



Welcome / Boozhoo / Bienvenue

The RTO12 Regional Tourism Summit Zoom will begin at 9:30am.



Agenda

- 9:30am:** Welcome, Chair Michael Simonett
- 9:45am:** The Year In Review (James Murphy)
- 10:15am:** Explorers' Edge Tik Tok Team (Humber College B. Comm Thesis Students/James Murphy)
- 10:30am:** RTO12's Organizational Shift: The Region-Centric Approach (Kate Monk)
- 11am:** Guest Speaker, Chris Bloore, President & CEO, TIAO (includes Q & A)
- 11:30:** Morning Session Ends / Break for RTO12 AGM and lunch
- 12pm:** Revenue Generation moving forward (James Murphy)
- 12:30pm:** New website presentation, Marketing Plan Fiscal 2021-2022 (Kate Monk/Peter Coish)
- 1pm:** Closing remarks (James Murphy)



Explorers' Edge Land Acknowledgement

Algonquins of Ontario (Whitney area)



Dokis First Nation



Henvey Inlet First Nation



Magnetawan First Nation



Moon River Métis Council



Moose Deer Point First Nation



Shawanaga First Nation



Wahta Mohawk First Nation



Wasauksing First Nation



Jessica Vergeer Studios Summit Giveaway

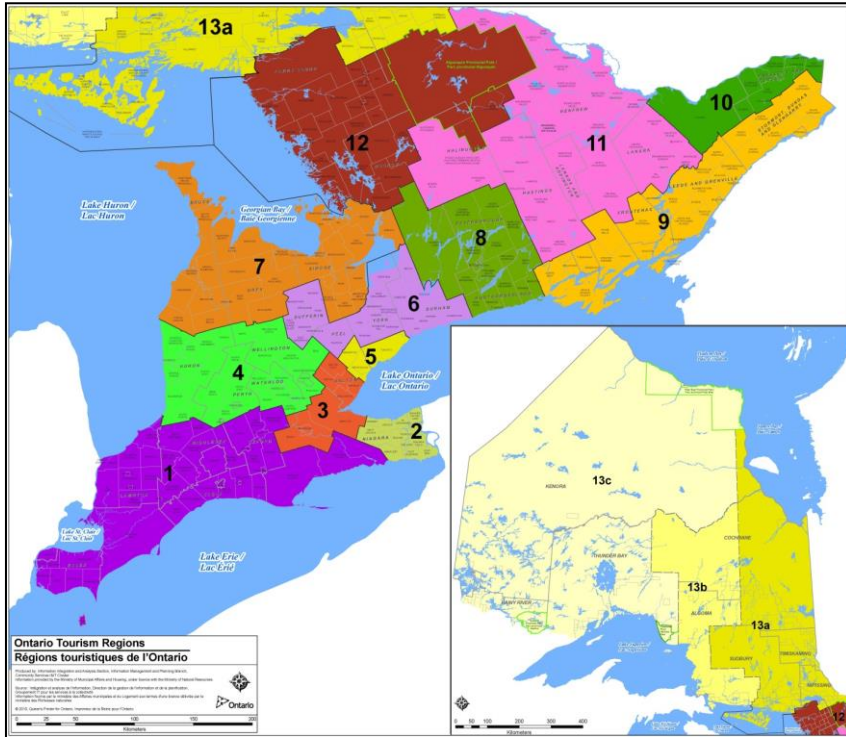
2-hour private guided painting class in Parry Sound for 2 adults - \$600 value!

Plus a \$100 gift certificate for dining at Log Cabin Inn



Regional Tourism Organization 12 (RTO12)

Explorers' Edge



- Algonquin Park, Almaguin Highlands, Loring Restoule, Muskoka, Parry Sound & South Algonquin
- One of thirteen Regional Tourism Organizations in Ontario
- Governance, Marketing, Product Development, Investment Attraction, Workforce Development, Partnerships, Industry Communication, Liaison, Accountability



Welcome to the region ...



- **Janet O'Connell**
Executive Director
Muskoka Tourism
joconnell@muskokatourism.ca



- **James Cox**
Regional Economic Development Officer
West Parry Sound Economic Development Collaborative
edo@investwps.com



Fiscal Year Review

April 1, 2020 to March 31, 2021



Government Pillars

- Governance
- Marketing
- Product Development
- Investment Attraction
- Workforce Development
- Partnerships
- Industry Communication, Liaison, Accountability



2020 – 2021 Regional Tourism Summit

- April – June (**Lockdown 1**)
- June – December (**Open 1**)
- December – February 2021 (**Lockdown 2**)
- March (**Open 2**)



April – June ('Lockdown 1')

Overall objective:

- **Increase operator liquidity and assist with funding / policy / communications navigation**
- Board-sanctioned **crisis communication** plan underway
- 80+ **stakeholder webinars** hosted for updating EE and government initiatives
- **Social Media** championing



April – June ('Lockdown 1')

- Guest webinars:
 - **CBRE Managing Director Ron Armstrong** (social distancing and safety protocols for SMEs)
 - **RBC's John Stackhouse** (the economic rebuild)
 - **EE Kate Monk & Kuration Peter Coish** (stakeholder marketing during lockdown)
 - **Stuart Morley** (ongoing business consulting and scenario planning)
 - **Scott Adams** (creating video content during Covid-19)
 - **Ryerson University Frederic Dimanche** (Future of Tourism Education & Work)



April – June ('Lockdown 1')

- **Working Group** of operators established as sounding board for staff
- “**Business Barometer**” surveys
- Various government **round table** participation
- Tourism Operator **outreach** –assist with PIVOTING
- **Digital Campfire** launched for audience retention



June – December ('Open 1')

Overall objective:

- **Increase operator liquidity, start building hyper local travel and understand travel intentions**
- Environics Research for travel intentions
 - pandemic-influenced
 - delivered mid-July
 - included new segmentation recommendations
 - posted online www.rto12.ca



June – December ('Open 1')

- Cottage Country Spirit Summer & Winter Launched



June – December ('Open 1')



- 14,000 - \$10.00 vouchers in market
- \$140,000 Regional Impact
- 5 x Multiplier
- \$700,000 Economic Impact



June – December ('Open 1')



