

BUILDING A STRONG TOURISM INDUSTRY IN THE NORTH.



DESTINATION
**NORTHERN
ONTARIO**



destinationnorthernontario.ca

TOURISM STATS FOR 2016



+3.8%
Globally



+11.2%
Canada

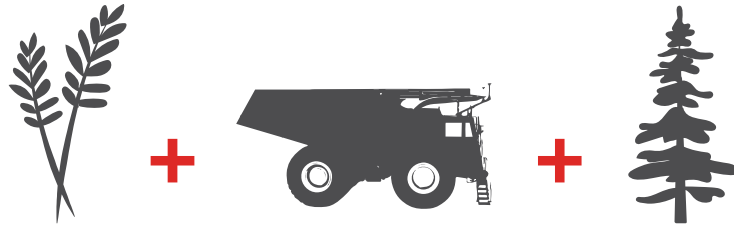


Regained all the
losses of 9/11, SARS &
The Great Recession



.04% Shy of
Best Year Ever
in Tourism

Tourism in Ontario greater than forestry, mining & agriculture combined



Tourism economy in Northern Ontario greater than that of **FIVE** provinces & **THREE** territories

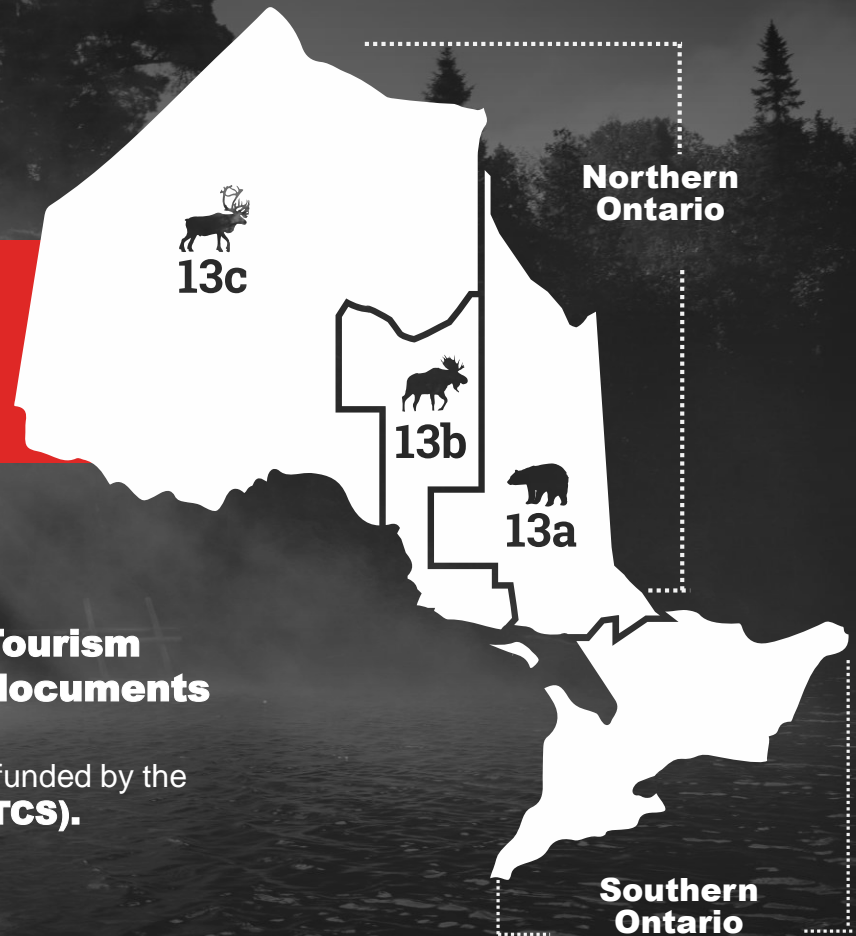
Tourism generating more than **1/2 BILLION DOLLARS** in direct Northern Ontario tax revenues



ABOUT US

Discovering Ontario Report, Ontario's Tourism Action Plan & Framework for Tourism documents

- One of 13 regional tourism organizations in Ontario funded by the **Ministry of Tourism, Culture and Sport (MTCS)**.
- **Largest** region in geography
- **Second largest** in budget
- Only region with sub-regions
- Governed by an industry-led pan-Northern Board of Directors





BUILDING A STRONG TOURISM INDUSTRY IN THE NORTH.

