



EXPLORERS' EDGE

RTO12 Industry Status
July 22, 2020



2019 – 2020 AGM REVIEW

2020-2021 Incoming Board of Directors

Angela Pollak	South Algonquin	Accommodation	Four Corners Algonquin Camping and Glamping
Andrew Rusynyk	Muskoka	Attraction / Skiing	Hidden Valley Highlands Ski Area Inc.
Christine McRae (Luckasavitch)	South Algonquin	Attraction / Tour	Waaseyaa Cultural Tours & Waaseyaa Consulting
Darren Smith	Muskoka	Attraction / Culinary	Lake of Bays Brewing Company
Dave Anderson	Parry Sound	Attraction	30,000 Island Cruise Line Inc. Huckleberry's
Donald MacKay	Muskoka	Attraction/Golf	Muskoka Highlands
Gail Burrows	Parry Sound	Attraction/Golf	Seguin Valley Golf
Hilary Chambers	Loring Restoule	Accommodation	Lost Fox B&B
Michael Simonett	Parry Sound	Accommodation	Rocky Crest Resort
Mike Strong	Muskoka	Attraction / Cuinary	Kee to Bala Tulo's Taqueria
Scott Doughty	Muskoka	Accommodation	Hidden Valley Resort

Marketing

- **Hyper Local Tourism Campaign (Step One)**
 - Incentivize travel and purchase in the region by permanent and seasonal residents
 - “Heal the divide” (one region, one love)
 - New voucher program



#cottagecountryspirit

- Over 200 tourism businesses participating
- 5 x \$10 vouchers
- 3000 packages available
- Redeemable between July 16 and October 12
- Media campaign first / local media advertising now
- **2200 vouchers claimed by permanent and seasonal residents in 48hrs!**



Moose FM CFBG 99.5 - Muskoka

99.5 Moose FM
Muskoka's Best Music

Moose FM CFBG 99.5 - Muskoka
@995Moose

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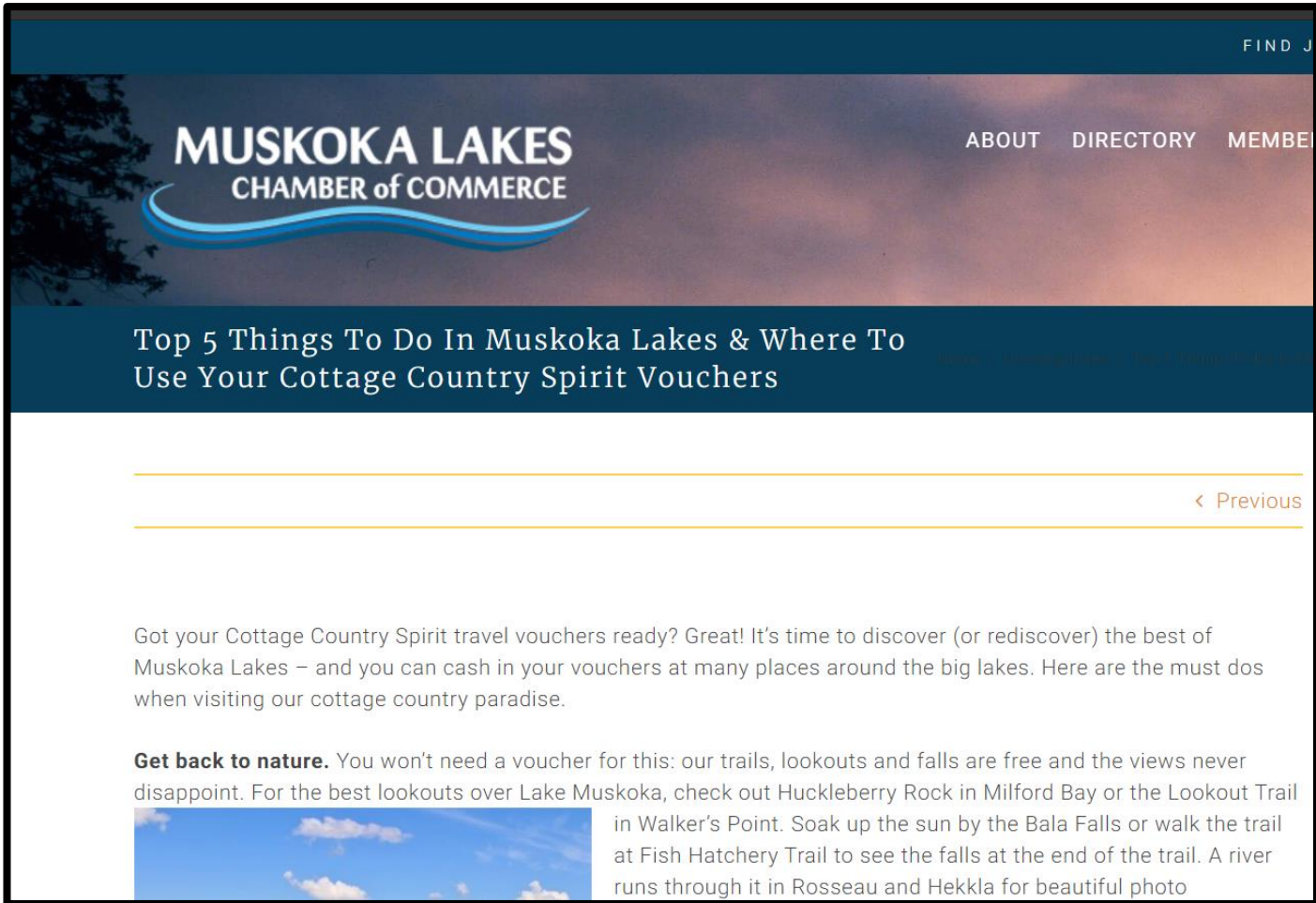
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Moose FM CFBG 99.5 - Muskoka
4h · 🌐

James from Explorers' Edge in Bracebridge dropped in with Remy today to talk about stay-cation incentives. So much going on in Muskoka and so many reasons to shop local, check out www.explorersedge.ca and sign up for your no strings attached \$50.00 vouchers to spend at over 200 locations in our area.





Partnering

- Huntsville / Lake of Bays Chamber
- Bracebridge Chamber
- Almaguin Highlands Tourism
- Gravenhurst Chamber
- Muskoka Lakes Chamber
- Parry Sound Chamber
- Loring-Restoule Business Association
- South Algonquin Business Association



SWAG: Arriving early next week for deployment with vouchers

STAY

EAT

DO

DIRECTIONS

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Cottage Country Spirit: Travel Near & Wide This Summer

by Kate in [News](#) on July 22, 2020



RESEARCH UPDATE

Contact Info

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- kate@explorersedge.ca

- Wednesday Webinars