
EXPLORERS' EDGE AGM

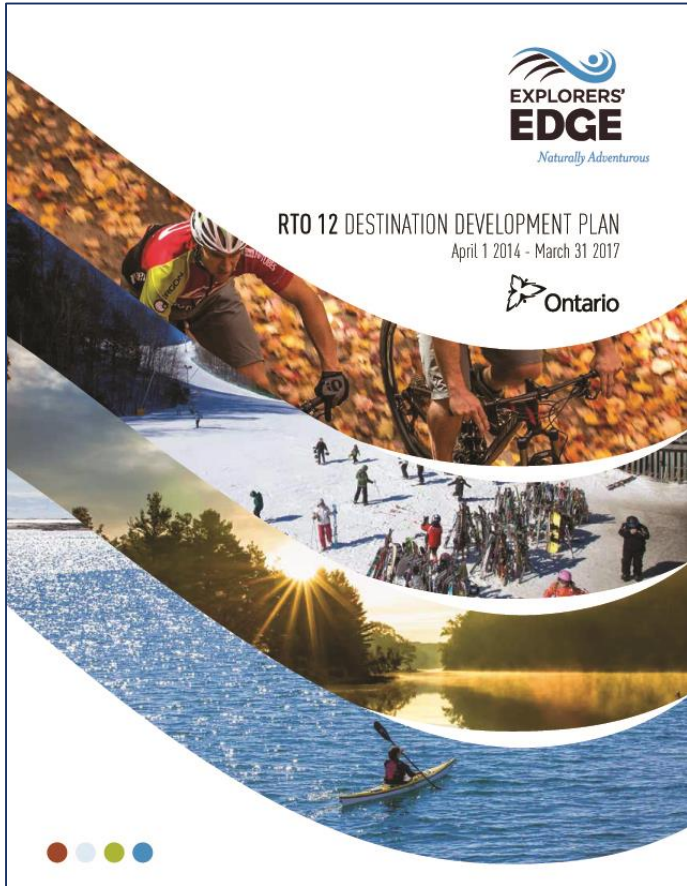
TUESDAY JUNE 2, 2015

MUSKOKA BOAT AND HERITAGE CENTRE, 275 STEAMSHIP BAY RD, GRAVENHURST, ON



AGENDA

- Year in Review
- Ministry of Tourism, Culture and Sport
- 2015 – 2016



CONSUMER CENTRIC REGIONAL PHILOSOPHY



DESTINATION DEVELOPMENT PLAN

EXPLORERS' EDGE MISSION

To develop a profitable and thriving tourism industry in the region

GUIDING PRINCIPALS

- Leverage strategic collaborations to develop strategies, programs, products and communications to significantly increase the volume of visitors to the region.
- Use strategy and process as guiding beacons to ensure the success of the organization and its initiatives.

OPERATING PRINCIPALS

- Build new audiences
- Change perception of the region as a summer only destination
- Engage multiple operators in every initiative
- Increase four season business
- Leverage significant strategic partnerships

YEAR IN REVIEW

COMMITTEE STRUCTURE

- Governance
- Community Relations
- Research Tracking and Measurement
- Tourism Operator Relations (Partnership Fund)
- Marketing
- Transacting
- Executive

GOVERNANCE COMMITTEE

CHAIR ANTHONY RIZZO

GOVERNANCE

- New board member on-boarding
- Operational Plan 2014-2015
- SWOT Analysis of Board of Directors
- Nomination process

COMMUNITY RELATIONS COMMITTEE

CHAIR ANDREW RYELAND



COMMUNITY RELATIONS COMMITTEE

- Corporate Travel Program – Ignite & LGBT Program
- Operational Plan Feedback and Insight
- Ontario Trillium Foundation – New Funding Program
- Economic Development Breakfast – George Borovilos
 - A/Assistant Deputy Minister, Economic Development Division with OMAFRA
- Accreditation Program – MCF & MCN

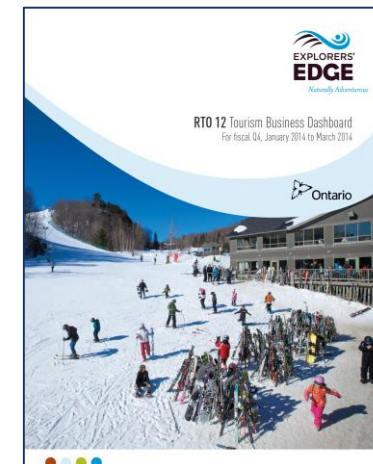
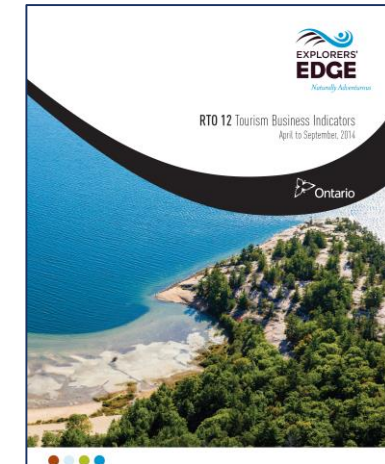
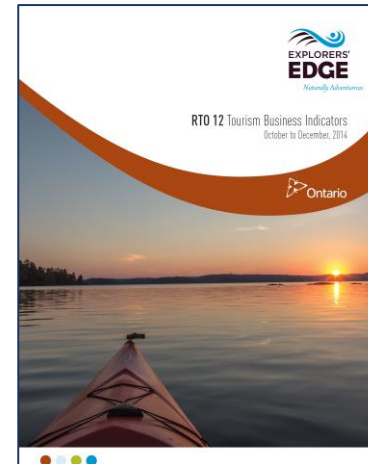
RESEARCH COMMITTEE

CHAIR DIANE WIBER



RESEARCH, TRACKING AND MEASUREMENT

- Tourism Indicator Framework
 - Participation growing
 - Occupancy rate Flat in 2014
 - March 2015 increase in occupancy, average room rate, revenue per room



RESEARCH, TRACKING AND MEASUREMENT

- Tourism Segmentation Workshop
 - Kathryn Forgacs Research Manager OTMPC
- Tourism Research Unit Presentation
 - Kim MacGregor, Research Officer Tourism Research Unit
 - Economic Impact of Tourism

ECONOMIC IMPACT

The table below shows the impact of visitor spending on the local economy.

