga (fool!).

Located in the heart of iconic cottage country, HVHSA has partnered with many area accommodations to offer "ski & stay" packages, including Hidden Valley Resort and

SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY WHERE


ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

From Pioneers to the Portage Flyer: Living History at Muskoka Heritage Place

by Kate in Attractions, Events, News, Outdoor Adventures on July 14, 2015



Plan Your Getaway! BOOK NOW

e-Newsletter

Please tell us which of the following interests you MOST as a traveler:

Email*

First Name

Last Name

I agree to receive your newsletter

Subscribe

Tucked away in downtown Huntsville, Ontario is a charming spot where homage is paid to days of yore in Muskoka, and where everyone who visits leaves with an entirely new perspective on life in cottage country.

Located on 90 acres of sprawling woodland, Muskoka Heritage Place is home to two captivating museums, an interpretive Pioneer Village featuring 18 historic buildings that originated in the area, and an historic steam locomotive called the Portage Flyer. A visit to any and all of these spots - just steps away from the Canada Summit Centre - will take you back to a much more simple time in Muskoka, and to an era that is so very fascinating to encounter today.

SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY WHERE


ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

The Ice Trail at Arrowhead Provincial Park

by Kate in Attractions, Outdoor Adventures on November 20, 2014



Plan Your Getaway! BOOK NOW

e-Newsletter

Please tell us which of the following interests you MOST as a traveler:

Email*

First Name

Last Name

I agree to receive your newsletter

Subscribe

Welcome to the magic of a great Canadian winter.

Opened in 2012 at Arrowhead Provincial Park just north of Huntsville, Muskoka, Ontario, the Ice Trail is Arrowhead's 1.5 km skate path set amidst towering, snow-dusted trees that winds through the East River campground.

Whether you are an expert skater or just starting out, the Ice Trail offers an opportunity for everyone, regardless of age or ability, to enjoy the fresh air of the great outdoors in a whole new way, and to discover the best that a Canadian winter has to offer. It's a blast!

Grab your skates and your buddies and head out for an afternoon (and sometimes an evening) of what can only be described as floating through an enchanted forest. Glide along as clean, crisp air turns your cheeks pink, and warm yourself by a trail-side fire.

Keep an eye on the Arrowhead Provincial Park website for details on when the Ice Trail will open for the season - it all depends on the weather of course, and freezing temperatures over a string of nights are needed to lay the track. Usually though, things heat up - er freeze over - just after Christmas. The park re-opens officially for winter activities (including overnight stays in cabins and Nordic skiing) in December.

And be sure to check out this handy "Frequently Asked Questions" page for more handy tips in here included when the best time to visit is in question.

SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY WHERE


ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

Huntsville's Girlfriends' Getaway Weekend: You Go Girl!

by Kate in Arts & Entertainment, Attractions, Events, News on October 15, 2016



Plan Your Getaway! BOOK NOW

e-Newsletter

Please tell us which of the following interests you MOST as a traveler:

Email*

First Name


Last Name

I agree to receive your newsletter

Subscribe

Huntsville's Girlfriends' Getaway Weekend returns November 4th to 6th and celebrates its 10th year of bringing best friends together in Ontario's cottage country. Here are FIVE BIG REASONS you should head to Muskoka for the 2016 edition!

THE TOWN





Marketing – Huntsville [Partners/Promotion]

Resorts of North Muskoka in Winter

by Guest Blogger in Accommodations on November 20, 2014



Here in **North Muskoka**, we know where to find Ontario's coolest fun and its warmest welcomes. We hope you'll join us for some "winteractive" good times – just **two hours north of Toronto**.

Getaway this winter for some **downhill thrills at Hidden Valley Highlands Ski Area** in Huntsville. This spot is the home hill for 19-year-old slope-style Olympic champ Dara Howell, who grew up close by at her family's resort, **Pow Wow Point Lodge**, and at her uncle's vacation property, **Colonial Bay Cottage Resort**. Maybe we'll see Dara at the hill sometime this winter!

A highlight of the season is the **Winter in the Wild Festival** in Algonquin Park, not far from **Blue Spruce Resort**, with this year's event taking place on **February 13, 2016**. Try some great outdoor winter adventure, such as dog sledding, snow shoe trekking and Nordic skiing – and get a taste of what winter camping entails. It's a great event to embrace the best that winter has to offer. You'll love it!



Local winter carnivals are fantastic fun for the whole family as well, including the annual **Dorset Snowball Winter Carnival** on **February 19-20**. Experience the charm of a small town event like this, including the polar bear dip for heartier souls.