- 12,000 - \$10.00 vouchers in market
- \$120,000 Regional Impact
- 5 x Multiplier
- \$600,000 Economic Impact



June – December ('Open 1')

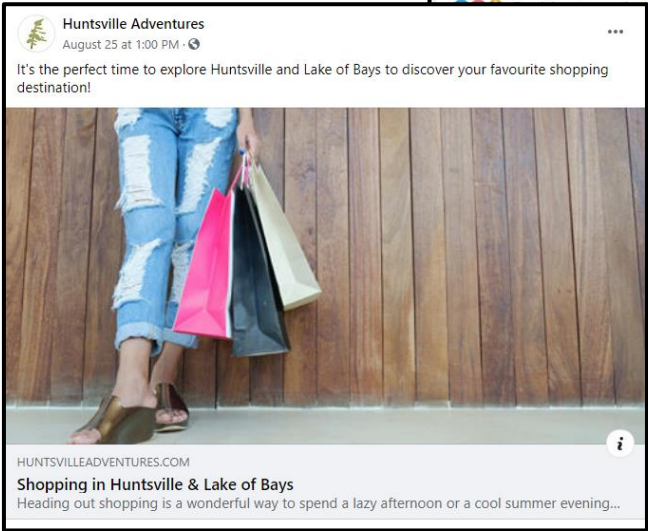
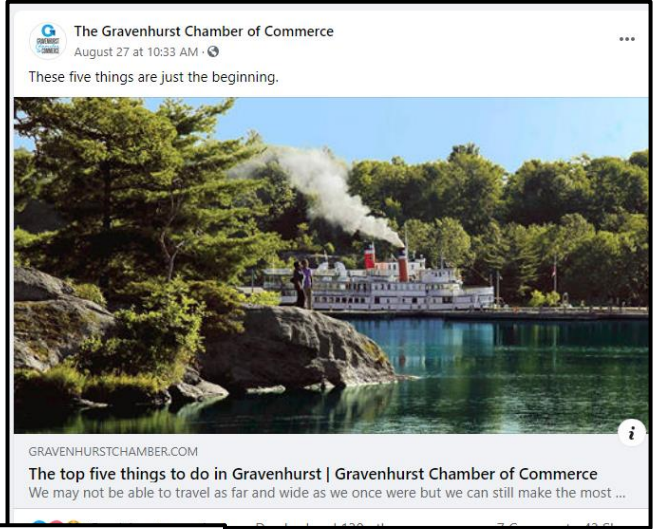


- Summer Total # of business that received vouchers – 120
 - 220 registered – 54%
- Winter Total # of business that received vouchers – 124
 - 197 registered – 62%
- Top Business Redemptions
 - Trestle Brewery, Maurizio's, Lilibird, Huntsville Brewhouse, Algonquin Outfitters
- Honourable Mention
 - Roxie's Diner, Mad Musher, Wolfs Den, Festival of the Sound, The Owl Pen



June – December ('Open 1')

- Partnerships with local Chambers to promote the program and to leverage their local audiences
- Radio spots to thank audiences for supporting local (tourism operator participation)



June – December ('Open 1')

- Developed and administered Huntsville Sweater Weather Package (HMATA partnership)
- Promoted 100 regional artists in honour of the Group of Seven 100th



June – December ('Open 1')



- 1,300 - \$25.00 vouchers in market
- \$32,500 Regional Impact
- 5 x Multiplier
- \$163,500 Economic Impact
- Mid week packages
- Replaced group nights with Leisure
- Maintained ADR





June – December ('Open 1')

- Tourism Innovation of the Year Award from TIAO
- Thank You - Porter Airlines and District of Muskoka (particularly Len O'Connor)





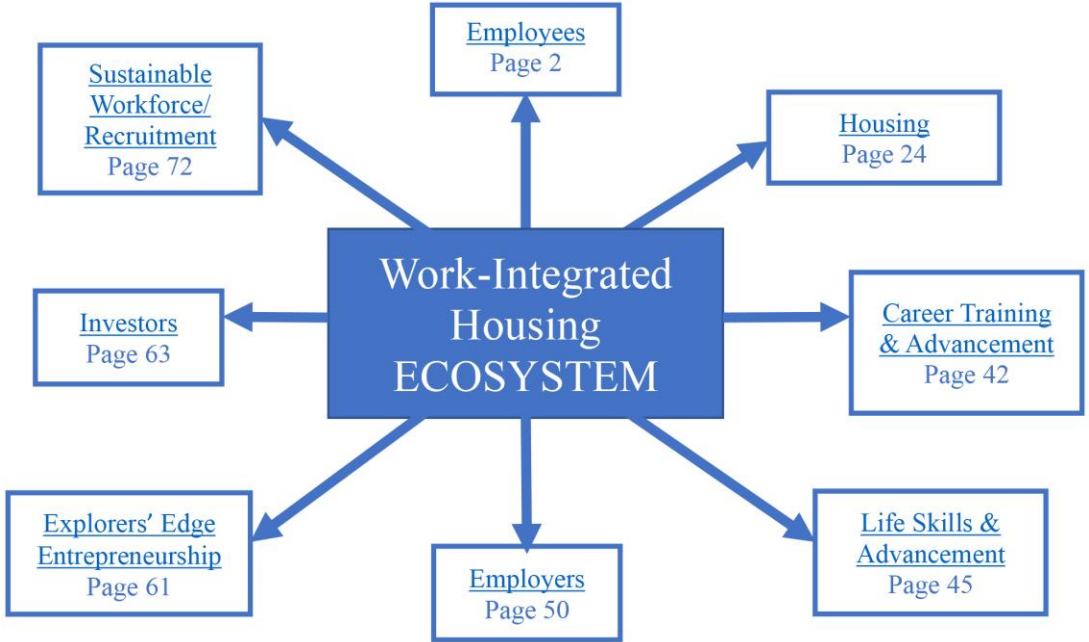
June – December ('Open 1')

- Tourism Innovation of the Year Award from TIAO
- Thank You - Porter Airlines and District of Muskoka (particularly Len O'Connor)



June – December (**Open 1**)

Social Enterprise Catalyst Housing
“Concept Research & Articulation” team launch
Impact & Main consultants



“attract workers, develop professionals”



December – February ('Lockdown 2')

Overall objective:

- **Motivate crisis communications audiences (identified in original plan), support winter-only operators to navigate the morass, build hyper local audiences.**



December – February ('Lockdown 2')



December – February ('Lockdown 2')



- 2,237 registrations / incremental viewers (multiple people in a household)
- Marketing by Destination Canada / Destination Ontario / Destination Ontario in Germany
- Chicago, New York, Canada
- 216 submissions
- 396 views YouTube Video
- <https://www.youtube.com/watch?v=WNnX6U5XRcA&t=1s>
- Benchmark for future product Zooms from Explorers' Edge



December – February ('Lockdown 2')

 Explorers' Edge is with Glenn Anderson. ...