Impacts of Tourism on Regional Economies

	% of total GDP	% of Total Employment	% of total municipal taxes
Region 01	1.7%	2.6%	1.3%
Region 02	6.8%	9.9%	4.2%
Region 03	0.7%	1.2%	0.5%
Region 04	1.6%	2.5%	0.9%
Region 05	2.5%	3.6%	1.7%
Region 06	0.7%	1.1%	0.4%
Region 07	3.3%	5.2%	2.9%
Region 08	3.1%	4.7%	2.1%
Region 09	2.6%	3.8%	1.8%
Region 10	1.9%	2.7%	1.5%
Region 11	3.3%	4.7%	2.6%
Region 12	9.0%	13.0%	4.7%
Region 13	2.7%	3.9%	2.9%

Based on 2012 visitor spending

4.7%
Total Municipal Taxes

13%
Total Employment

9%
Total GDP

TOURISM OPERATOR RELATIONS COMMITTEE

CHAIR ANDREW VITCH



TOURISM OPERATOR RELATIONS


- Stakeholder Outreach
- Workforce Development
- Partnership Fund
- Product Development

PRODUCT DEVELOPMENT – FISH THE EDGE

- Established Fishing Product & Operators
 - Market Readiness Surveys to determine available product
- Three Categories
 - Accommodations with fishing product
 - Service Providers
 - Species available

Fish The Edge: Angling North of Toronto

by Kate In News, Outdoor Adventures on April 22, 2015



Just two hours north of Toronto, new and seasoned anglers will find thousands of sparkling lakes, rivers and streams, and some of the best undiscovered fishing in Ontario.

Fishing opportunities are plentiful in the **Explorers' Edge region**, from fly-in adventures to the remote lakes of the **Loring Restoule** area to canoe trips into **Algonquin Park** and the **Almaguin Highlands**, from charters out on the big waters of Georgian Bay near **Parry Sound** to fishing off a resort dock in **Muskoka**.

This four-season fishing destination gets things going with smelt in spring, just after ice-out in many of the deeper lakes. Year-round you'll find excellent crappie and perch fishing, before the northern pike and walleye/pickereel season starts the third Saturday in May. In summer and fall, come fish for large and small mouth bass from the fourth Saturday of June. And dip your lure for lake white fish at any time of the year (although fall is best).

That's not all. Watch for brook trout, brown trout, rainbow trout, lake trout, splake, Atlantic salmon, lake sturgeon, and channel catfish – all available year round.

Winter brings out the protective ice huts and the chance for an on-ice pan-fry of perch, a trophy walleye or northern pike, along with the bonus of a lake trout or white fish.

For easy access to the Canadian wilderness and some of the best fishing in Ontario, whether you're a seasoned angler or new to fishing, you'll find a great fishing getaway waiting for you in the **Explorers' Edge region**.

Click on the links below for helpful info on where to fish, which species you'll find, and fishing services offered here.

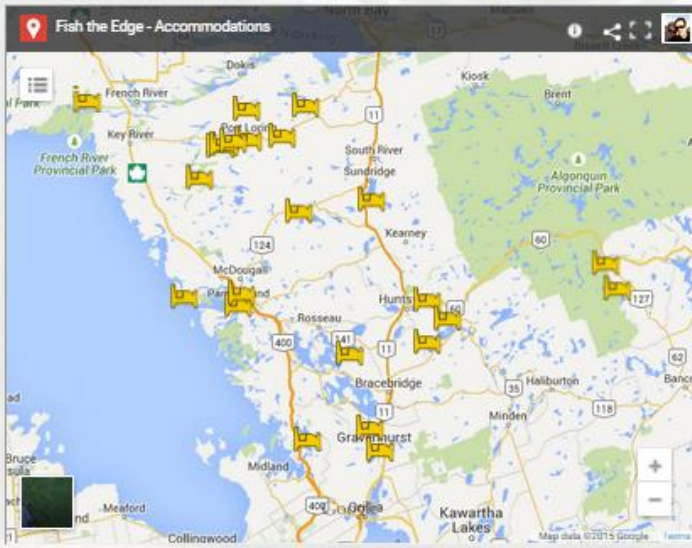
Search By Area

- [Fish Algonquin Park](#)
- [Fish Almaguin Highlands](#)
- [Fish Loring-Restoule](#)
- [Fish Muskoka](#)
- [Fish Parry Sound](#)

Search By Accommodations with Fishing
Search By Species
Search By Services Offered

For more information on fishing on limits and seasons in Explorers' Edge, [click here](#).

Lodges, resorts, B&Bs and campgrounds – you'll find it all here in Explorers' Edge. Click on the icons below for more information.



To return to **Fish The Edge** information, [click here](#).

PRODUCT DEVELOPMENT

- Motorsports
 - Snowmobile Districts – webcam, district 10
 - Continue to develop content focusing on the clubs
 - ATV – Content Development & Video
- Arts and Culture
 - Strategy 2013
 - GOS – Self Guided Mobile Tour
 - Multiple Business Benefit
- Cycling
 - Stakeholder Interviews & Route Mapping



INDUSTRY OUTREACH

- Membership Outreach Strategy
 - Created in 2013
 - 123 Members
- Stakeholder Satisfaction Survey
 - Response Rate - 125
 - 75% Approval Rating



WORKFORCE DEVELOPMENT

- “Ask Me Anything” Forum
 - Marketing in the Social Media Era
 - Google Advertising / Analytics
 - Public Relations & Earned Media
- Quick Courses
 - Content Development



“I found the Quick Courses on Social Media very informative. The ability to ask questions (both in real time and afterwards) provided me with concrete examples of how to promote my web site and blog posts on social media – and in particular, Facebook”

Susan Poole, 40 Bay Street B&B

PARTNERSHIP PROGRAM

- Business Plans
 - 26 Business Plans – 18 Approved Projects
- FedNor Industry Canada
 - Resorts of North Muskoka & Golf Muskoka
- Ministry of Northern Development and Mines & FedNor
 - Atlantic Canada ACOA Program - VISIT
- Industry Support
 - Muskoka Tourism Summit, Ontario by Bike, Accreditation Program

PARTNERSHIPS - MARKETING



Bala Cranberry Festival

5 Facebook promoted posts, content distribution engine placement and Google AdWords. Program delivered 144% of projected site visits, for 16,870 sessions



Loring-Restoule

Executed in May, 2014 to build the audience for the association's Facebook Page. Page likes increased by 4,800 and drove almost 9,000 visits to the LRBA's new website.



Discover Muskoka

Promotion of video and blog content on social media. Reach to date of 1,227,174 with 26,274 site visits and 57,868 video views



Kearney Dog Sled Race

Partnership focused on branding and delivery of more engaging online content. Attendance was up by about 20%, with increases in both musher and spectator counts.

