

Board of Director ED Update

MAY 30, 2017

Agenda

- Marketing
 - Domestic & International (Share Your Canada 150)
 - Fuel and Fun
- Airline
 - Commercial Airline Project & Business Plan and Origin Demand
- Industry Outreach
- Committee Meetings
- MTCS Reporting

Domestic Marketing

Explorers' Edge
Published by Kate Kerrydale [?] · May 16 at 6:04pm · 🌐

Roughing it and loving it.

Canada 150: Camping & Glamping in the Great Canadian Wilderness

There are plenty of campgrounds to choose from, from higher end "glamping" sites, to provincial and national parks, to tent and trailer parks.

EXPLORERSEEDGE.CA

457,214 people reached

Boost Post

Like Comment Share

MikeLisa Theil, Jo-Ellen Pollard and 4.6K others · Top Comments

1,150 shares

Write a comment...

Slim Witman For years as a CDN soldier I lived in hastily dug holes in the ground while on EX. I do not have to prove anything to anyone! Therefore in

Explorers' Edge
Published by Kate Edge [?] · May 25 at 12:17pm · 🌐

Vrrrooom vrrrooom.

Classic Car Shows in Ontario's Cottage Country This Summer

Classic autos are hitting the road for multiple car shows in Ontario's cottage country this spring and summer where like-minded moto fans will gather.

EXPLORERSEEDGE.CA

391,022 people reached

Boost Post

Like Comment Share

Roger Guillemette, Michael Jahnel and 8.4K others · Top Comments

1,887 shares

Write a comment...

Parry Sound Downtown Lots of great car shows in the Muskokas and Georgian Bay, but only one will have Batman and the Batmobile!

Explorers' Edge
Published by Kate Edge [?] · May 25 at 1:01pm · 🌐

Our rider heads out to check the condition of our favourite roads. It's the 2017 edition of the Ride The Edge Check.

2017 Ride The Edge Check: Top Motorcycle Roads in Ontario's Cottage Country

Rider and photographer Martin Lortz heads out onto cottage country's Top 10 Roads in spring to determine the shape they're in.

EXPLORERSEEDGE.CA

20,319 people reached

Boost Post

Like Comment Share

241 · Top Comments

57 shares

Write a comment...

How about a Mustang as well? 🙄👍

• Domestic Content Strategy – May 2017

- 86,564 website unique hits– 46% year over year increase
- 32,000 outbound links – 138% year over year increase



Explorers' Edge
@ExplorersEdge

- Home
- About
- BookDirect
- Photos
- Videos
- YouTube



👍 Liked 📡 Following ➦ Share ⋮

Send Message ✍️

People

29,254 People Talking About This

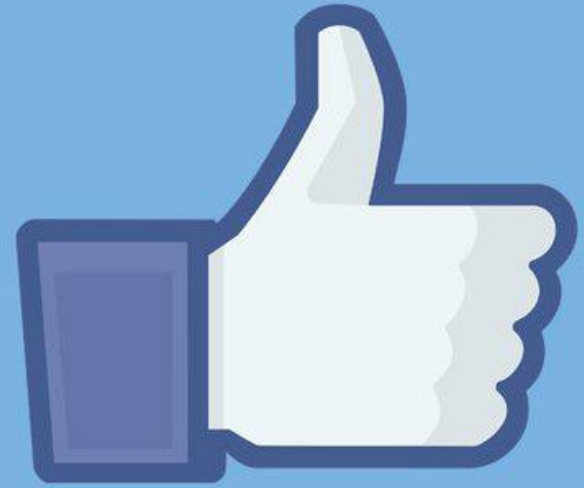
153,591 Total Page Likes
0% from last week

0 New Page Likes
0%

— This week
— Last week



Julie Murphy Neufeld, Kate Hardill and 221 others like this.



150k
LIKES



International Marketing



Portaging in Algonquin Park

This picture was taken the summer before I left Canada for work with the military. We completed a 4 day loop through Ontario's breathtaking Algonquin Park. The beautiful scenery and nature, seeing the animals, sharing the experience of building camp and cooking food with friends is second to none.

