



# Commercial Service Update

January 19, 2017

# October EE Board Meeting

## Target Airlines

### Canadian full service carriers and their partners

- Air Canada  
[Toronto Pearson, Montreal, Ottawa]
- Porter  
[Toronto Billy Bishop]
- WestJet  
[Toronto Pearson]

### Canadian “Tier 2” carriers

- Air Georgian  
[Toronto Pearson, Montreal]
- Greater Toronto Airways  
[Toronto Billy Bishop]
- Nextjet  
[Toronto Billy Bishop]

### US full service carriers and their partners

- American  
[Chicago, New York LaGuardia, Philadelphia]
- Delta  
[Boston, Cincinnati, Detroit, Minneapolis-St. Paul, New York JFK]
- United  
[Chicago, New York-Newark, Washington Dulles]

# Enterprise Canada, Initial Findings

## ■ Tier 1 & Tier 2 Option

## ■ Phased Approach

## ■ Mitigate Risk

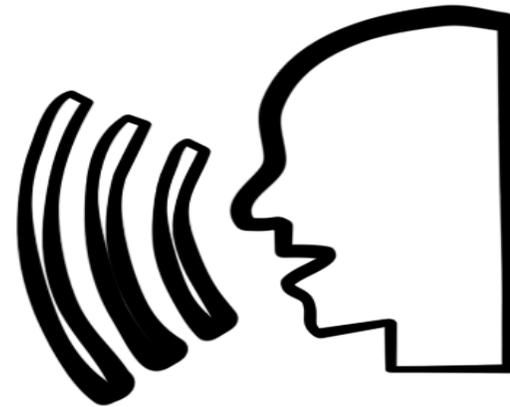
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# Airline Feedback: Three Major Themes



# 1. PRODUCT AWARENESS

- Airline industry sees Muskoka as a cottage-only destination – not as a competitive tourism destination
- They are not as aware of the tourism product here (and its breadth) as we'd like to believe
- Need to educate them on product offering, and the itinerary & package potential

***Explorers' Edge is doing product development strategy and has an itinerary & packages program in the works.***

## 2. LAST MILE CONSIDERATIONS

- Identified by the EE team prior to writing the EOI for a consultant
- Includes things like:
  - transportation from resort
  - transportation around region
  - way-finding signage
  - consistent standard of service throughout Muskoka
  - consistent standard of experience delivery

***Explorers' Edge has the TOURISM EXCELLENCE NORTH program that can be adapted to reflect the stakeholder training needs to introduce consistent standards.***

***Much of this is not new: was identified in the Premier Ranked Destination Development – just hasn't been done.***

# 3. MARKETING STRATEGY & EXECUTION

- Success with an airline will depend on our ability to build audiences for the airlines
- RTO12 is already doing this with our UK/US strategy that will launch shortly
- Will build a database of international travellers that we will market to long-term
- Requires that international marketing efforts in the region be extremely strategic and streamlined



SHOW US  
YOUR

YOUR CANADA.  
YOUR ADVENTURE.

Mauris fermentum dui eu luctus tempus. Vivamus viverra tincidunt turpis a tristique. Quisque fringilla efficitur lectus, sit amet rutrum risus tincidunt eget. Sed eu turpis malesuada, placerat turpis eget, pellentesque elit. Phasellus vestibulum, enim fermentum pretium ullamcorper, neque erat condimentum tellus, sed rutrum dui erat at diam.



# The EE International Strategy: 'Worldly Wise'

- This is a marathon not a one-off
- Moving forward requires all the moving parts come in under one strategy
- EE Board of Directors has sanctioned the internal “Worldly Wise” strategy which will identify gaps and how we can fill them cohesively across all areas
- Waiting for consultants final report for next steps
- Strategy & Process



# Questions

James Murphy, Executive Director  
Regional Tourism Organization 12

ROGERS LTE 4:51 PM 85%

**James Murphy**  
@rto12news

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

[rto12.ca](http://rto12.ca)

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