Sponsored · 🌐

Welcome to Week 3 of the Winter Arts Collective! A series of weekly posts to honour the many, many talented artists in the Explorers' Edge region of Ontario who've been hit hard by the pandemic, but whose creative spirit remains powerful nonetheless.

This week we're celebrating the incredible ceramic and metal artists who call this part of cottage country home and who are molding beautiful things every day. Check out the link to discover more.

<https://explorersedge.ca/cera...> See More




 Andrea Balmer, Angie Soos and 392 others 10 Comments 36 Shares

 Like  Comment  Share 



December – February ('Lockdown 2')

 Explorers' Edge shared a video from the playlist **Fat Bike Fun Wheel Fridays**. ...

Published by Kate Edge · February 5 at 1:17 PM · 🌐

Way to keep up your [#cottagecountryspirit](#) Taryn with a round of disc golf! Congratulations on your win!




Moose FM CKLP 103.3
@moosefmcklp





Jeff Hamer is our Grand Prize winner of Fat Bike Fridays! \$500 Outdoor Adventure Package from [@parrysoundbikes](#) courtesy of [@explorersedge](#). Thanks to all involved, we had a blast!



December – February ('Lockdown 2')

 Explorers' Edge
Published by Jack Edge · February 13 at 4:50 PM ·

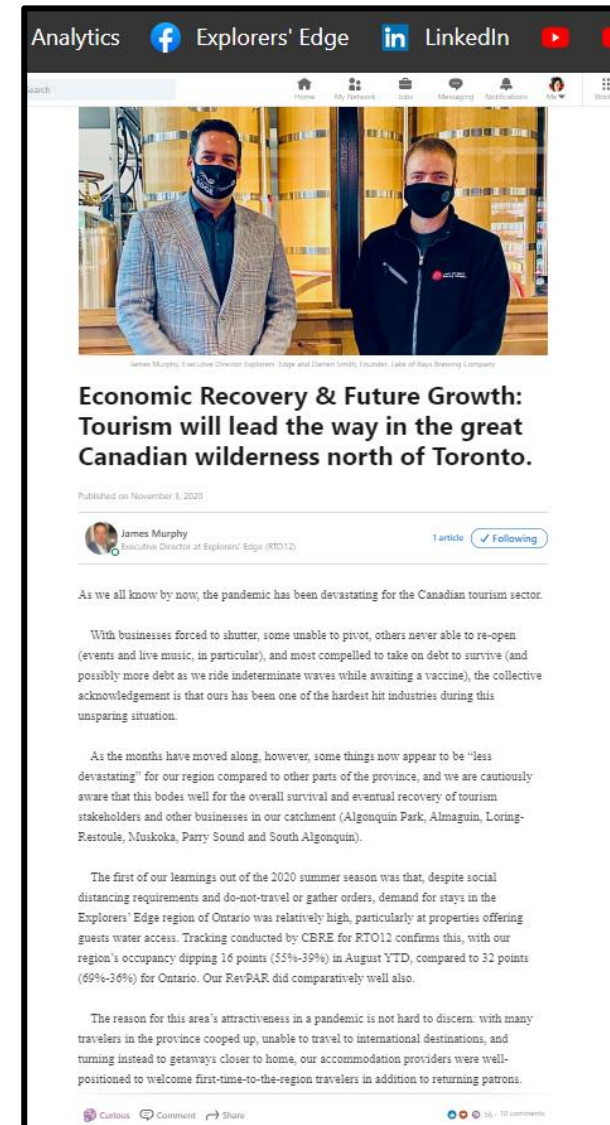
Gather 'round the [#digitalcampfire](#) from Explorers' Edge to hear how [Camp Bongopix](#) is the campfire sing song hotspot in beautiful South Algonquin.



December – February ('Lockdown 2')

Additionally:

- Crisis Management – 2nd Wave
- Thought Leadership Article
- Website Development Launch Underway
- Professional Development



Ongoing Staff Training & Development



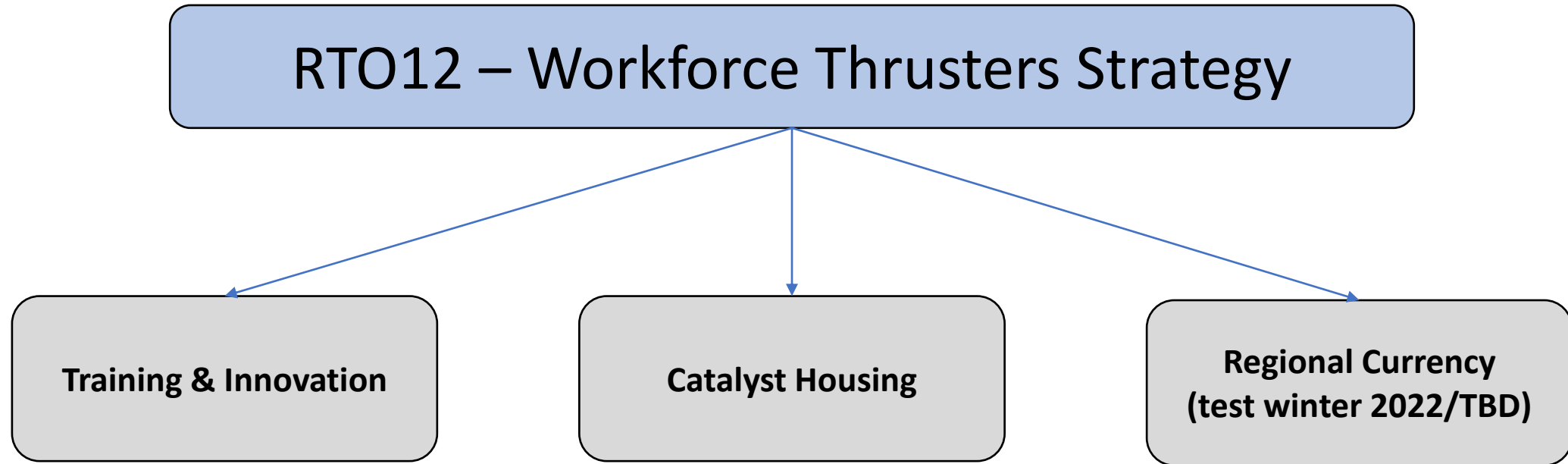
March ('Open 2')