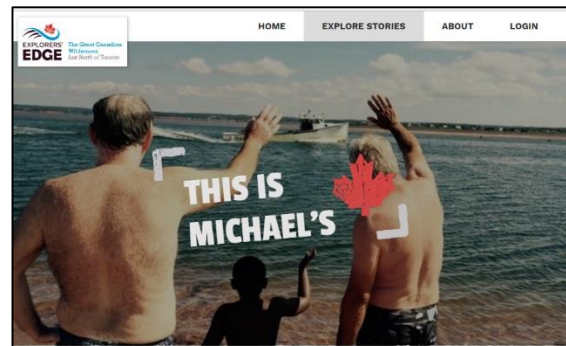
- Colin

- Targets Canadian Ex-pats to submit their favorite story about the great Canadian wilderness
- Contest is building a database of potential international visitors with story submissions and votes
- Currently over 1,300 submissions in two weeks!



EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto

HOME EXPLORE STORIES ABOUT LOGIN




THIS IS MICHAEL'S

PEI vacation

I took my African American wife and son home to PEI and they had the time of their life. Seafood and beautiful scenery every day but nothing beat the people. Everyone was warm and welcoming they really didn't want to leave.

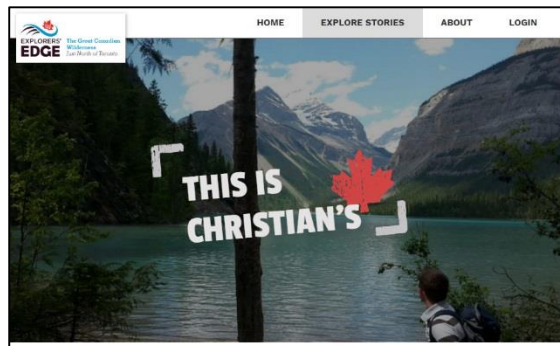
- Michael



#SHAREYOURCANADA15

EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto

HOME EXPLORE STORIES ABOUT LOGIN




THIS IS CHRISTIAN'S

Wonderment incarnate

Stumbled upon Kinney Lake while visiting Alberta after having moved to the UK. Its beauty is unparalleled. My fiancée and I were fortunate enough to enjoy this placid setting for an hour and a half uninterrupted. When another Canadian finally came along, they said "Happy to come back if you would like more time!" I said: "Places like these are made to be shared." I am truly proud to be Canadian!

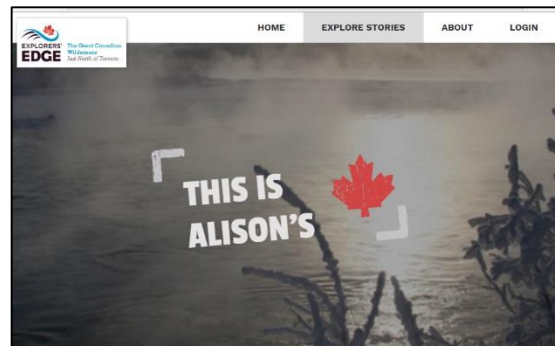
- Christian



#SHAREYOURCANADA15

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THIS IS ALISON'S

Winter wonderland

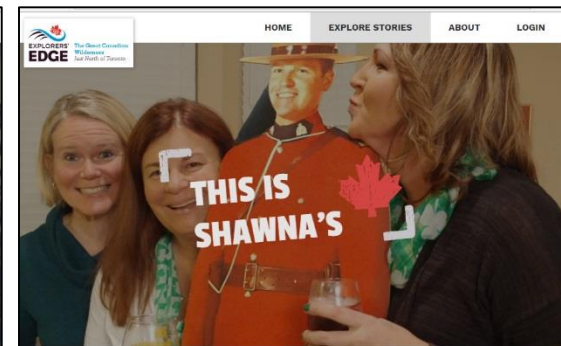
-44C along the Yukon River in Whitehorse. I'd just bought my new camera and was on a lunch break from work. What better way to try it out than to head out into the cold after an ice fog and capture that beauty?

- Alison



EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto

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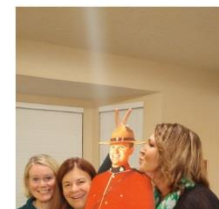


THIS IS SHAWNA'S

Everyone loves the Mounty

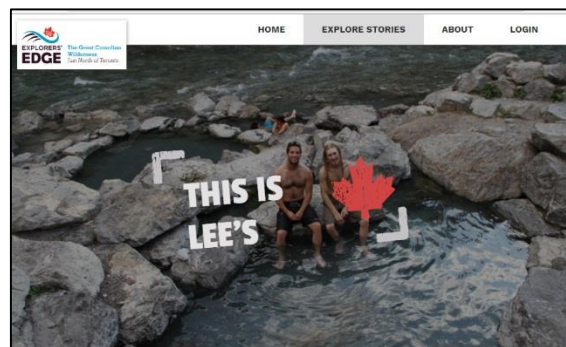
A friend of mine found this cardboard Mounty at a garage sale. Everyone who comes over has to have a photo with my Mounty. He is a great conversation piece and is always on display in my house. My house is the Hoser Hut South. Cant wait to see the photos from my Canada Day party this year!

