



# MEDIA KIT



[WildExodus.com](http://WildExodus.com)

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**WILDEXODUS.COM**

# AUTHENTIC WILDERNESS EXPERIENCES IN NORTHEASTERN ONTARIO

## WILDEXODUS | INTRODUCTION

WildExodus Travel has been operating from Wawaitin Falls since 2000. The Park is situated on Kenogamissi Lake on the outskirts of Timmins (City with a Heart of Gold). WildExodus specializes in quality outdoor lodging, local meals, and adventure tours for small to medium groups and FIT.

Timmins is a transportation hub for Northeastern Ontario and affords easy access to the Park location by road, rail and air with connecting flights to YTS from YYZ, YTZ, and YMZ. From here WildExodus conducts adventure tours to several destinations in the region; Glamping is offered exclusively at Wawaitin Falls.

## GLAMPING | PRODUCT BACKGROUND

People of all cultures have been enjoying outdoor living for millennia. Most recently GLAMPING, a fusion of glamour and camping emerged in Europe, and expectedly has migrated across the Atlantic over the last decade.

The camping portion of glamping no longer comprises of smelly sleeping bags, leaking tents, and questionable food. They have been replaced by complete beds with fine linens, wooden yurts on raised floors, and gourmet meals. The glamour portion of glamping pivots primarily on a high level of service that focuses on the complete comfort of the guests. Necessarily, the amenities found at glamping sites far exceed anything most recreational campers have ever experienced.



## PRODUCT CRITERIA

The glamping experience provides guests with exceptional opportunities to learn about Boreal Forest ecology and rekindle their kinship with 'mother nature'. It is a rich and natural experience; perfectly personal... parties of up to twelve and never more than one group. It can include a hunt, to capture in multimedia, native wildlife, flora and fauna, and regional landmarks. Add a touch of class with impeccable service and splash. Welcome to glamping in Ontario.

## ATTRIBUTES

Duration	2-6 Days
Season	May to October
Region	Arctic Water Shed
Nearest City	<u>Timmins</u>
Tour Type	Multi-Day Outdoor Adventure
Areas Visited	Ontario, Canada
Guest Capacity	12 +12 (min. 4)
Fully Guided	Yes CEO
Terrain	Varying - beginner to expert depending on itinerary choices.
Wildlife Observed	Moose, ducks, eagles, bear, fox, hummingbirds and woodpeckers.
Accommodations	Included - Luxuriously appointed prospectors' tents and yurts.
Dining	Included - local scrumptious cuisine and first-class service.
About Liquor	Refraining from the consumption of alcohol while participating in wilderness activities is highly recommended - Canadian wine is served with your evening meals.
Additional Activities	Canoeing, wildlife appreciation and photography, trekking the Boreal Forest, angling, mushroom and berry picking, swimming in pristine waters...
Price Per Person	\$380.00 - \$1,500.00

## **GLAMPING WITH WILDEXODUS**

We provide guests with an authentic 'pioneer setting' that will be the base from which to explore the historic development of the region, its aboriginal beginnings through its fur trade days and more recent water, mineral and forest management activities.

## **A LUXURY WILDERNESS TRIP**

Canoeing is the primary mode of transportation, but you don't have to do any of the paddling, the meals will be locally authentic but you don't have to cook them and they will be served, your luggage is brought in for you, and your evening wine is chilled!

## **TYPICAL ITINERARY**

**Day 1:** Arrive at Wawatim Holiday Park 3:00PM. Meet your host and guide, welcome refreshments, orientation and registration, wilderness safety, a two-hour tour of Kenogamissi Lake before your first overnight stay in a glamping suite.

**Day 2:** Visit the nearby rapids and waterfalls before trekking to the city with a heart of gold for a tour of the local museum highlighting the region's mining heritage and accomplishments of a world-renowned native country singer. This evening will be perfect to practice the 'call of the wild' and learn to howl as wolves.

**Day 3:** After a morning meal your guide will take you out to the prospector's tent set up at one of our glamping sites on the banks of an Arctic water shed river. Search for a nesting eagle or a loon teaching it's young to catch fish. The evening will be spent at the campfire, tall tales, and chance to experience the sounds of true nature!