MARKETING COMMITTEE

CHAIR HILARY CHAMBERS



STRATEGY

“Consumer-Centric Approach”

engaging “searching or discovering audiences” through

2014/2017 Strategy & 2014/2015 Operational Plan

**Branded
Content**

**Social
&
SE Marketing**

**Website
Enhancement**

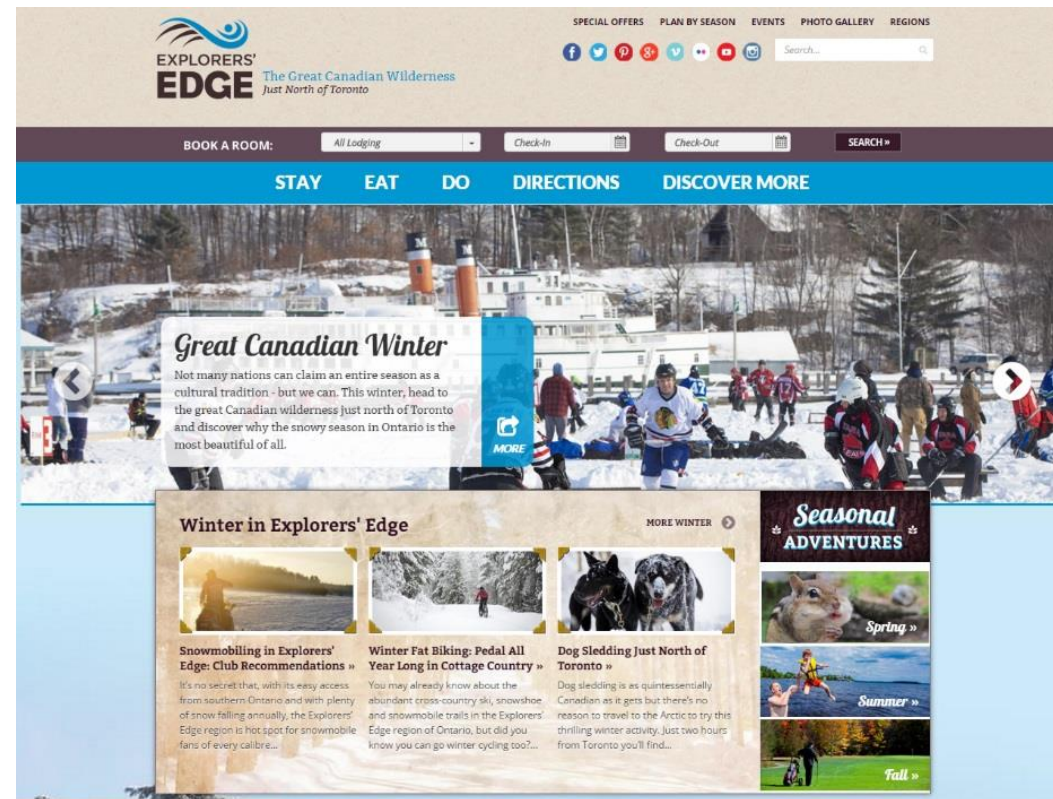
NEW WEBSITE LAUNCHED

Responsive design
for mobile screens

Showcases content for
“Discoverers”

Facilitates **“Searchers”**
with travel planning tools

Referral Traffic Increased
30% after launch of the
revised site



CONTENT MARKETING LAUNCHED

150 stories published to the Explorers' Edge blog

Supported with 862 Facebook posts

The screenshot shows the Explorers' Edge website interface. At the top, there's a navigation bar with 'SPECIAL OFFERS', 'PLAN BY SEASON', 'EVENTS', 'PHOTO GALLERY', and 'REGIONS'. Below that is a search bar and social media icons. A 'BOOK A ROOM' section includes a dropdown for '40 Lodging', 'Check-in', 'Check-Out', and a 'SEARCH' button. The main content area features a blue header with 'STAY', 'EAT', 'DO', 'DIRECTIONS', and 'DISCOVER MORE'. The featured article is 'Cycling On A Lake: Winter Fat Biking on Georgian Bay' by Kate in Attractions, Outdoor Adventures on January 29, 2015. It includes a large image of two people on fat bikes on a frozen lake. To the right is an 'e-Newsletter' sign-up form with fields for 'Your Email', 'First Name', and 'Last Name', and a 'Subscribe' button. Below the article is a social sharing bar and a short paragraph of text.

The screenshot shows a Facebook post from Explorers' Edge, dated January 30. The text reads: 'Hit the fat bikes this winter in #ExplorersEdge and go where you never could before.' Below the text is a large image of two people on fat bikes on a frozen lake. The post includes a link to the article 'Cycling On A Lake: Winter Fat Biking on Georgian Bay' by Dawn Huddlestone, with the URL EXPLORERSEEDGE.CA. At the bottom, it says '436,736 people reached' and has a 'Boost Post' button.

The screenshot shows a sponsored advertisement for Explorers' Edge. The headline is 'Tis the Season for Fat Biking'. Below it is a large image of two people on fat bikes on a frozen lake. To the right of the image, the text reads: 'Slap super wide tires on a four season bike and you're ready to take on a Georgian Bay winter.' The ad is framed with a purple border.



BUSINESS OBJECTIVES FOR 2014/2015

1. Drive 450,000 site visits to ExplorersEdge.ca – 50% increase over previous fiscal year
2. Increase outbound links to operator websites by 100% over previous fiscal year – 100,000 outbound links