- Shawna



EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto


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THIS IS LEE'S

Natural Hot Springs Stop

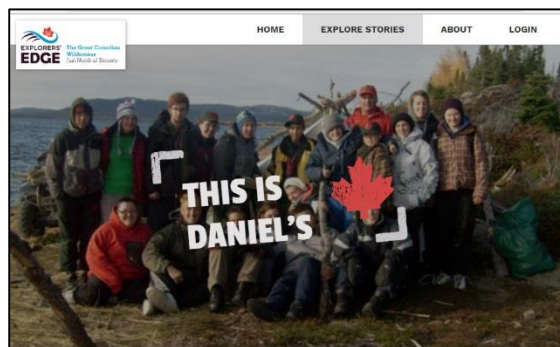
My two childhood best friends and I took May 2015 off and did a 30-day road trip from Ottawa, Ontario to Tofino, British Columbia. We stopped numerous times to hike, camp, eat, explore & take photos. This photo is one of my favourites. We drove out along an old logging road just outside of Invermere, BC to the best hot springs - as recommended by a local invertebrate. The path had no guard rail and a steep drop off to the river below with just enough room for one car. The drive was made worth it when we came upon this sight at the end of a long day. A nice relaxing break before the



#SHAREYOURCANADA15

EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto


HOME EXPLORE STORIES ABOUT LOGIN



THIS IS DANIEL'S

Winter Camping In Labrador!

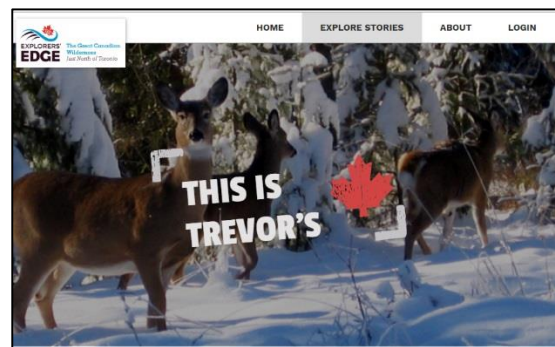
From September 2009 to March 2010 along with ten other youth from coast to coast to coast, I was involved in the Katimivik National Youth Volunteer Program, travelling to three different places across Canada, volunteering alongside local communities and non profit organizations. The first community we travelled to was Rigolet, a coastal community in Labrador up the river from [St. John's](#). Among the many incredible cultural experiences we had in our three months here was our group getting the chance to go winter camping in the Labrador wilderness alongside members of the Inuvialuit



#SHAREYOURCANADA15

EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto


HOME EXPLORE STORIES ABOUT LOGIN



THIS IS TREVOR'S

Home is where the heart is

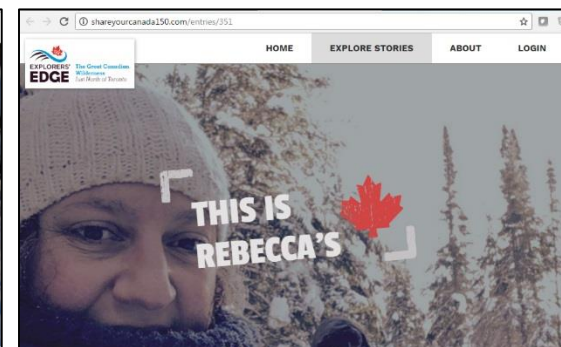
I left my small town of Lumby, British Columbia on a round-the-world backpacking trip in 1996 and after three years of travel I ended up in Edinburgh, Scotland where I've been ever since. The two things I miss most about Canada are my family and the wild and rugged countryside I grew up in, which is why I always love when I fly back to visit and Dad comes to Kelowna airport to pick me up. We jump into the truck and return to the mountains, literally into the middle of nowhere, towards the home near Shuswap River. As we get closer we always spot wildlife, especially deer. So