Early winter sees us checking ice conditions, eager to get the outdoor skating rinks in shape. Municipal outdoor rinks at **Dorset** and **Dwight** are complemented by the various **Resorts of North Muskoka** that smooth out rinks on frozen lakes – what an unforgettable experience for anyone who's been stuck in an arena too long!

Deerhurst Resort: Epic Winter Adventures & A Lifetime of Memories

by Kate in Accommodations, Attractions, Culinary, News, Outdoor Adventures on December 8, 2016



Head to Muskoka's Deerhurst Resort for the best that a Canadian winter has to offer.

At **Deerhurst Resort**, favourite Canadian winter activities await in the great outdoors just north of Toronto, with enough on offer to easily require a week's stay to experience them all (and considering off-peak mid-week rates, you'll find greater value too). Its location on the shores of Peninsula Lake in Huntsville, Ontario and the vast property it covers provide tons of opportunity to explore, and plenty of ways to do so.



Consider an adrenaline-filled snowmobile tour with **Yamaha Riding Adventures** where you'll discover Muskoka using the latest eco-friendly machines on a variety of guided excursions. No experience is needed – you'll get professional instruction, safety tips and practice time, and warm Yamaha outerwear before you and your guide head onto some of the best groomed trails in Ontario. 90-minute, 3-hour, and full day tours are offered.

If you're a seasoned sledder, be sure to stop at **Deerhurst** along your journey and take advantage of the **snowmobilers' accommodation discount from January, 8 to March 9, 2017**. With 2000 km of groomed trails surrounding it and with its location right at **TOPD102B**, **Deerhurst** is also the perfect place for a break in riding and for a bite to eat at the resort's **Maple Pub**.



Nuit Blanche North

A Bold Interactive Multi-Arts Street Festival



About 2015 Event Past Events Our Funders and Supporters Get Involved

Buzz



Buzz
Created by **Max Streicher**

Buzz was a travelling art project that celebrated that most quintessential of Canadian critters: the mosquito. Throughout June 2013, **'Buzz'**, the giant 20ft inflatable mosquito, made surprise appearances at a number of outdoor spaces throughout the Muskoka Parry Sound region leading up to its final stop at **Nuit**

From Pioneers to the Portage Flyer: Living History at Muskoka Heritage Place

by Kate in Attractions, Events, News, Outdoor Adventures on July 14, 2015



Tucked away in downtown **Huntsville, Ontario** is a charming spot where homage is paid to days of yore in **Muskoka**, and where everyone who visits leaves with an entirely new perspective on life in cottage country.

Located on 90 acres of sprawling woodland, **Muskoka Heritage Place** is home to **two captivating museums**, to an interpretive **Pioneer Village** (featuring 18 historic buildings that originated in the area), and to an historic steam locomotive called the **Portage Flyer**. A visit to any and all of these sites – just steps away from the **Canada Summit Centre** – will take you back to a much more simple time in Muskoka, and to an era that is so very fascinating to encounter today.

Ticket To Ride: The Portage Flyer



Get your ticket to ride the **Portage Flyer** for a one-kilometre jaunt down the rails. Enjoy the clacky-clack of wheels and a gorgeous view of the Muskoka River and then Fairy Lake as you take in this scenic and serene mini-tour. Check out old-fashioned steering in the engineer's seat, and watch as the train's crew switch the rails and re-configure the cars before heading back to the **Steam & Train Museum**.

Experience travel by train – which was so important for the development of Muskoka – pulled by an engine that operated until 1959 between North and South Portage, from Peninsula Lake to **Lake of Bays**. Also be sure to attend the annual **Portage**





Results: Punching Above Our Weight

One of least funded RTOs BUT...

- Million visits to website vs. 200,000 in 2012
- Lead Facebook
- Among first content marketers in Canadian tourism industry
- Strong lead nurturing program as a result
- Huge success in Direct-To-Consumer marketing



People

30,957 People Talking About This

138,737 Total Page Likes

▲ 1.4% from last week





Punching Above Our Weight [people are taking notice]

Do more with less allows us to punch above our weight

Content Marketing allows us to do more with less

Canada 150

- adopts that philosophy and will allow us to target international markets...

USE STRATEGY TO DO MORE WITH LESS AND PUNCH ABOVE OUR WEIGHT

MARKETING
BRANDS ADVERTISING CONSUMER MEDIA TECH PR SUBSCRIBE

EXPLORERS' EDGE TAKES AN ADVENTURE IN CONTENT MARKETING

Regional Tourism Organization's move away from traditional advertising pays off
DANNY KUCHARSKY | JANUARY 14, 2016

A shift from traditional marketing to a content marketing strategy has helped transform the region that includes Muskoka and Algonquin Park from a summer destination to a year-round tourism hotspot.