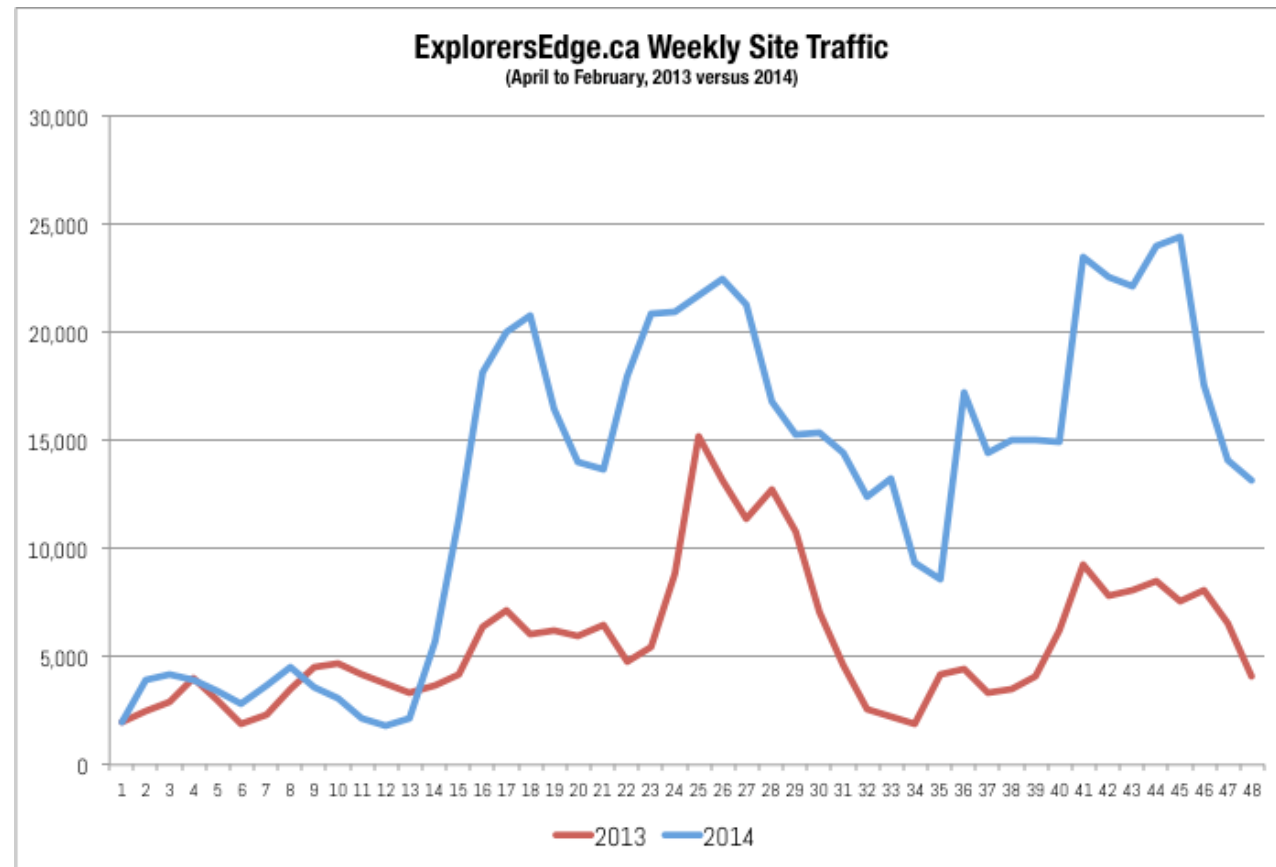
A RECORD YEAR FOR SITE TRAFFIC

700K site visits
Up 133%

1 million page views
Up 100%

550K site visitors
Up 123%

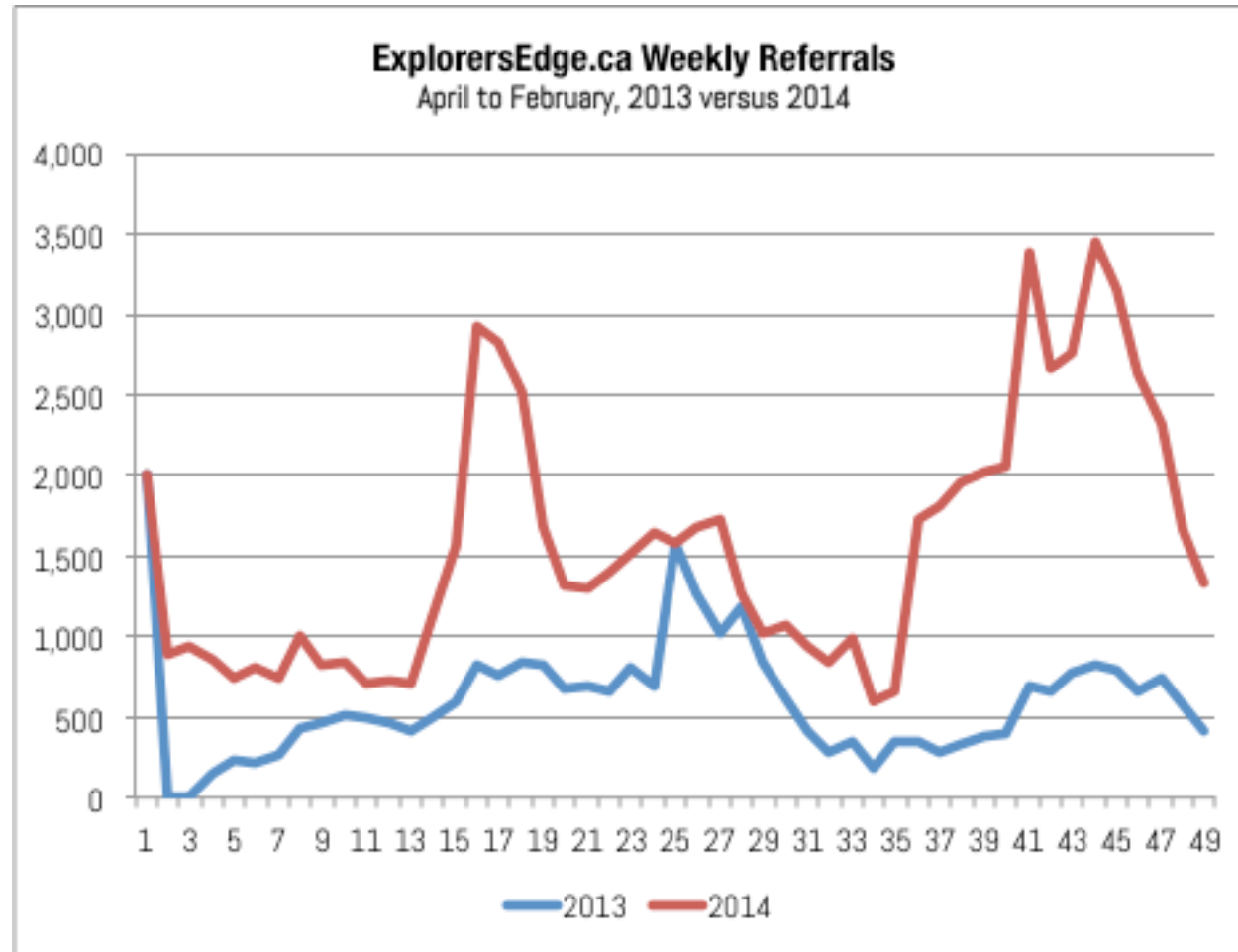
Year-end record



A RECORD YEAR FOR REFERRALS

107K referrals from EE.ca to third party sites
Up 144%

The referral rate has increased over 30% since the launch of the re-designed website