#SHAREYOURCANADA15

EXPLORES' EDGE The Great Canadian Wilderness Wilderness for North of Toronto


HOME EXPLORE STORIES ABOUT LOGIN



THIS IS REBECCA'S

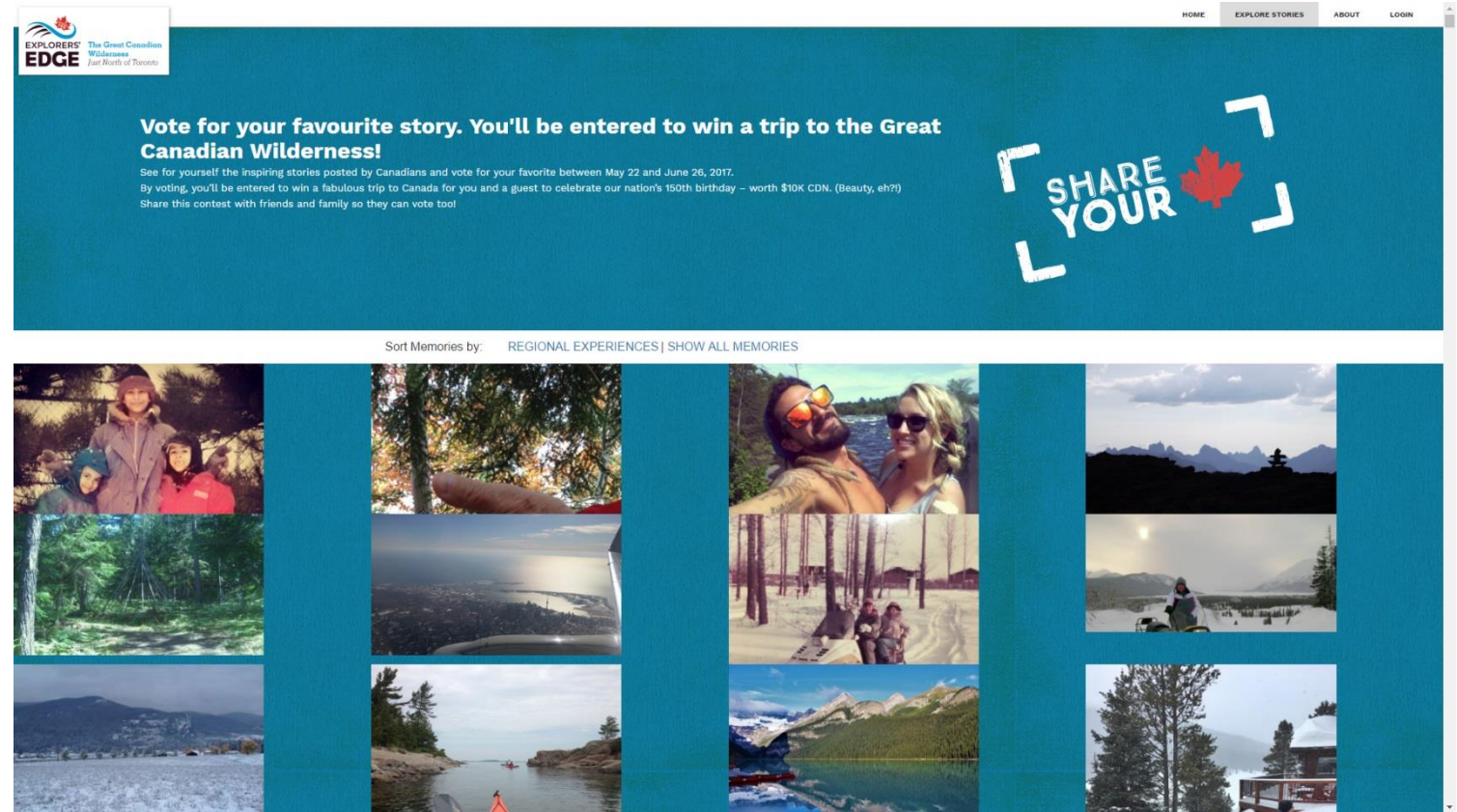
Prairie Ski

This photo was taken on the ski trail at Lakeview Hecia Resort in Manitoba. I'm a hearty Winnipeg girl who married a hot-blooded South American man from Colombia. We now live in San Diego, California, but every Christmas head up to the prairies to visit family. We got married on December 26, and on our first wedding anniversary we headed out to Hecia Resort in mid-Manitoba where I taught my beloved the beauty of a deep-winter cross-country ski. I finished the ski about half an hour before him, but he powered through, and loved it! We decided that the silence and



Share Your Canada 150

- 48,000 website Visits at a cost of \$1.92 per visit
- 1,456 Users
- 1,311 Entries
- 3,571 Votes
- Core Team Leading the Effort