So says James Murphy, executive director of the bureaucratically-named Regional Tourism Organization (RTO) 12 – better known to consumers as Explorers' Edge – which also includes Parry Sound and more than a dozen provincial and national parks. It's one of 13 RTOs that were created about five years ago by the Ontario Ministry of Tourism, aimed at marketing tourism in the province more efficiently.

Content marketing about unique winter tourism attractions, such as the 4-year-old Arrowhead Ice Trail – a 1.8 km, skating trail through a forest, has helped develop a shoulder season for the region, he says. As a result, Huntsville, which is close to the provincial park trail, is achieving full occupancy in the winter, compared to the 15% occupancy it used to get.

The Ice Skating Trail at Arrowhead Provincial Park

Murphy says a year-round content and social marketing strategy has paid off big for Explorers' Edge and has allowed it to compete with bigger tourism promoters elsewhere in the province.

Occupancy rates were up 4% for the region last year compared with 1% for Ontario as a whole.

The strategy, which began three years ago with a blog, has replaced seasonal campaigns that used traditional marketing. These campaigns proved to be time-consuming and had little return on investment, he says.

"When you're faced with a modest budget, traditional advertising is not the way to go," says Peter Coish, president of Kuration, which developed the tourism organization's marketing strategy.



Punching Above Our Weight [International]

Direct-to-Consumer:

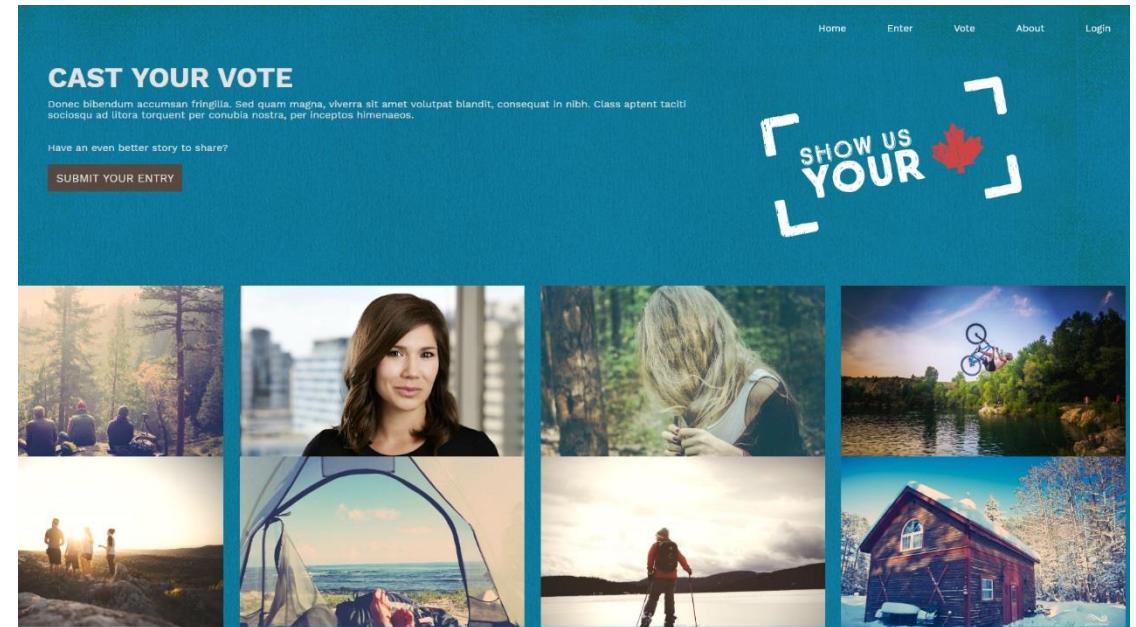
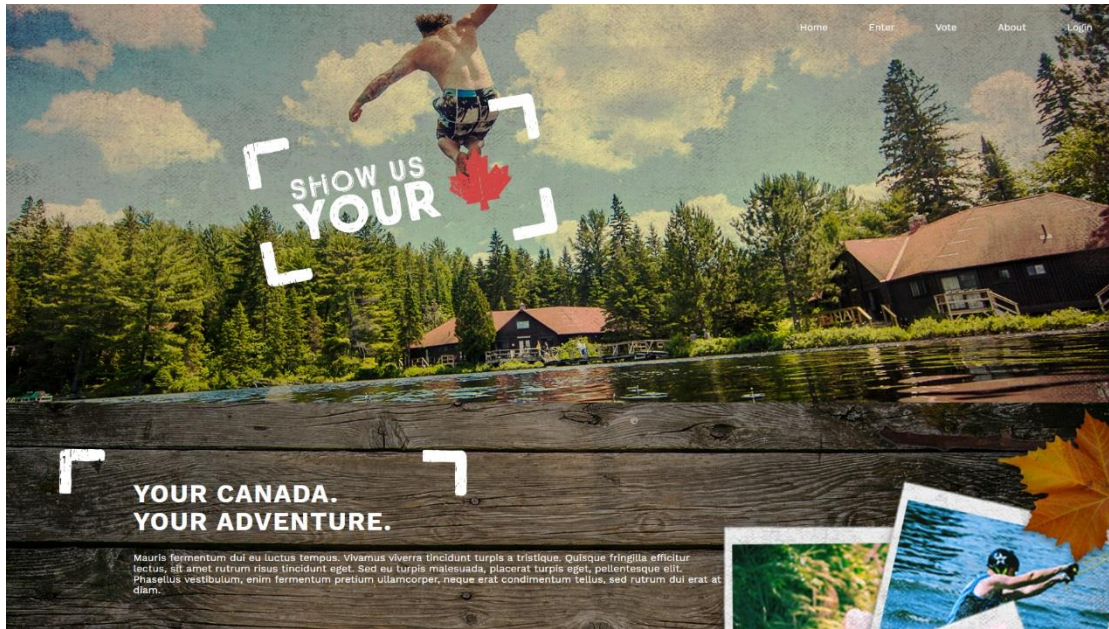
- Take success with domestic markets and attempt to duplicate with international markets