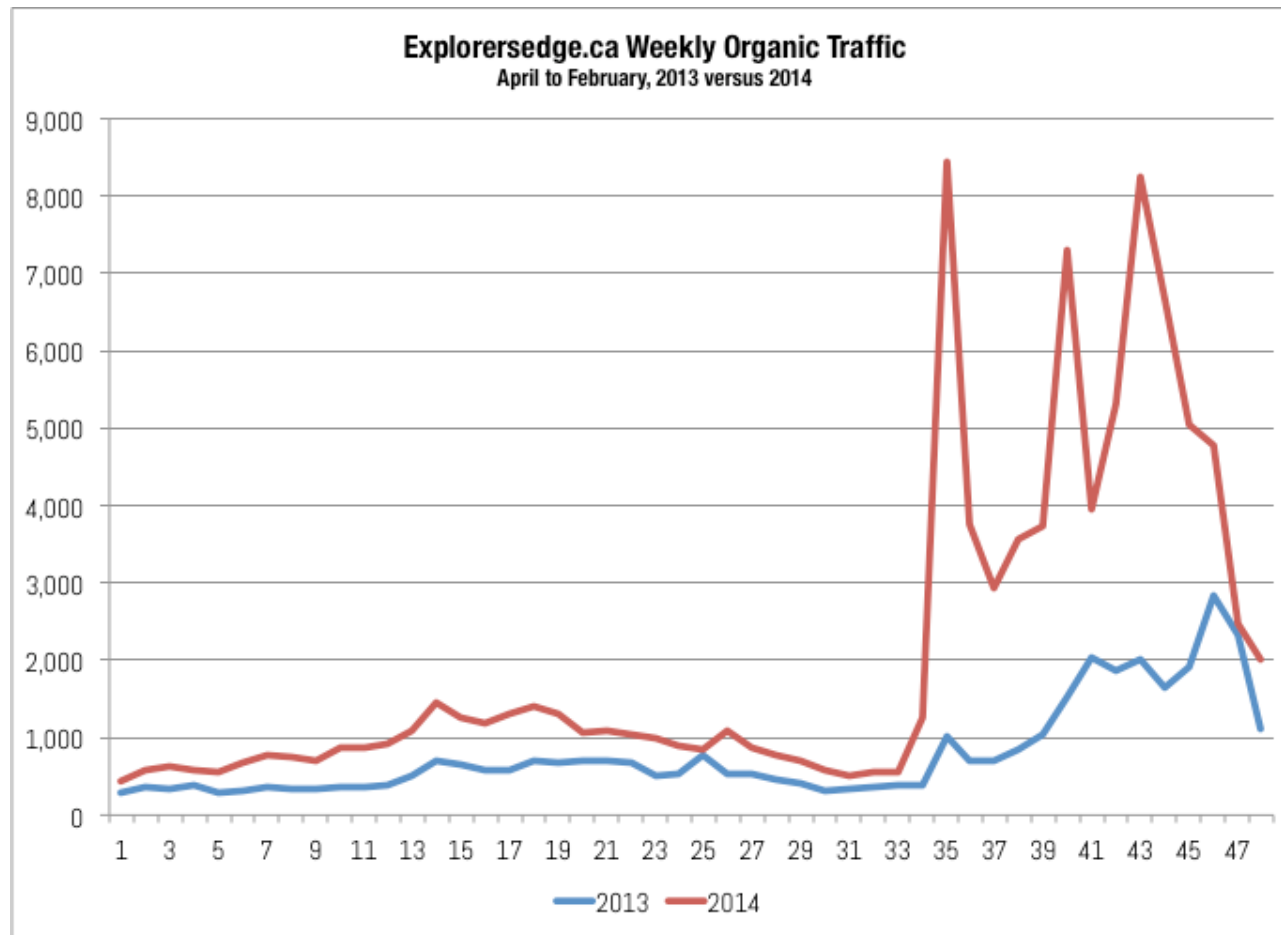


A RECORD YEAR FOR ORGANIC TRAFFIC

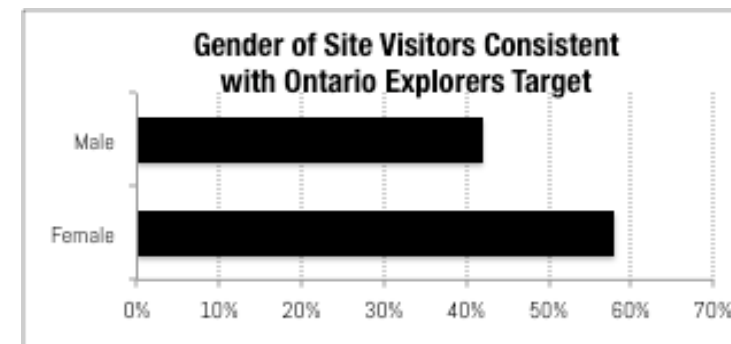
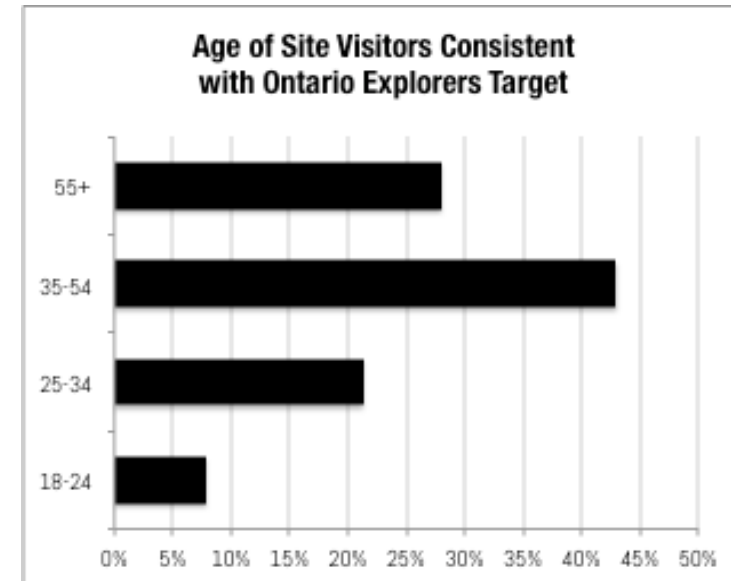
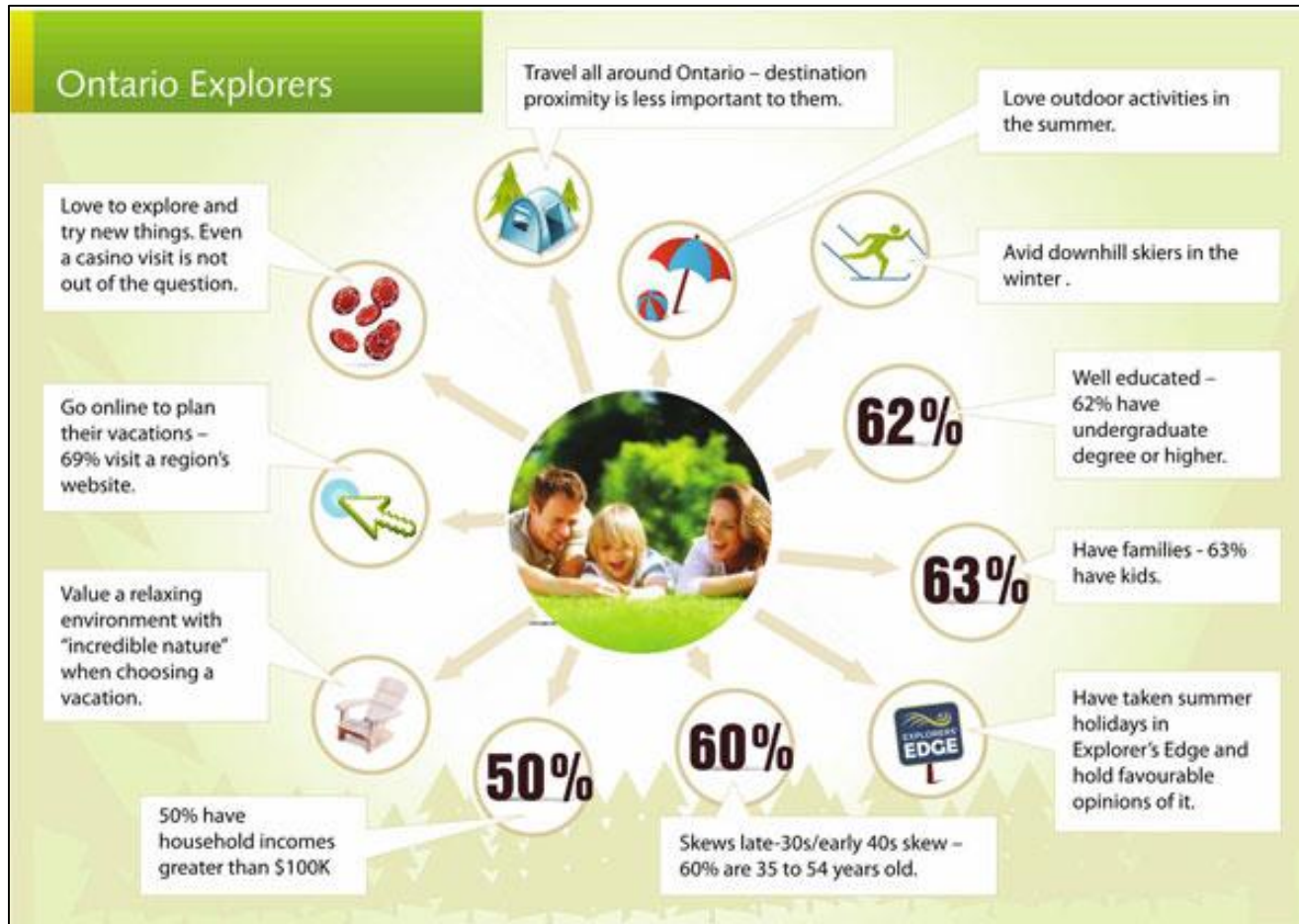
Searchers were 16% of all traffic