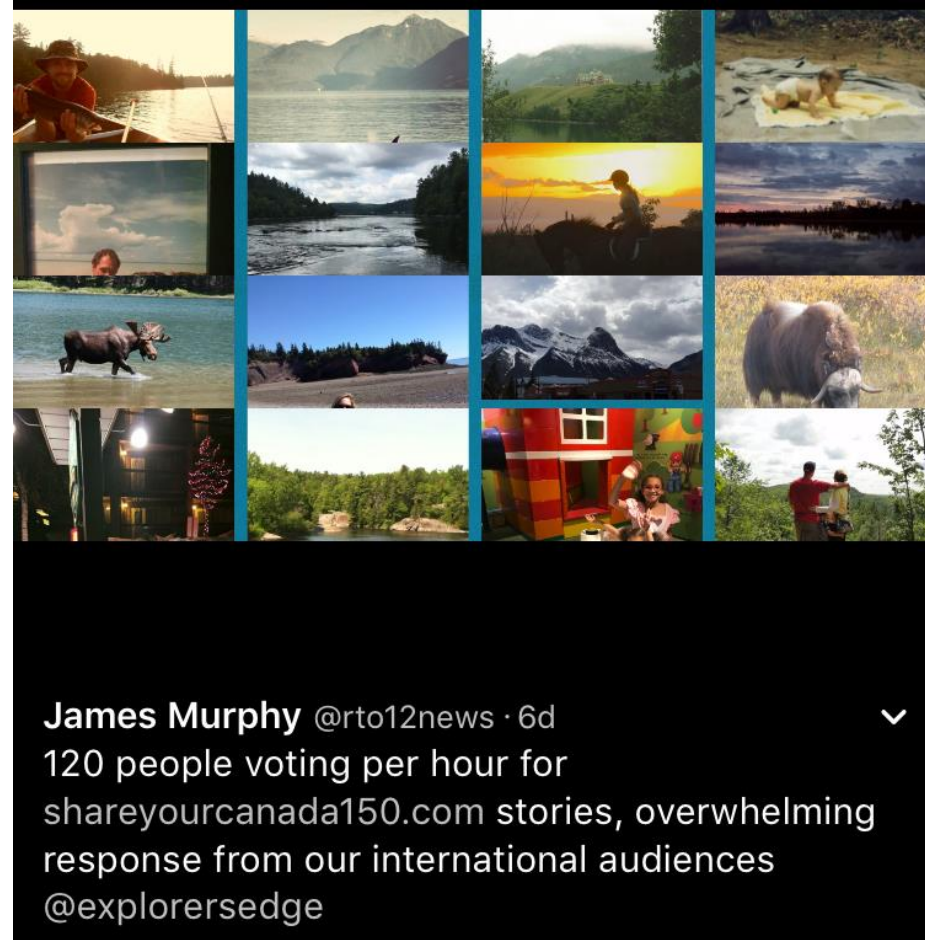


5,000 International Leads!!!



International Campaign Learnings

- SYC 150 Over site
 - Volume – email server
 - Votes
 - Website Configuration
 - Constant Diligence
 - Flash reports
 - Strategy Magazine
 - Customer Service / Crisis Management



2017 Spring Fuel and Fun

- 305 Spring Packages
- First time visit to the region 98 yes & 178 no
- Were you planning to visit the region before you became aware of the Fuel & Fun package? 220 yes – 56 no
- June 2016 – 120 registrants
- Average \$170 per night

