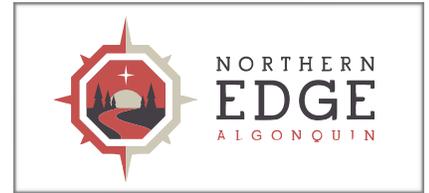




TODD LUCIER
COMMUNITY CONNECTOR, CO-FOUNDING PARTNER

Todd is passionate about helping communities identify, connect and profit from their built, natural and cultural resources. Todd lives, works and plays at Algonquin Park where he works with community partners to design award-winning retreat experiences and adventures for Gentle Explorers, Adventurous Authentic Experiencers, Rejuvenators and Dreamers.

His personal tagline "Together, we're better."



Innovative and Passionate. Todd Lucier has been working with tourism industry professionals throughout Canada for two decades. Once Canada's most renowned and sought after tourism technology expert, his appreciation for community development benefits that accrue from experiential tourism has anchored his focus on his own community and business in recent years. His current focus is two-fold. First, he loves innovating and polishing experiential tourism offerings at his family's solar powered eco-lodge Northern Edge Algonquin, at Algonquin Park in Ontario. Second, he delivers experiential travel training with the Tourism Cafe at his lodge and responds to occasional Ontario based training projects and keynote invitations.

The Power of Partnerships. Todd believes in the power of partnerships between tourism allies, their extended community (many who are not traditionally considered to play a role in tourism) and economic development agencies to create rich visitor experiences that have broad and deep economic impact expanding the visitor economy.

Over the last 15 years Todd has worked in a number of communities passionately inviting workshop and keynote attendees to leverage their community assets and work together to deliver the best tourism experiences possible. The World Tourism Organization invited Todd to Cuiaba, Brasil in 2002 where he was among the first to advocate for Public/Private partnerships to develop new tourism experiences that meet the needs of niche markets.

Consistently he opens doors for tourism professionals to work together with their peers and tourism-enabling organizations to develop new experiences including laying the groundwork for the establishment of over 50 new packages for groups like Ontario's

PaddingOntario alliance and GuidetoAdventures in Newfoundland and Labrador.

At 'The Edge' Todd delivers tourism training and best practice retreats at his home base at Algonquin Park and throughout the Almaguin Highlands, in Explorers' Edge, Ontario. He engages a wide variety of community stakeholders in his tourism training experiences, and by introducing tourism professionals to his own community's people, places and experiences he is able to help rural tourism operators discover the potential experiential tourism holds for visitors' to their own communities. Most importantly, Todd creates a cauldron of creativity for workshop attendees to experience the joy of working with new community partners to not only distill a renewed vision for tourism in their own regions, but to seed concrete action plans, new partnerships and design new experiences.

Speaking from Experience. Todd moves tourism professionals from thinking about new opportunities to embracing change and taking inspired action. Todd openly shares the key principles, strategies and tactics he uses in his own business and community to inspire others to be extra-ordinary. Attendees at Todd's presentations come away with eyes wide open, a smile on their face, and a commitment to do their very best.

Northern Edge Algonquin

As an experiential tourism operator, Todd's eco-lodge at Algonquin Park doesn't sell rooms; guests have to purchase an experience to stay at the property! This approach to creating engaging memorable experiences has resulted in his company being recognized as a Destination Canada and Ontario Tourism 'Signature Experience' and receiving provincial and national tourism awards for innovation and sustainability. His family business has been offering engaging nature based experiences at Ontario's

Algonquin Park for over 20 years including executive team building retreats, naturalist learning and adventure experiences, wilderness arts programs, art workshops, yoga retreats and canoe trips, and experiential education programs for youth.

Local Flavours colour the palate of food at 'the Edge.' Connecting with local farmers and food providers extends the stories Chef Gregor and Todd's team present to their guests. In 2014, The Edge became the first member of Ontario's FeastON program recognizing and certifying the serving of Ontario food.

A Sample of Related Teaching & Speaking Engagements

RTO 6 (2017). *Be Extra-Ordinary*, Todd presented three keynote addresses to 400 tourism stakeholders in York, Durham and Headwaters regions inspiring attendees to make connections, foster insight, and raise the bar on visitor experiences to expand the visitor economy.