103K page views
Up 161%

Top 10 Blog posts
accounted for 10% of
all traffic



WE'RE HITTING OUR KEY TARGET MARKET

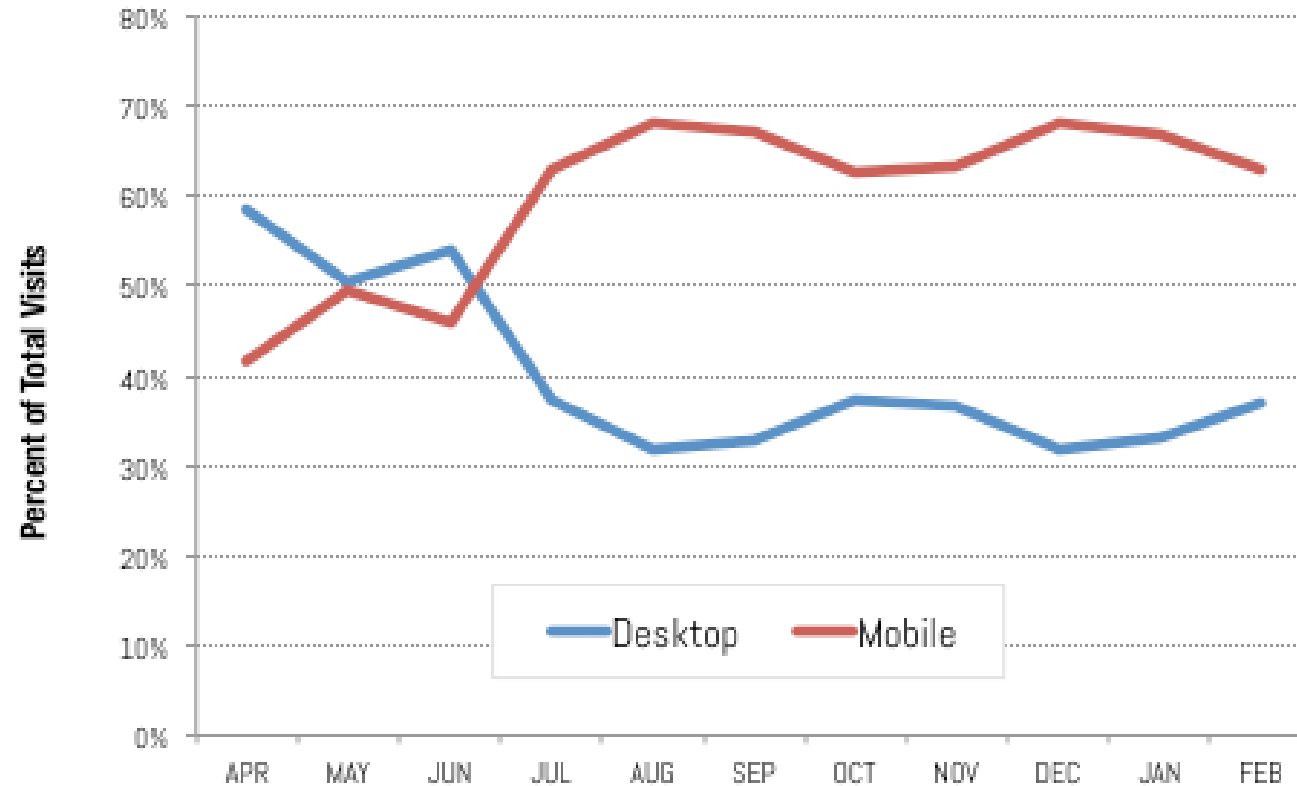


MOBILE HAS BECOME OUR “FIRST SCREEN”

Mobile accounts for **64%** of all traffic

Apple iPhone accounts for **38%** of all mobile traffic

Mobile Continues to Eclipse Desktop Traffic



OUR FB PAGE IS THE NOW SECOND LARGEST

Of Ontario tourism RTO organizations, EE page with 73K Fans is **second largest**, just behind Tourism Toronto with 102K Fans

