



EXPLORERS' EDGE

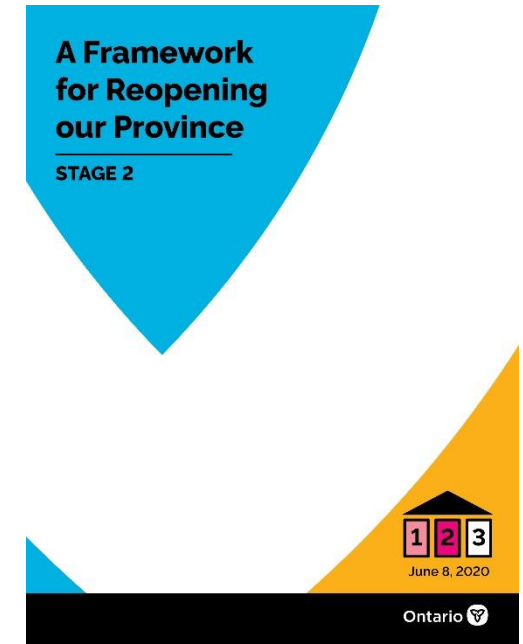
RTO12 Industry Status
June 10, 2020



Provincial Government

A Framework For Reopening

- Statement from RTO12 for travelers
- Measured approach to marketing timeline
- Competitive advantage
- NOTO “Health & Safety Protocols for Resource-Based Tourism
- Destination Northern Ontario re-opening suggestions



Minister's Town Hall Today

\$6.9 million in funding to 13 RTOs through Destination Ontario (??)

Federal Government

- Community Futures Criteria Expansion

Regional Relief and Recovery Fund (RRRF)

For tourism businesses based in Northern Ontario, the RRRF is available for those applicants who are:

- Based in Northern Ontario and/or offer support to businesses located in Northern Ontario;
- A Canadian or provincially incorporated business, Indigenous organizations such as Indigenous/First Nation/Métis Settlement owned businesses;
- Not-for profit organizations, such as Chambers of Commerce, Industry or Sector Associations, and Tourism organizations;
- Carrying out commercial activities, and that are positioned to support SMEs regarding COVID-19;
- Facing funding pressures with operational costs as a result of the COVID-19 pandemic;
- Have applied to other Government of Canada COVID-19 emergency relief measures, for which they are ineligible or declined; and
- Planning to continue to operate its business or resume operations.

Municipalities

- RTO12 supporting the funding of municipalities by federal government to ensure costs not put onto tourism businesses or travelers
- Phase Two reopening considerations (patio / parking lot expansions, etc.)

Operators

- **Re-Opening Challenges**
 - Staff recall
 - Protocols confusion
 - Liquidity
 - Traveler interest (seems primed)
 - New Survey – new challenges
 - PLEASE join the RTO12 Facebook Business Group

“POST” PROMISE (people outside safely together)

- Business Council of Canada
- Building Owners and Managers Ass. of Canada
- Canadian Federation of Independent Business
- Canadian Global Cities Council
- Retail Council of Canada
- Restaurants Canada

www.postpromise.com



Marketing

AVOID DUPLICATION

- Destination Canada funding announcement for domestic “local tourism” (details?)
- Destination Ontario – Minister MacLeod in TVO interview (details?)
“MacLeod soon expects to roll out a multimillion-dollar tourism-marketing campaign aimed at Ontarians”
- Town Hall RTO funding announcement via Destination Ontario (details?)

Marketing – RTO12

STEP ONE “LOCAL TOURISM” Commence Immediately

- Branded hyperlocal tourism partnership with Chambers – will be reaching out this week (proposal)
- Social posts about open properties resume with localized targeting (not hot spots) e.g. Barrie, Orillia, North Bay, etc)
- Promoted blog about what’s open (evolving)
- Lead nurturing contests (Group of Seven / Celebration Year)

Marketing – RTO12

STEP TWO “DOMESTIC TOURISM” – starts this summer

- RTO12 CONTENT MACHINE REVVING UP!
- New content based on sub-regions, product and protocols
- Promoting the great Canadian wilderness and WIDE OPEN SPACE (competitive advantage)
- Waiting for properties to ramp up (est. 2-3 weeks)
- Media campaign (AOR)

- International marketing will commence again (lead nurturing) but will not promote current travel – rather future travel)

2020 Project Timeline May-October

X = actual launch **C** = continues

BUSINESS RE(VELOPMENT)

	May				June				July				August				Sept				October			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
E-commerce Pivot Training	X	X	X	X	X	X																		
Social Media Training & SME Platform Audits	X	X	X	X	X	X																		
Spatial Distancing & Property Modifications (planner visits/consults)					X	X	X	X	X	X	X	X												
Winter Retrofitting Consults & Planning							X	X	X	X	X	X	X	X	X	X								
Revenue Management ("scenario planning" consults)	X	X	X	X	X	X	X	X																
Workforce Development & Retention					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

MARKETING

Desk Research	X	X	X																					
Consumer Research		X	X	X	X	X	X	X																
Content Marketing/Email Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lead Nurturing / Loyalty Program (Group of Seven CONTEST)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Anniversary Year Celebrations Contests	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Transaction (e.g. Fuel & Fun)													X	X	X	X	X	X	X	X	X	X	X	X
Media Campaign														X	X	X	X	X	X	X				
Website re-development													X	X	X	X	X	X	X	X	X	X	X	X

Business (re) Development

- FedNor Application
- Explorers' Edge staff assistance for ramping up properties

Speaker Sessions

- John Stackhouse
SVP Office of the Chair, RBC
“Small Business, Big Pivot”

- Frederic Dimanche
Director, Ted Rogers School of Hospitality
& Tourism Management



Workforce Thrusters Strategy

- Social Enterprise Catalyst Housing
- Regional autonomy – including currency
- Education – transitioning to online and Ryerson Research
- Ontario Trillium Foundation

Train Service

- MOU between Alberta and the Canadian Infrastructure Bank
- Calgary – Banff
- RTO12 passenger rail service business plan development

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- Wednesday Webinars – as needed