Ontario Highlands Tourism Organization and RTO 8 Kawarthas Northumberland. (2015 to 2018). *IGNITE*. Designed, developed and delivered a customized program, 4-day program in support of the training needs of multiple regional tourism organizations in Ontario. The program is hosted at Northern Edge Algonquin to discover, dream, design and deliver new experiential tourism projects.

GMIST/ACOA. (2014). *Explorers' Edge Experiential Travel Best Practice Mission*. Atlantic Canada experienced best practices in culinary, adventure, experiential, and nature tourism all under the banner of sustainable tourism over five-days in Explorers' Edge DMO.

Gros Morne Institute for Sustainable Tourism. (2005 - 2011). Co-designer and facilitator of the *Edge of the Wedge Experiential Tourism Training* (Gros Morne National Park) – Canada's leading training program in experiential tourism. Delivered 26, 3.5 day workshops to over 650 tourism professionals with co-facilitators Dr. Nancy Arsenault and Celes Davar.

LaCloche Manitoulin Business Assistance Corporation. (2008-2009). One-year project to train community businesses how to develop community-based experiential tourism products, working with new partners and storytellers with Celes Davar.

Annapolis-Digby Economic Development Agency. (2008). Co-developed and delivered a 2-day workshop in *Advanced Experiential Tourism Development and Web Marketing* with Celes Davar

Royal Roads University School of Tourism. (2008). *Internet Marketing Training and Strategic Planning* Team members were brought together to create a shared vision of Internet marketing and business development.

Northern Ontario Tourism Partnership (Fednor and OTMPC) and Ontario Ministry of Tourism. (2005 - 2011). Designed and delivered over 50 *Tourism Keys Internet Marketing Workshops, and prepared* webinars, blog, videos, toolkits, self-serve online tutorials and handbooks, introducing the latest ways to enhance the customer relationship with online media, social networking, blogging and web design. Also designed, delivered and managed the very successful two-day experiential learning Hands-on-keys workshops. Over 3500 attendees have participated in Todd's trainings and presentations throughout Ontario, YK, BC, NL, and NS. Many workshops in Northern Ontario co-facilitated with Jill Vandal. In 2010-11 produced An insiders perspective on tourism, tech and the guest experience. <https://vimeo.com/channels/twit/> and a dedicated portal with experiential tourism development and web marketing resources.

Multiple Clients. (2006). Designed and delivered *Cluster Web Marketing and Experience Development Workshops*. Todd was the first in Canada to use live Internet video and live document co-authoring to link program participants in Cornerbrook and St. John's NL who collaborated on new experiences for "**Guide to Adventures**" — a cluster of 20 adventure tourism operators in NL. The event resulted in new experiences and a new Web presence designed to reach a variety of niche markets. Similar trainings and cluster development projects including PaddlingOntario, PEAT, SpasOntario, ON and Gros Morne Gatherings in NL.

A Sample of Related Project Activities

Destination Canada. (2012). *Rendez-vous Canada Video Producer*. Interviewed over 20 tourism professionals to provide educational insights about marketing and sales of Canadian Travel to international markets for Signature Experience Collection members and SME's.

Alberta Parks, Tourism & Recreation. (2011). Co-conducted research to recommend a provincial *business model for Learning, Enrichment and Experiential Travel training*.

Destination Canada and Gros Morne Institute for Sustainable Tourism. (2011). Wrote, produced, directed, narrated and edited two bilingual (French/English) online training videos on experiential travel. *Fulfilling Travellers Dreams and Connecting Travellers with Community, Culture and Cuisine*. <http://www.youtube.com/watch?v=1NvBS0WQsTo> and <http://www.youtube.com/watch?v=tERWqD7e-dU>

Northern Ontario Tourism Partnership (Fednor and OTMPC). (2006). Co-authored *From Here to Success - Marketing with Research workbook* and contracted proponent for the training program. Specialized to meet the needs of narrow niche markets, operators were encouraged to add value and enrich experiences in their product offer.

International Ecotourism Society. (2006). Ecotourism in the Americas workshop: *Opportunities for tourism on crown land, trails, waterways and parks*. Bar Harbour Maine.

World Tourism Organization. (2002) *Importance of Public/Private Partnerships* in Cuiaba, Brasil for Ecotourism in the Americas conference.

Contact

Todd Lucier, Bachelor of Kinesiology, Bachelor of Education
todd@tourismcafe.org
c/o Northern Edge Algonquin Inc. 100 Ottawa Ave.
South River, ON P0A 1X0
705.498.9784 (Direct line / Voice / Text)