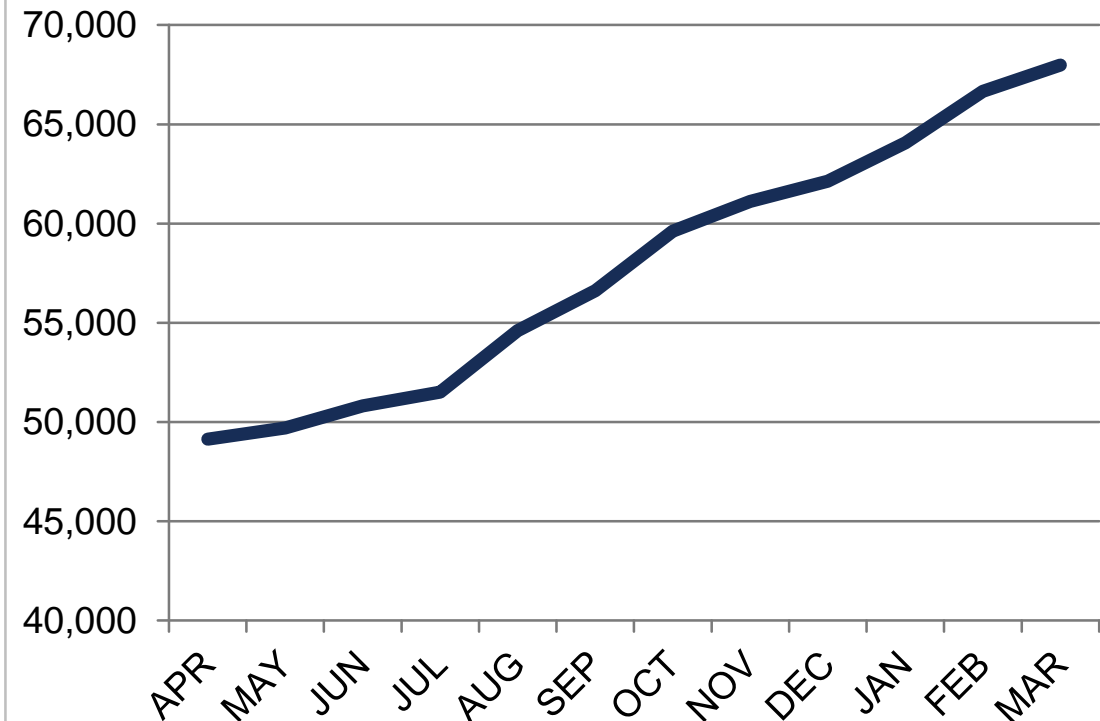
We added 9K Fans, 38% growth rate

Top 10 Facebook posts reached over **2.1 million** Facebook users and generated over **75,000 actions**

Engagement rate for Facebook posts was 4%, 7.5X the average for posts made by Pages on Facebook

Explorers' Edge Facebook Page Fan Growth

By Month, 2014



MARKETING PROGRAM – MEDIA / PR

- Media / PR Strategy
 - Contracted
 - Worked Collaboratively to establish 20 basic stories
 - Created Media List of Travel Influencers
 - Communication Plan with Three Media Releases Executed
- Collaborative Media
 - OTMPC – China, USA, and Ontario (Breakfast Television)
 - Northern OTMPC – Ontario Snow Magazine & ATV Touring

TRANSACTING COMMITTEE

CHAIR JERRY FELTIS



FUEL AND FUN

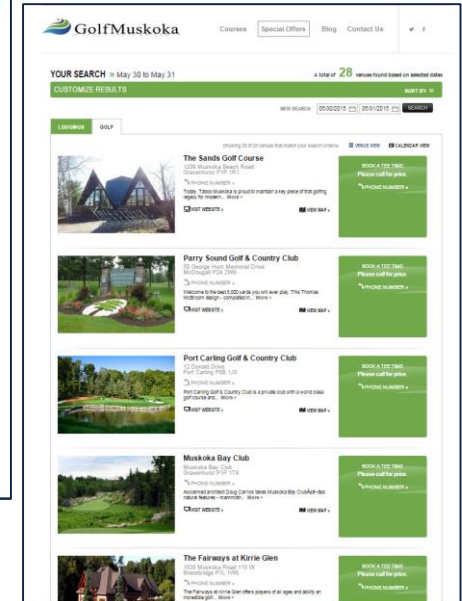
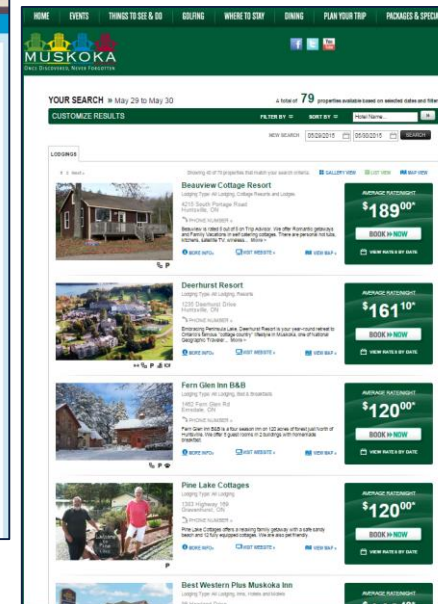
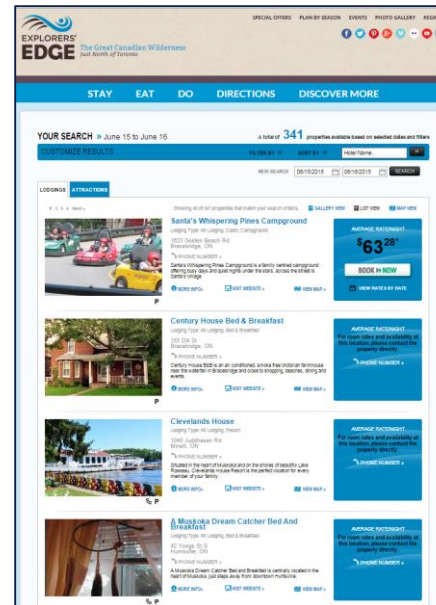


- Spring Fuel and Fun
 - 278 Bookings
 - 82% first visit
 - 39% visit was pre-planned
- Fall Fuel and Fun
 - 209 Bookings
 - 50% first visit
 - 83% visit was pre-planned
- Redemption Rate
 - 65%
 - \$16,000 vouchers into the region at face value

JACK RABBIT

- Jack Rabbit
 - 16,500 Searches
 - 7,440 Referrals
 - Ratio 45%
 - 74 properties – Booking Widget

- Partner Websites
 - Muskoka Tourism & Golf Muskoka



Located in Kearney part of The Almaguin Highlands north of Muskoka and very close to Algonquin Provincial Park, Ontario, Canada. Lakefront Cottage Rentals with 8 Cottages in total. A Resort that offers fireplaces, wood stoves, four private hot tubs, sauna, massage therapy, play area, tree fort, horse shoe pitch and shallow sandy beach for kids. During summer and family holidays we do cater mostly to families. During Spring, Fall and Winter we cater to romantic getaways, honeymoons, ATV experiences, golfing, winter sports, canoeing, kayaking and so much more.

Sand Lake Cottages is known for keeping the cottages and property well maintained and very clean. We offer 6 complimentary boats, free high speed wireless internet, a computer to check your email, free movies, dvd player, satellite and large television in each place. Each place has Kitchens and a 3 or 4 piece bath.

