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Algonquin Park, Almaguin Highlands, Loring-Restoule,
Muskoka & Parry Sound

Expression of Interest: Sub-Regional Photography Projects for RTO12 – Summer / Early Fall 2018

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound.

RTO12 is a not-for-profit agency that is governed by a volunteer board of directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing workforce and skills training. RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge (www.explorersedge.ca).

The Opportunity:

Starting in June 2018, RTO12 will commence marketing to international audiences by developing content pertaining to our five "Key Tourism Activities" that were identified in the organization's Product Development Framework:

- Being Lakeside (swimming, lazing on the dock, bonfires, etc)
- Hiking
- Paddling
- Guided Nature Tours
- Wildlife Viewing

RTO12 seeks to hire one or more photographers to capture images of these five Key Tourism Activities (showcasing humans interacting) in each of the 5 unique sub-regions: Algonquin Park, Almaguin, Loring-Restoule, Muskoka and Parry Sound.

Reporting to and working with the Senior Director, Strategy & Communications, the winning applicant(s) will scout and suggest multiple locations in one or more of the sub-regions (a demonstrated knowledge of the activities and the sub-regions is required), and book models for each shoot when possible. Shoots should take place this Summer (2018) and into early Fall.

RTO12 hopes to acquire approximately 100-150 exceptional photos through this process. The project will commence by June 15, 2018 and be completed by September 15, 2018.

Corporate Information:

- A description of previous tourism photography
- A description of the respondent's company, including location(s) & business operations
- A standard contract proposal including fee structure and rates

Note: Photographs as an outcome to this project will become sole property of RTO12.

Please forward all documents and request for further information to Kate Monk, Senior Director, Strategy & Communications, on or before Wednesday June 6, 2018 @ 4.00pm to kate@explorersedge.ca