Ramping up for Cottage Country Spirit

- Abruptly put on hold – Second Lock Down
- Preparing Transfer Payment Agreement(s)
 - Preparing Year End
 - Core RTO program
 - Workforce development
 - Organizational Scenario Planning



Workforce Development



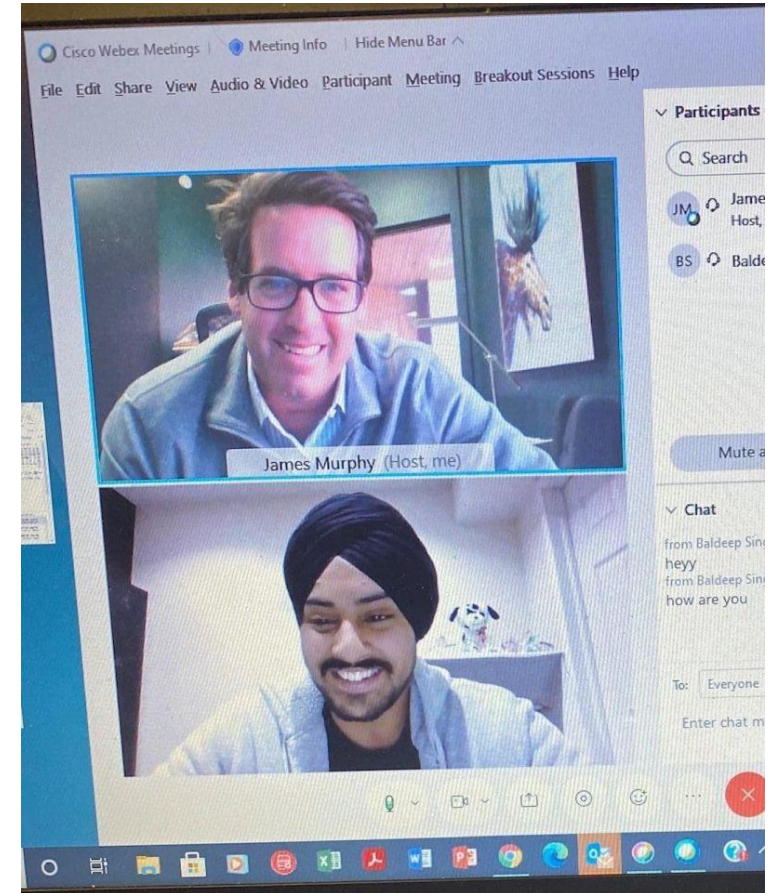
Thruster One: Training & Innovation

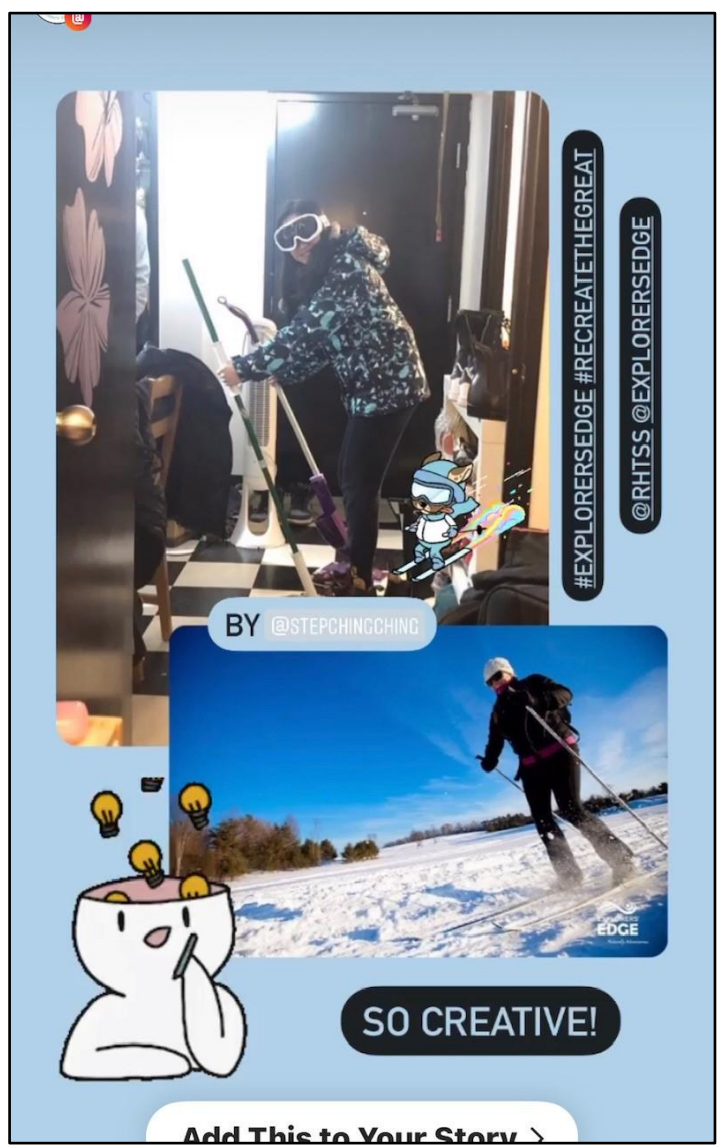
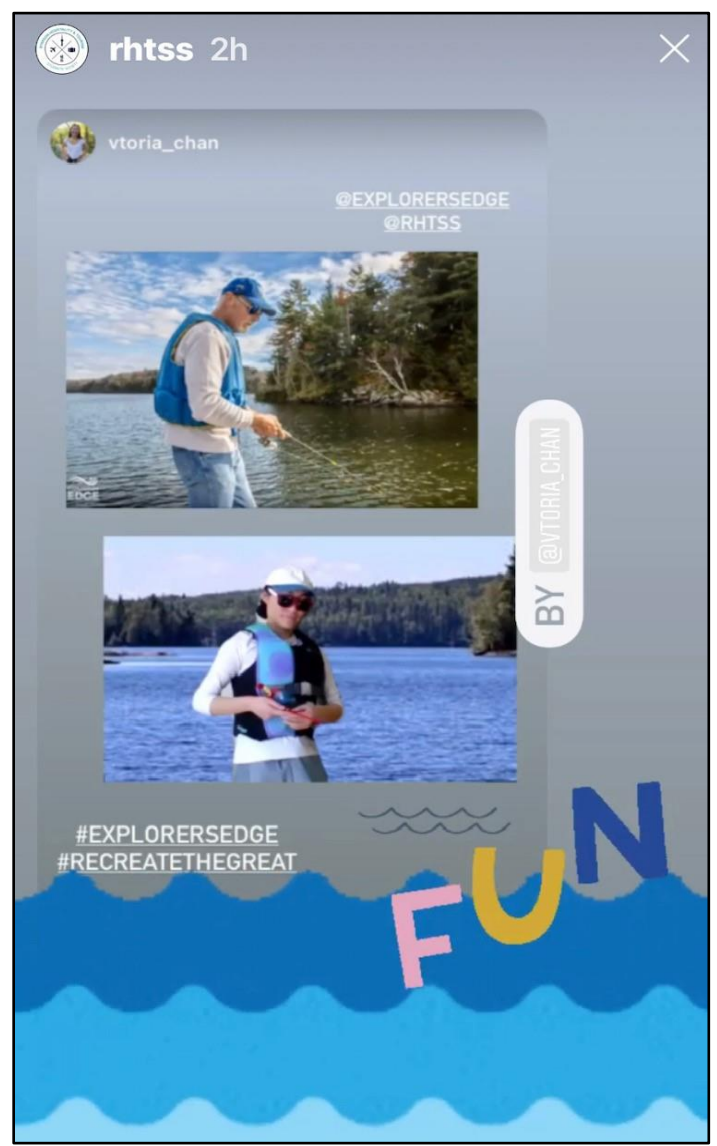
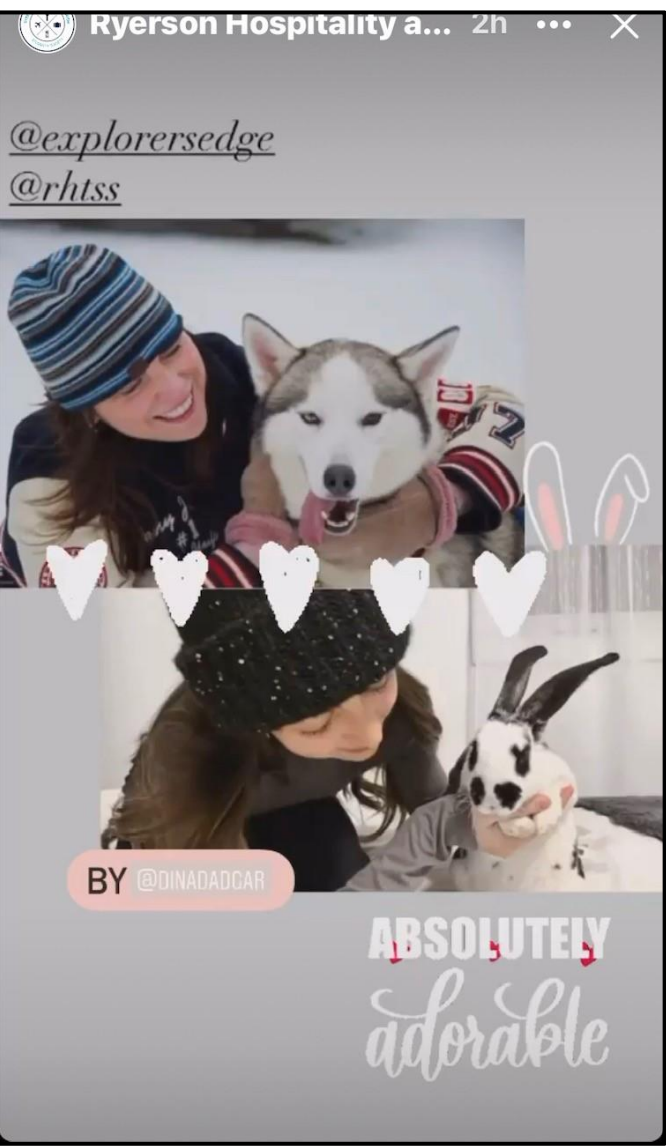
- *Build awareness of the region as a destination for work*
- *Promote job recruitment opportunities*



Sample Initiatives

- Tour & Package Sales course instruction, Georgian College - 28 students have their TICO counsellor certification
- Extensive partnership with Ryerson Hospitality and Tourism Students' Society (classroom take-overs, "speed dating" for regional awareness at annual convention), social media contesting to build brand awareness, classroom takeovers and instructional appearance
- Working with Humber College B.Comm Tourism & Hospitality students on graduate thesis





Work & Play in the GREAT CANADIAN WILDERNESS

February 3, 2021 • 6:30pm

Explorers' Edge is pleased to partner with the Ryerson Hospitality & Tourism Students' Society to present (virtually) our case for working in our amazing regional tourism industry. We are particularly pleased to welcome our guest speakers - both of whom have affiliations with Ryerson University.