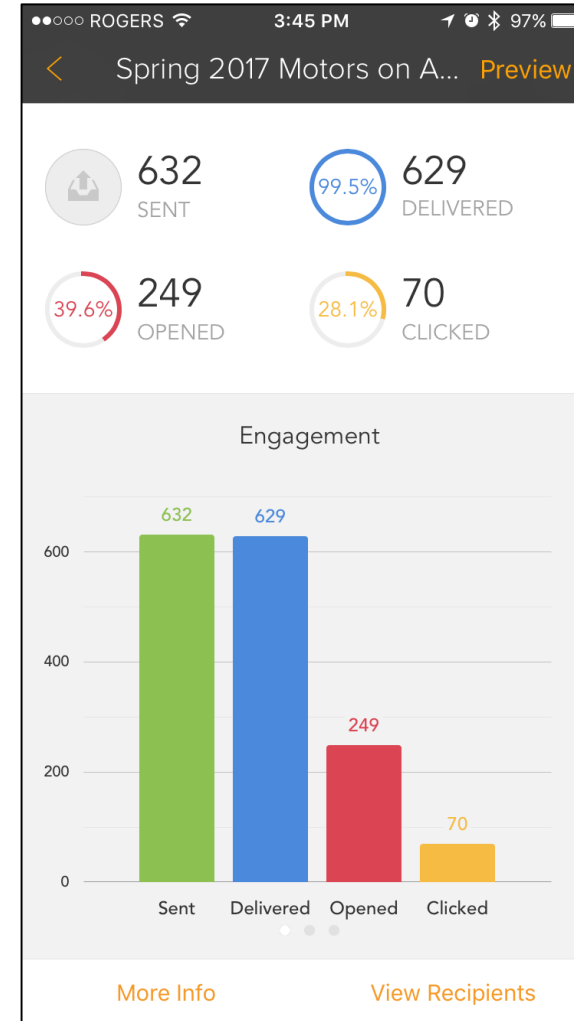
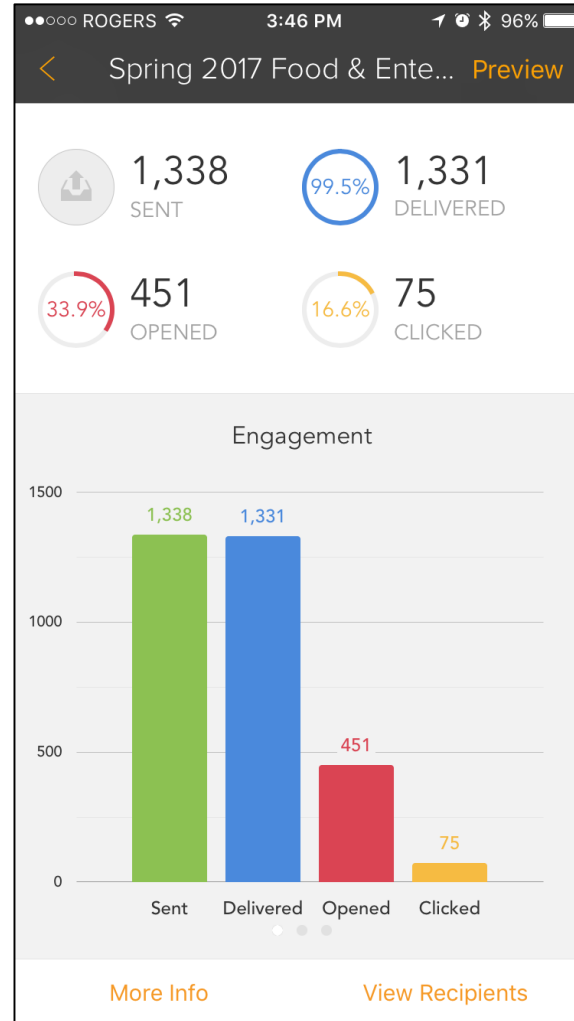
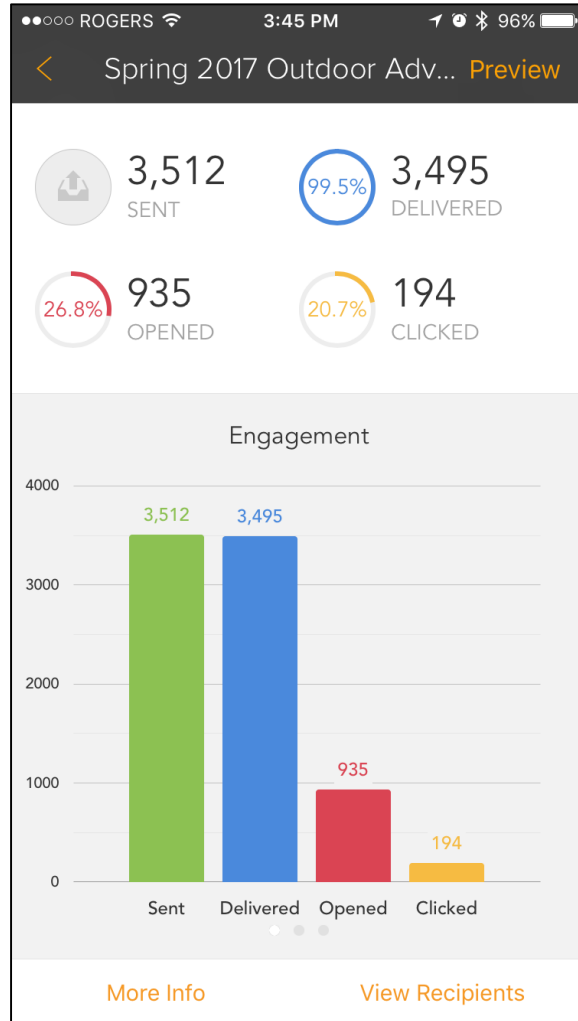