VISION

Northern Ontario will be a unique and distinctive tourism destination wherein high quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional and global connections for the entire region.



BUILDING A STRONG TOURISM INDUSTRY IN THE NORTH.

MISSION

Destination Northern Ontario (DNO) will take a leadership role to strategically guide and champion growth in Northern Ontario's tourism industry, through strong communication, collaboration and partnerships with industry.

SECTOR GOALS

01

Innovation and **entrepreneurship** are supported by **research** and **educational tools**.

02

Critical mass of **high quality products** and **experiences** are brought to market.

03

Realistic and **sustainable tourism development** is underway.

04

Streamlined services for operators are available.



**Product
Development**



**Investment
Attraction**

AREAS OF FOCUS



**Workforce
& Industry
Training**



Marketing



**Partnerships
with Industry**

PRODUCT DEVELOPMENT

RESEARCH

PRODUCT
TEAMS

SECTOR
STRATEGIES

PRIORITIES



Current:

Angling, Auto & RV Touring, Cycling, Cultural (Group of Seven), Gateway and Destination Communities, International Markets, Nature and Adventure, Snowmobiling, Wayfinding.

Developing:

Francophone, Indigenous, and culinary.

INVESTMENT ATTRACTION

**AWARENESS
& RESOURCES**

**INVESTMENT FOR
DNO & SECTOR
PRIORITIES**

**ASSISTANCE
WITH FUNDING
APPLICATIONS**

Investment Attraction

WORKFORCE & INDUSTRY TRAINING

Workforce & Industry Training



tourism excellence north
tourisme d'excellence Nord

SELF-LEARNING, GROUP LEARNING AND SPECIALIZED COACHING FOR BOTH OPERATORS AND COMMUNITIES.

Current Focus:

Quality & Visitor Appeal

Future Focus:

- Embedding TNO and Sector Training Priorities.
- Identifying and providing resources after the training.

MARKETING

Marketing

- Strategic Direction for Marketing Tourism in Northern Ontario
- Pan-Northern Ontario Leadership Role
- Strategic, evidence-based decisions, greater collaboration
- Alignment with Ontario branding
- Investment in sub-regional marketing programs

PARTNERSHIPS

Partnerships

- Leverage resources for common goals
- Not a funder
- Aligns with TNO and Sector Priorities
- Match non-provincial industry financial contributions
- Stack provincial and in-kind contributions
- 2016 – \$605,000 = \$3.5 million in partnered tourism initiatives



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**Tourism Northern
Ontario Community
& Trails Wayfinding
Partnerships**

“Signage is the most extensive embodiment of wayfinding in Northern Ontario. In our research, signage was consistently mentioned as the most frustrating aspect in supporting the visitor experience, because of the bureaucratic and regulatory restrictions tied to signage on provincial highways, municipalities and rural areas”.





BUILDING A STRONG TOURISM INDUSTRY IN THE NORTH.

Bilingual Community Tourism Wayfinding Signage Partnerships

— **Just completed** first year of our three-year partnership with FedNor and Northern Ontario communities to prepare wayfinding plans and develop bilingual tourism wayfinding signage

— **185 signs produced in:** Hearst, East Ferris, Blind River, Schreiber, Atikokan, Sioux Lookout, Kenora, Timmins

— **This year** working on installation plus **new partnerships** with Greenstone, Temiskaming Shores, Nipigon and North Bay, among others

— **\$1,170,000** available for bilingual tourism wayfinding signage over the three years

— **2/3rds** of funding provided, must be bilingual (English and French)



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Trails Wayfinding Signage Partnerships

Last fiscal, Tourism Northern Ontario supported trails wayfinding in Nipigon, the Terrace Bay – Schreiber region (Casque Iles), Cochrane, on Manitoulin Island (Cup and Saucer and Manitoulin Island Cycling Advocates) and in the Mattawa Bonfield region

Looking for new partners now

50 cent dollars, do not need to be bilingual



BUILDING A STRONG TOURISM INDUSTRY IN THE NORTH.