**Days 4:** Today you are joined by a Boreal Forest Guru who will take you on a great Canadian beaver hunt. From a canoe you will search out a water impoundment created by a busy beaver family who will offer you the opportunity to capture exceptional footage of them at work and play. A great symbol of Canadian pioneering fortitude and self-reliance. Maybe a visit to Post 392.

**Days 5:** After watching the sunrise and photographing a moose while angling, trek into the woods in search of edibles and more wildlife. A black bear is observed gorging on blueberries as you pick mushrooms nearby. Relax to a glass of wine and watch the amazing otter crack open clams on the riverbank as your morning's fresh catch and afternoon harvest is prepared for dinner.

**Days 6:** Now that you have rekindled your kinship with mother nature, your guide will take you to visit a trapper's camp operated by a member of the Timmins Fur Council before your trip home. Wait, if you have time, you can go visit Cedar Meadows Wilderness Park.

## THE EXPERIENCE

Glamping with WildExodus is a genuine, nature-based, cultural and learning experience; the adventure provides potent memories. It is a premier quality tourism product that is uniquely identifiable and offers a high level of service.

## OUR LOCATION

Named after Boreas, the Greek God of the North wind, the Canadian Boreal Forest is part of the world's largest ecosystem and 1/3 of Canada's land mass. 'WildExodus Country' is what we affectionately call our area of operations in Northeastern Ontario. [Find us on Google Maps.](#)

## CONSUMER DEMOGRAPHICS

- College degree, graduate school or higher education
- Own their own homes and consider themselves aficionados
- Open minded and get a tremendous kick out of spontaneity
- Enjoy culture, nature, and impeccable service.

## MEDIA SPOTLIGHT

<https://travellingfoodie.net/2017/09/12/timmins-ontario-10-food-travel-experiences>

<https://travellingfoodie.net/2017/09/01/great-canadian-kayak-challenge-festival-2017-timmins-ontario>

<http://www.northernontario.travel/northeastern-ontario/glamping-is-an-excellent-adventure>

[http://www.thestar.com/life/2011/06/30/pampered\\_campers\\_crave\\_creature\\_comforts.html](http://www.thestar.com/life/2011/06/30/pampered_campers_crave_creature_comforts.html)

<http://vakantiehuis.blogo.nl/2009/11/14/ecovriendelijk-en-luxe-kamperen-in-ontario-canada>

## MEDIA ASSETS

<https://www.youtube.com/user/wildexodus>

<https://plus.google.com/photos/109471726309479430675/albums/6136598092835179841>

## MEDIA TOURS

These will be conducted in support of WildExodus' Glamping product as part of an effort to promote Northeastern Ontario as a world-class outdoor adventure destination.

## THE BOTTOM LINE

WildExodus will continue to position Glamping within the global marketplace, while seeking to forge new partnerships and enhance existing ones. Contact us at 1-705-266-0960 or from Overseas at 01 1-705-266-0960.

## BRAND RECOGNITION

Consistency is key when promoting WildExodus Travel. We ask that you please use the following branding tools when developing any content that relates to our tourism products.

Official downloadable files for brand logos, partner logos, color swatches, and font types can be accessed by clicking on the images below, or by visiting the [Travel Media page](#) on the website.

### BRAND LOGO



### PRODUCT BADGE



### COLOR SWATCHES

WELCOME GREEN C64 M43 Y64 K23 #5A6B59	CRIMSON RED C28 M98 Y100 K31 #8B1B12	SOFT GOLD C20 M23 Y58 K0 #CFBA7F
CHARCOAL BLACK C71 M65 Y64 K70 #252525	OFF BLACK C70 M64 Y63 K62 #2F2F2F	OFF WHITE C5 M3 Y3 K0 #EFEFEF

### HEADER FONT

**AMARANTH**

THIS FONT IS USED FOR HEADER TITLES AND SUB-TITLES

### BODY FONT

**LATO**

THIS FONT IS USED FOR ALL BODY & SPECIAL COPY

### PARTNER LOGOS