SPEAKERS:



JAMES MURPHY
(Moderator)
Executive Director
Explorers' Edge/RTO12



RAHEL RENNER
("Work")
General Manager
Residence Inn by Marriott
Gravenhurst Muskoka Wharf



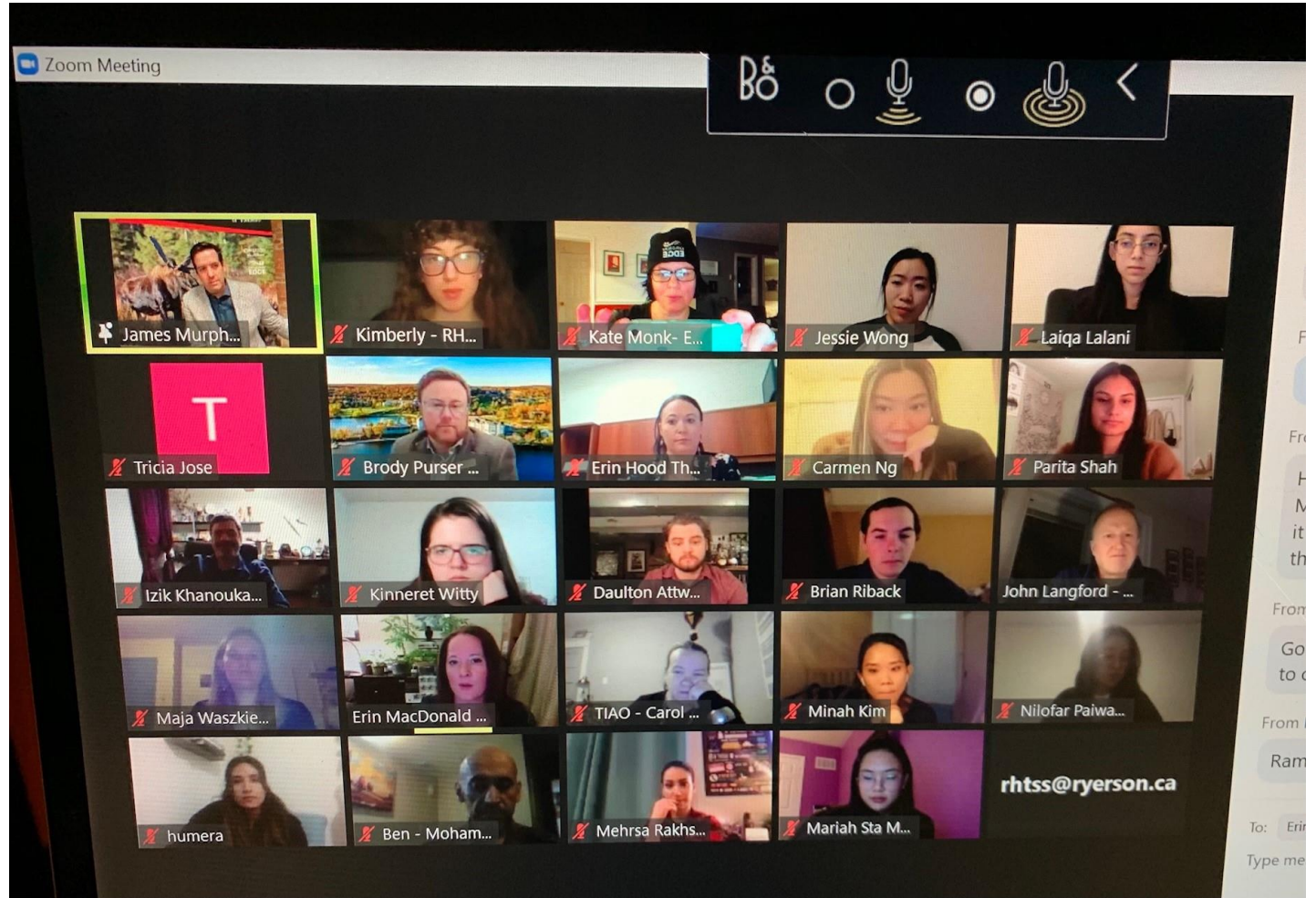
ERIN MACDONALD
("Play")
Founder
Wild & Found
Outdoor adventure blog
and lifestyle company

EXPLORERS' EDGE



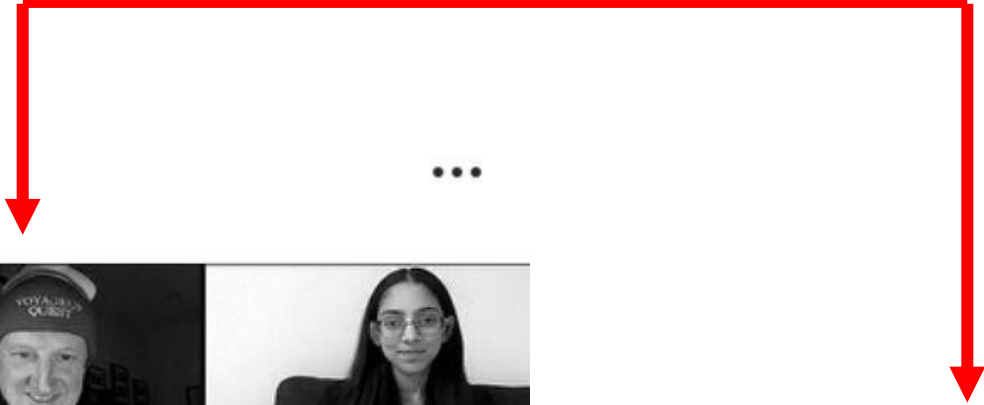
This event will also feature break-out sessions with regional tourism HR recruiters.

For more details please contact the Ryerson Hospitality & Tourism Students' Society (RHTSS).