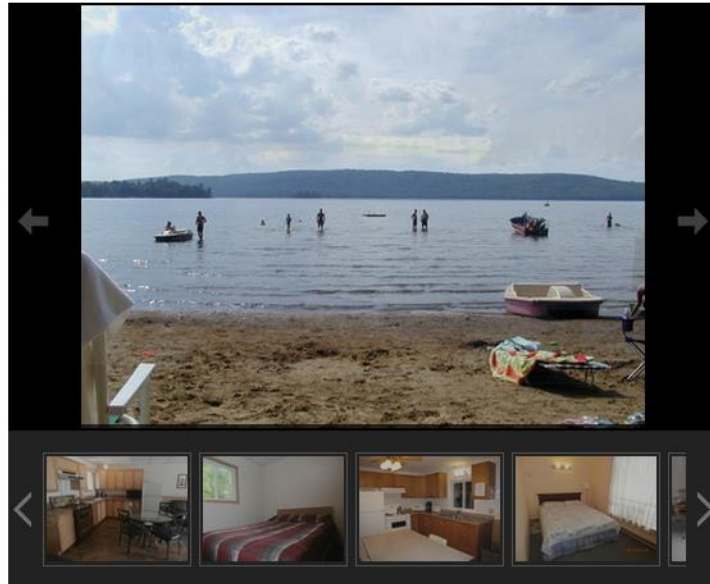
Check Availability

Check-In:

Check-Out:

Guests:

Beds:



Sand Lake Cottages & Inn

3758 Hwy 518 East RR1., Kearney, ON P0A 1M0 CA

Add a 3rd night for \$100 September - June Except Holidays and Long Weekends

<http://www.sandlake.on.ca>
sandlakecottages@hotmail.com
 7056365047 or 416-419-3415

POWERED BY:



[Back](#)

1. SEARCH - 2. CHECK AVAILABILITY - 3. RESERVE - 4. CONFIRMATION

Check Availability

Check-In: June 19, 2015

Check-Out: June 20, 2015

Guests: 1

Beds: 1



Traditional Room Non Smoking

\$75.00

Traditional Accommodations with 2 Double Beds

[Book Now](#)

- Two Double Beds (max 4 people)
- Air Conditioning
- Up to 72 Digital Channels Cable TV
- High-Speed Internet Data Port
- Free Wi-Fi
- Fridge
- Microwave
- In-Room Coffee & Tea
- Hair Dryers and Complimentary in house Coffee and tea



Deluxe Room Queen Bed Non Smoking

\$89.99

Deluxe Accommodations with Sofa cum Bed and Fire place

[Book Now](#)

- Superior Beds
- Air Conditioning
- Up to 72 Digital Channels Cable on Large Screen LCD TV
- High-Speed Internet Data Port
- Free Wi-Fi
- Fridge
- Microwave
- In-Room Coffee & Tea
- Hair Dryers
- Luxury Furniture
- Fire place
- and Complimentary in house Coffee and tea

COMMITTEE STRUCTURE

- Governance
- Community Relations
- Research Tracking and Measurement
- Tourism Operator Relations (Partnership Fund)
- Marketing
- Transacting
- Executive

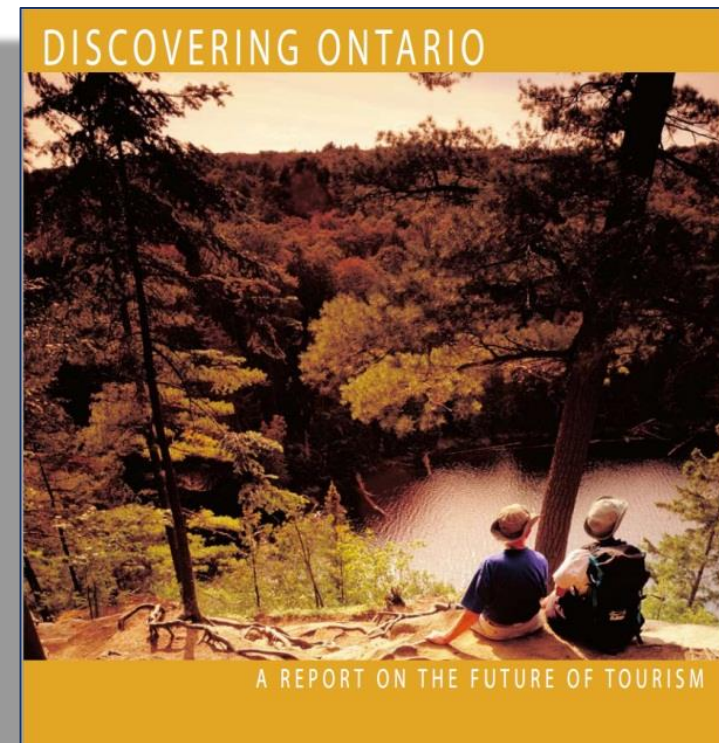
MINISTRY OF TOURISM, CULTURE AND SPORT

MTCS TOURISM ADVISOR LAURA HERNANDO



PROVINCIAL ACCOUNTABILITY THE FIVE PILLARS

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



PROVINCIAL ACCOUNTABILITY NEW MOVING FORWARD

■ Reporting

- Eight Performance Measures
- RTO Logic Model

■ Transfer Payment Agreement

- Singled out as the benchmark for tourism reporting

Pillar	Performance Measure	Rationale
Product Development	1. Change in the number of new products and experiences and/or the number of existing products and experiences enhanced, in market	• Helping develop and enhance new products and experiences is a core activity
	2. Increase in the percentage of RTO's aided brand awareness	• Will allow RTOs to evaluate their efforts in making their region known to potential customers
Marketing	3. Increase in the return on investment (ROI) of RTO marketing campaign investments (e.g., increase in overnight and day trips, incremental visitor spending generated)	• Will provide valid data for RTO decision-making and continuous improvement on marketing investment decisions
	4. Change in output measures including leveraged marketing from partners and earned media, web analytics and online bookings if applicable	• Will assist RTOs in tracking trends in how effective their marketing efforts are and which channels are most successful at driving enquiries and bookings, both in-year and year-over-year
Governance & Administration	5. Percentage and percentage change of industry stakeholders that have partnered and collaborated in RTO activities	• RTOs will gain insights into their effectiveness in building relationships with industry stakeholders
	6. Percentage and percentage change of stakeholders satisfied with RTO activities	• RTOs will gain insights into their effectiveness in building <i>valued</i> relationships with industry stakeholders
Workforce Development	7. Percentage of industry operators who report business/customer improvement as a result of RTO-sponsored training (6-12 months post training)	• RTOs will be able to evaluate how effective their workforce development initiatives are
Investment Attraction	8. Change in the number of outreach activities made to community and economic development organizations	• Will encourage RTOs to form ties and coordinate efforts with other organizations that are potential partners

2014 - 2015

MOVING FORWARD

- **Committee Structure**
- **Continued Industry Outreach**
 - “Ask Me Anything” Forum
 - Phase One – Tourism Excellence North (TEN)
- **Community Relations Committee**
 - Continue to work with regional stakeholders
 - Strategy Alignment

MOVING FORWARD

- **Build Tourism Indicator Framework**
 - Grow Sample Size
- **Transacting**
 - Jack Rabbit – Referral and Reservation System
 - Operator Uptake
 - Fall – Fuel and Fun Program

MOVING FORWARD - MARKETING PRIORITIES

- **Continue Content Marketing**

- Publish 150+ pieces of content on EE.ca
- Drive 700K visitors to that content and other pages on ExplorersEdge.ca
- Drive 150K referrals to third party websites

- **Lead nurturing (Hubspot)**

- Multi-channel marketing automation
- Development of leads and conversion

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