A vertical red bar is positioned to the left of the title text. The title text is in a large, bold, white, sans-serif font, reading "Lake Superior North Shore Tourism Strategy".

Lake Superior North Shore Tourism Strategy

Lake Superior North Shore Tourism Strategy








GOALS

- ✓ **Create** a destination that visitors want to travel to and spend time in
- ✓ **Work together** to increase tourism in the region
- ✓ **Support** economic development in the region and help to leverage funding by gathering good quality tourism data and by relying on existing and new research to back decisions
- ✓ **Identify** product development opportunities
- ✓ **Leverage** partnerships
- ✓ **Strive** for better communication
- ✓ **Identify** the tourism assets that exist in the region, identify the gaps as well as capacity issues and encourage private sector investment and expansion where required
- ✓ **Identify** the roles and responsibilities

Lake Superior North Shore Tourism Strategy



ISSUES

-  **Lack of** alignment among the region's tourism stakeholders, working in silos
-  **Lack of** understanding of the region's tourism capacity issues and gaps in tourism product
-  **Municipal** stakeholders are currently focused on their own geography
-  **Smaller** communities face challenges in attracting funding
-  **Limited** community funding for tourism marketing and product development and a high turnover of staff

OPPORTUNITIES

Lake Superior North Shore Tourism Strategy

- 01 Provide** a definition of the roles and responsibilities
- 02 Educate** operators
- 03 Elevate** and legitimize tourism on the region's list of priorities for focus and investment
- 04 Create** a sense of consistency
- 05 Unite** tourism stakeholders with a common interest
- 06 Pool** limited tourism financial and staff resources