The screenshot shows a Facebook post from the page 'Explorers' Edge'. The post is published by Kate Edge on May 8 at 5:07pm. The main text of the post reads: 'Spring Fuel & Fun is back! Book 2-nights by May 30 for a stay in the region this June and you can get a \$50 gas card and \$50 in cash vouchers to spend at participating attractions, restaurants and shops. There's no catch! Visit www.explorersedge.ca/fuelandfun'. Below the text is a graphic for 'EXPLORERS' EDGE THE fuel & fun! PACKAGE' featuring a car, trees, and a speech bubble. The post also includes the text '2017 Spring Fuel & Fun: Visit Ontario's cottage country this June!' and 'The Spring 2017 Fuel & Fun Package Registrant Terms & Conditions These Terms are being drafted in plain language so that we both understand the Terms of this...'. At the bottom of the post, it shows '189,224 people reached', a 'Boost Post' button, and engagement metrics: 'Like', 'Comment', 'Share', 'Grace Soucie, Gretta Bradley and 1.7K others', and '282 shares'.

HubSpot Newsletters

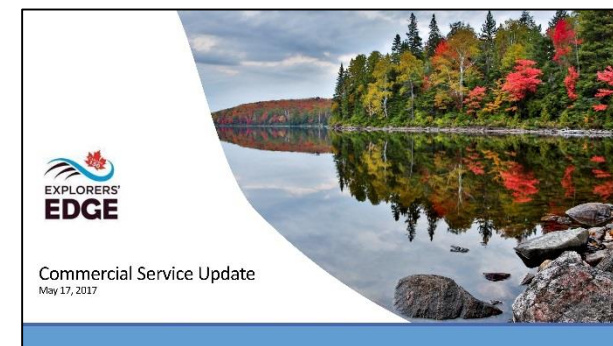
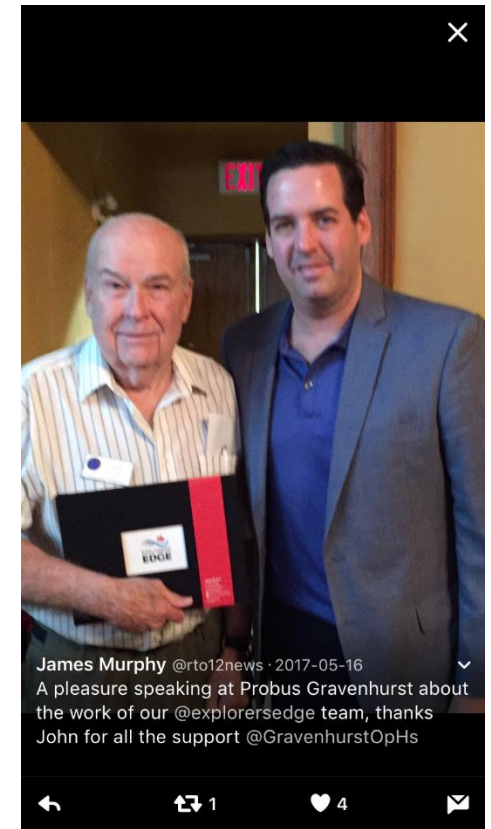
Closer you get to product the better

The more niche the better the conversion



Industry Outreach

- Probus Club
- District Presentation
- RONM Presentation
- Newsletter
- Lynn Middaugh
 - Parry Sound Satellite Office
- Partnership Outreach



Product Development

- Product Development Strategy
 - Underway and being revised
 - RFP Posting – end of week

- Self Guided Mobile Tours

Ongoing International Marketing

- International
- Transacting Fuel & Fun
- Networking with UK contacts
- Peter and Kate determining strategy
- Considering Fall Blue with Fuel and Fun
- HubSpot Workflow

Commercial Air Service Next Steps

Fall 2017 Airline Industry Presentation(s): The Business Case for CYQA

- Going back as far as October's interim report by Enterprise and John Howe – **WE ARE HERE**

RIGHT NOW

- Prioritize which airline(s) is (are) most desirable to meet Explorers' Edge objectives and is most likely to be interested in launching service to CYQA
- Establish a solid passenger and revenue case for presentation to the priority airline
- Build and reinforce relationships with the priority airline(s), including multiple decision-making levels within the airlines