How do you do this on shoe-string budget?

- Leverage Canada 150 and ex-pat communities who will help broadcast the message



Punching Above Our Weight: [International Markets]





Up Next:

CYQA
Commercial Air Service

Wordly Wise
Internal Strategy to execute CYQA

Pilot HLOBCOC Partnership
Community Marketing Initiative

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto


ALGONQUIN PARK ALMAGUIN HIGHLANDS LORING-RESTOULE MUSKOKA PARRY SOUND

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

After The Ice Trail: Do More & Dine in Huntsville, Muskoka

by Kate in Accommodations, Attractions, Culinary, Events, News, Outdoor Adventures on December 22, 2016



Plan Your Getaway! BOOK NOW

e-Newsletter

Please tell us which of the following interests you MOST as a traveller.*

Email*

First Name

Last Name

I agree to receive your newsletter.*

Subscribe

By now you've probably heard about Ontario's hottest winter attraction - the **Ice Trail at Arrowhead Provincial Park** - and a visit to experience this special skating rink in a snow-covered forest should be on everyone's bucket list. **Huntsville** (where Arrowhead is located) is a hot spot in winter as well, with plenty to do and great places to dine and warm yourself. This season in Muskoka, it's all about what comes after the Ice Trail.

Do More And Then Some

In addition to skating at Arrowhead, the park offers some of the best **x-country skiing trails** in the province (over 30 kms) The park also has a popular tubing hill, warming stations, and **cabins for overnight stays**.

Great trails can be found elsewhere near Huntsville, including at the **Limberlost Forest and Wildlife Reserve, Echo Valley Nature & Bike Trails** in Lake of Bays, and in **Algonquin Provincial Park**, which people are often surprised to hear is open in winter. (Head to **Mew Lake** in Algonquin for more skating as well.)

Many **resorts** in the region also have **rentals, trails and outdoor rinks** available - be sure to **inquire when you book**. Skaters will want to check out the **Town's Olympic-sized rink** for public skating too.

World-renowned **Algonquin Outfitters** offers **snowshoe and x-country ski rentals** at their Oxtongue Lake location (near Algonquin), where you can book a guided snowshoe tour as well. They also offer **fat bike rentals** at their Huntsville store and will give you great tips for experiencing the Great White North's newest adventure craze.

Located right in Huntsville is the family-friendliest ski hill you'll find in Ontario. **Hidden Valley Highlands Ski Area (HVHSA)** is the perfect place to try **skiing and snowboarding** for the first time and to pass a leisurely day.

Algonquin Outfitters on what is also the "hinter hill"

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Notifications

Jessica Charette Retweeted a Tweet you were mentioned in

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Rachael Wraith @rach_wraith · 4h
Visiting @ArroPark 1st time this weekend. Looking for suggestions, trails, must sees, activities @OntarioParks @OntarioTravel @explorersedge

Parry Sound Tourism @PSoun... · 5h
Indulge your sweet tooth by exploring #Orrville Bakery Barista in @NaturallySeguin! #ParrySound @explorersedge

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Questions

James Murphy, Executive Director

Kathryn Monk, Director of Communications

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James Murphy
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Get industry updates from Ontario's regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound.

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