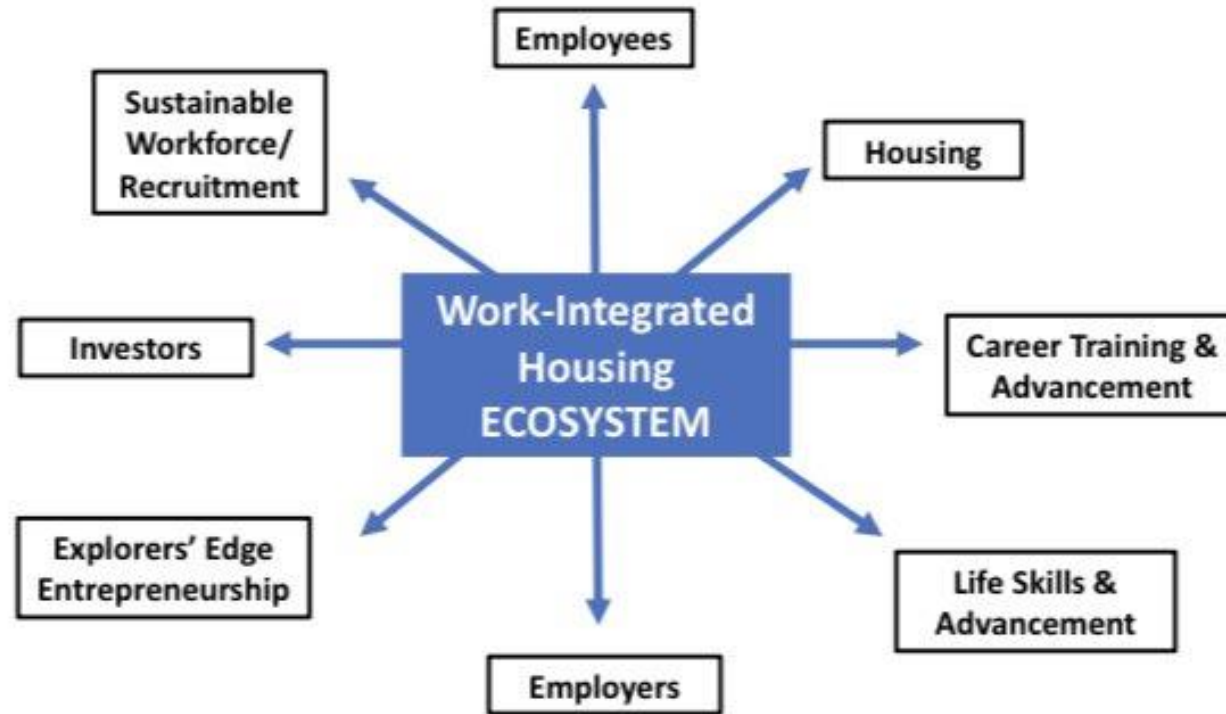
rhtss



Adventure Tour & Marketing Coordinator at Voyageur Quest



Thruster Two: Catalyst Housing Development



“attract workers, develop professionals”

Additionally ...

- Partnership Allocation (one year exception)
 - Huntsville Municipal Accommodation Tax
 - Voucher Program – Overnight Visitation
 - Town of Parry Sound
 - Cruise Ship Portfolio –Video development
 - FedNor Industry Canada
 - Research, Website, SME Development & Communication
- Liaising with Indigenous Tourism Ontario / Content Promotion



Quick Overview of Fiscal 2021 - 2022

- New BOP with focus on regenerative strategy
- TICO / revenue generation
- Membership evolution and investment
- New brand positioning / website(s)
- packages and itineraries development (test year / criteria development)
- Big re-booting of social content and lead nurturing (hyper local/domestic/international)
- Return of Porter Airlines / regional shuttle
- Ontario Northland push (including South River stop / Parry Sound line)
- Identifying regenerative partnerships for the region
- Staff Training & Board Training
- Business Barometer Returns