Next Steps

Fall 2017 Airline Industry Presentation(s): The Business Case for CYQA

- **Origin Demand Information**

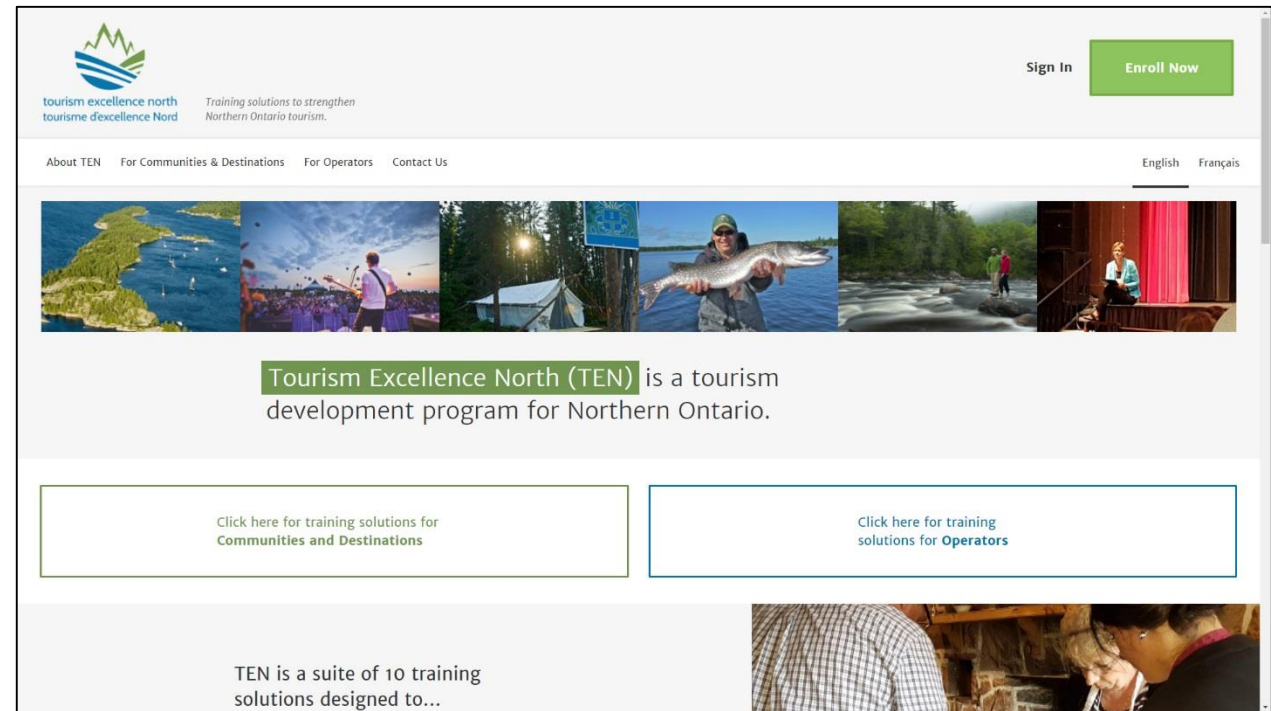
- Current visitors, tour packages, travel patterns
- Current data sets and new intelligence gathering
- Market demand analysis
- Passenger forecasting

- **Risk-Sharing Structures**

- Airport cost and fee rebates, marketing support for the service, promotional contests/creative support

Tourism Excellence North

- Cathy Tait – oversight
- Traverse City
- Fast Track to Success
- Case Studies
- Increase in regional business registration
- Website Launch



The screenshot shows the homepage of the Tourism Excellence North website. At the top left is the logo for "tourism excellence north" and "tourisme d'excellence Nord" with the tagline "Training solutions to strengthen Northern Ontario tourism." To the right are "Sign In" and "Enroll Now" buttons. Below the header is a navigation menu with links for "About TEN", "For Communities & Destinations", "For Operators", and "Contact Us". On the far right of the menu are language options for "English" and "Français". The main content area features a horizontal strip of six images: a coastal landscape, a festival scene, a tent in a forest, a person holding a large fish, a river scene, and a person on a stage. Below this strip is a text box stating: "Tourism Excellence North (TEN) is a tourism development program for Northern Ontario." Underneath are two call-to-action buttons: "Click here for training solutions for Communities and Destinations" and "Click here for training solutions for Operators". At the bottom, there is a section with the text "TEN is a suite of 10 training solutions designed to..." and a partial image of people in a workshop.

Questions
