



TOURISM NORTHERN ONTARIO



*Working together to build a thriving tourism industry
And a strong Northern Ontario economy*

Every \$1million in tourism revenues creates 14 full-time jobs.

40% of Northern Ontario's workforce works in the tourism industry.

1 in four businesses in Northern Ontario are tourism related.

Northern Ontario is Canada's pre-eminent destination for high yield anglers.

**One of 13 not-for-profit
regional tourism organizations
funded by the Ontario
Ministry of Tourism, Culture
and Sport**

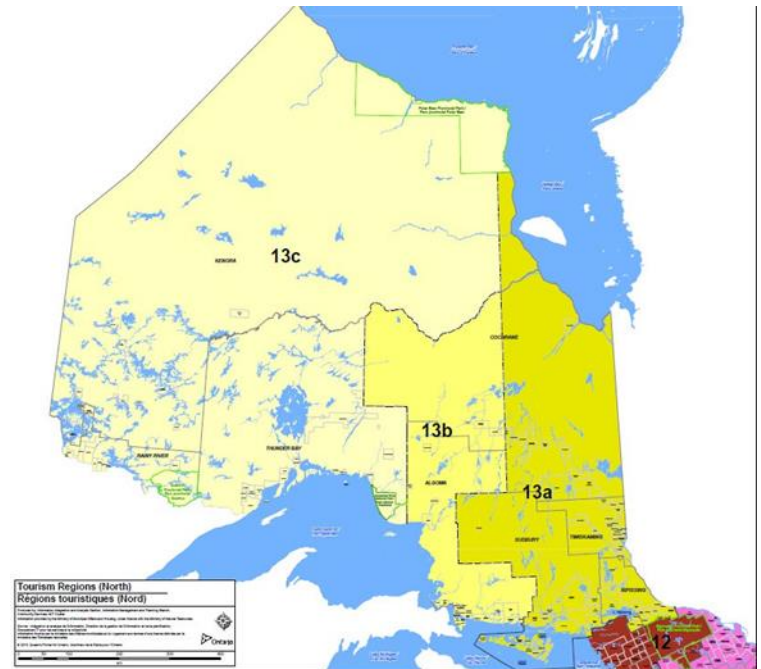
**Largest tourism
region in geography**

**Second largest in
expenditures**



- **In 2012 Ontario recorded \$22.3billion in tourism receipts.**
- **Region 13**
 - **5.8% of visitation**
 - **6.9% of spend**
 - **\$1.5billion**

**Only region that
includes
sub-regions: 13A
(Northeastern);
13B (Sault Ste.
Marie - Algoma);
13C (Northwest
Ontario)**



**Governed by a pan-Northern
Ontario Board of Directors -
recognized industry leaders who
collectively provide vast
knowledge, experience and
insight**

50% private sector tourism operator participation on Board



Represent all tourism interests and encourage industry participation through consultations, board, committees and working groups.

GOAL: Significantly increase tourism revenues in Northern Ontario



**Deliver programs
to enhance existing
tourism products
and develop
new tourism
opportunities
for the North**



Lead in coordination and planning for marketing, product development, workforce and industry training, investment attraction initiatives.

Invest in both pan-Northern initiatives and sub-regional programs that support the North's three distinct travel and marketing corridors.

Working with Partners to Build Northern Ontario's Tourism Industry



Research

- **Market Assessment and Economic Impact**
- **Industry Performance**

Product Development

- **Experience Shift**
- **Quality Shift – Tourism Excellence North**
- **Culture Shift**
- **Wayfinding**

Marketing

- **Ontario Tourism Marketing Partnership**
- **Pan-Northern**
- **Sub-regional**

Workforce and Industry Training

- **Inventory of Training Opportunities**
- **Training Calendar**
- **Niche training that supports pillar priorities**

Investment Attraction

- **Inventory of Resources**
- **Inventory of Opportunities**
- **Support Funding Applications**

Partnership Program

- **Identify and support industry partnerships that align with TNO pillar priorities.**

Support provincial priorities

- **Aboriginal**
- **Francophone**
- **Trails**
- **Live Music**
- **Wine and Culinary**

Trails and Tourism

- **Healthy Lifestyle**
- **Green**
- **Outdoors**
- **Destination Driver and Added Value**
- **Connect Communities**
- **Big Picture**

Provincial Priority

TNO Priorities

- **Research**
- **LHNCCR**
- **Group of Seven**
- **Connecting Communities
and Gateways**

Partnership

- **Research**
- **Planning**
- **Product Development, Marketing,
Workforce Development and Investment
Attraction**
- **Communication**



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to build a thriving
tourism industry*

Questions?

To learn more:

www.tourismnorthernontario.com

Contact us:

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Thank you!