Celebrating Milestones



Algonquin Outfitters 60th Anniversary



Gravenhurst Muskoka KOA 50th Anniversary



Muskoka Brewery 25th Anniversary



Celebrating Milestones



Hay Lake Lodge & Cottages 40th Anniversary

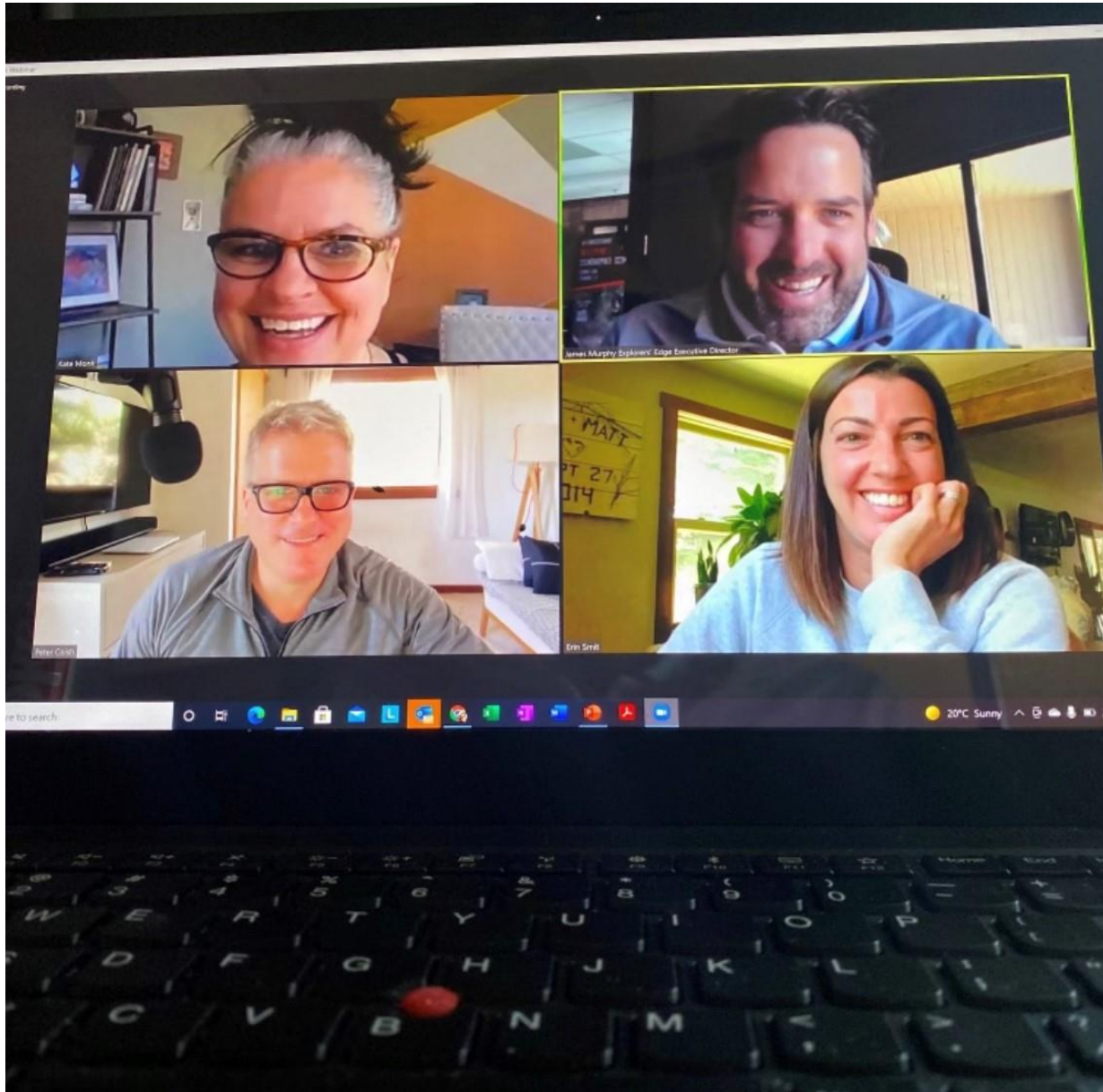


Pine Grove Resort Cottages 50th Anniversary



Rockcliffe Pottery 40th Anniversary





Explorers' Edge **Team**



Thank you to RTO12 Board Members

- Michael Simonett, Chair
- Hillary Chambers, Vice Chair
- Angela Pollak, Secretary / Treasurer
- Dave Anderson
- Gail Burrows
- Scott Doughty
- Don MacKay
- Christine McRae (Luckasavitch)
- Andrew Rusynyk
- Darren Smith
- Mike Strong



- Peter Coish – Kuration
- Ryan Payne - Lush
- Stephen Murdoch – Enterprise Canada
- Laura Ross - MTCS
- Nuku Kolmar – Better Art Direction & Design
- Scott Adams – Birchbark Media
- Kim Knight – Studio Web Design
- Fran – CBRE
- Brandy Harris – Harris Gingrich
- Solomon Wong
- Andrew Smellie – Smellies' Print House
- Adrienne Goldman Book Keeping
- Freelance writers & photographers

Thank You



Thank You & Questions

James Murphy

- Executive Director

Kate Monk

- Senior Director, Regenerative Tourism Development & Communications

Erin Smit

- Administration Manager



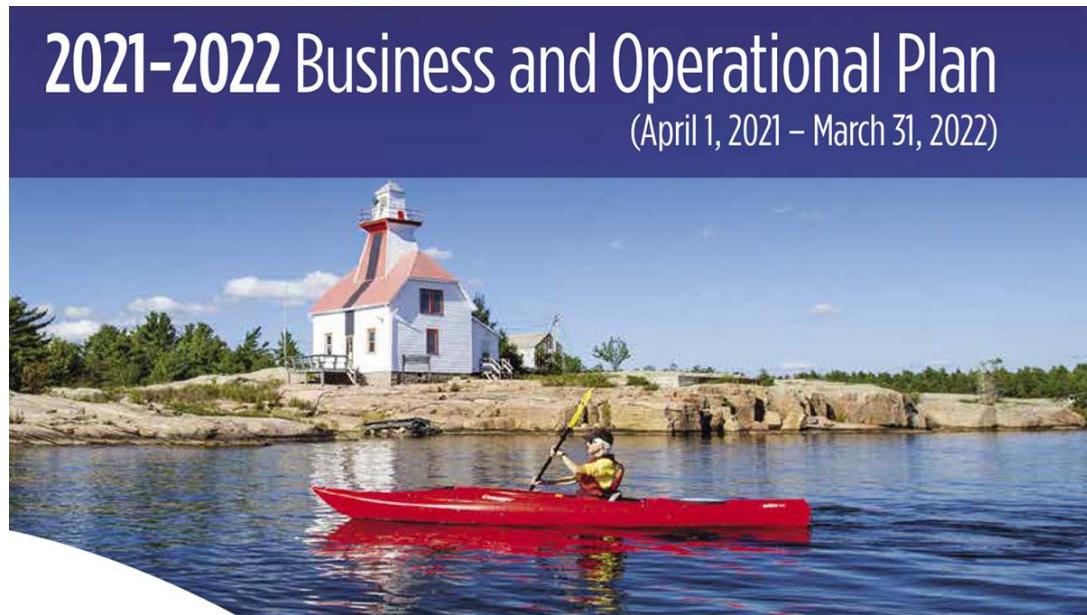
The Explorers' Edge Tik Tok Team



- Testing of recommended tactic for attracting younger, urban workers
- Tik Tok campaign for workforce conversion
- Test with a local resort to make lead nurturing a measurable objective
- July 2021



RTO12's Organizational Shift: The Region-Centric Approach



Pandemic **Learnings**



Guest Speaker: Chris Bloore



Special Guest Speaker:

Chris Bloore, President & CEO,
Tourism Industry Association of Ontario



Annual General Meeting

Thursday June 24, 2021



Welcome Chair **Michael Simonett**

- Approval of Agenda for 2021

MOTION

- Approval of 2019 AGM Minutes

- Tuesday July 15, 2020 – Virtual AGM

MOTION



Treasurer & Governance Chair

Angela Pollak

- Audit Delayed – Audited Financials to be posted on or before July 14, 2021
- Prepared by Gingrich & Harris, Chartered Professional Accountants
- Appointment of Auditor for 2022 - Gingrich & Harris, Chartered Professional Accountants

MOTION

- Governance Update – Candidates for next year



Thank You

Motion to Adjourn



Break

Resume at 12 noon



Revenue Generation

For RTO12 Explorers' Edge

- TICO / Inbound Travel Agency / Package Revenue
- Public / Private Partnerships
- Investing
- Expertise / Consulting
- Swag / Merchandise
- Membership



Revenue Generation

TICO / Package Revenue

- Development of Package Criteria
- Align with KTA's
- Speak to developed segments

Portion of Revenue to be Invested

- Protect our Natural Environment (our product)
- Operator Support – for when industry is stressed in the future



New Website / Marketing Plan / New Segments



Thank You