RECOMMENDATIONS



Lake Superior North Shore Tourism Strategy



Lake Superior North Shore Tourism Strategy

Develop a project-based operating model

- Focus on product development
- Three-year period
- Guided by sub-committee

Lake Superior North Shore Tourism Strategy

Move to a destination management organization structure

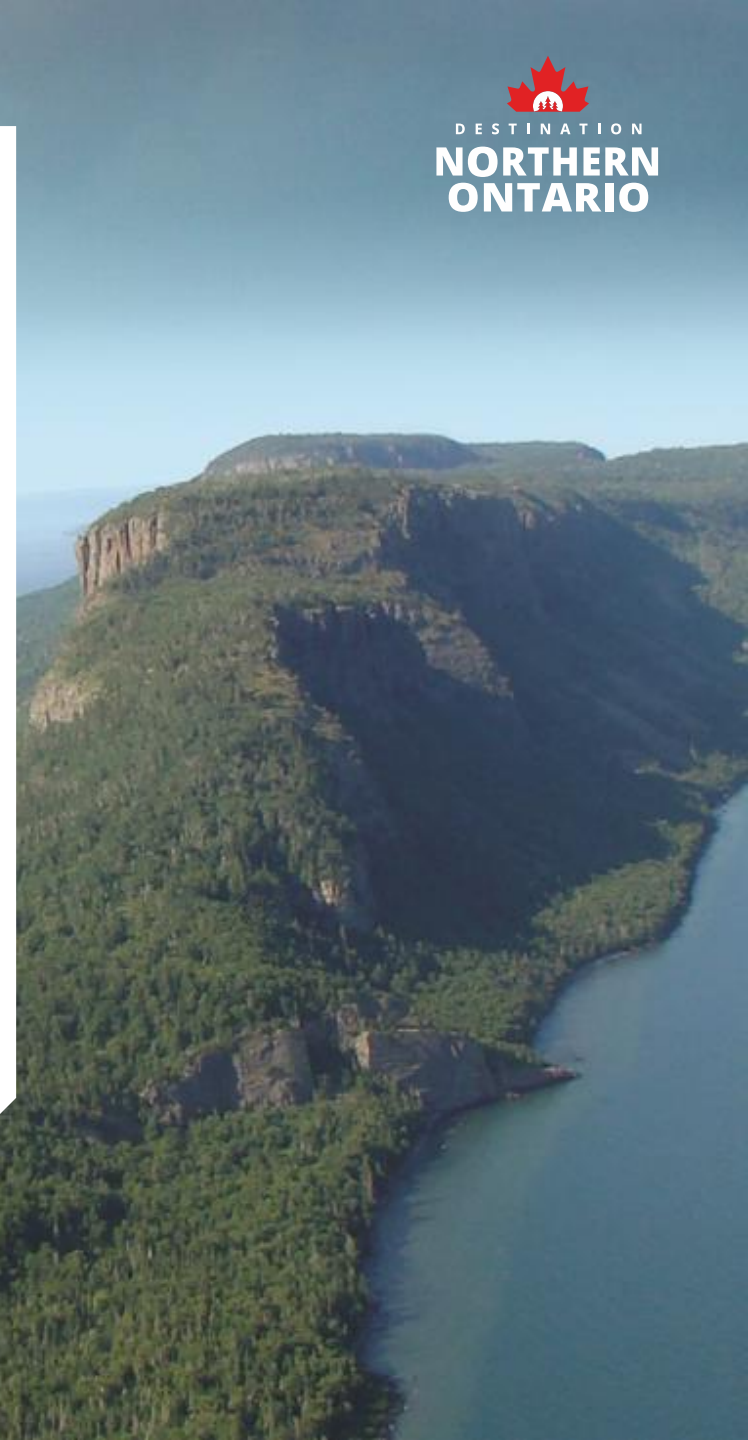
- Existing (Superior Country) or new
- Funding for product development required



Lake Superior North Shore Tourism Strategy

Expand geography to include Sibley Peninsula

- Includes Sleeping Giant Provincial Park, the community of Silver Islet and many trail assets
- Fits well with the current geography
- Add representative to committee



Lake Superior North Shore Tourism Strategy

Communication & Education

- Engage locals
- Engage municipal figures
- Engage operators



Lake Superior North Shore Tourism Strategy



PRODUCT DEVELOPMENT

- ✓ **Lake Superior Circle Tour** redevelopment
- ✓ **Support** LSNMCA development
- ✓ **Support** development of accommodations
- ✓ **Support** culinary development
- ✓ **Continue** to invest in wayfinding
- ✓ **Support** Group of Seven development
- ✓ **Invest** in trail market-readiness upgrades

The Potential of the Region's Trails

Lake Superior North Shore Tourism Strategy



01

Casque Isle Trail can attract visitors to the region for a multi-day hike.

02

Future **Group of Seven Trail** in Marathon or the **River Trail** in Nipigon have the ability to augment a visitor's experience while in the region or to attract day-trippers from Thunder Bay.

tourism
rocks!

Tourism Rocks the Economy of Northern Ontario!

— **Tourism contributes more** to the provincial Gross Domestic Product than the entire primary sector, including forestry and mining.

— **40% of the workforce** in Northern Ontario is employed in the tourism industry and tourism is the **largest** employer of young workers in Ontario.

— **Tourism receipts** in Northern Ontario amount to a whopping **\$1.5 billion**. Every \$1 million in tourism revenue creates **14 full-time** jobs!

In 2014, there were **8.2 million** visits in the Destination Northern Ontario region. That's **11x** more visitors than residents of Northern Ontario!

Northern Ontario is Canada's **#1 fishing destination**. Northern Ontario anglers contribute almost **\$300 million** toward Ontario's gross domestic product resulting in almost **5000 jobs**.

More than 90% of economic benefits from Northern Ontario's anglers are kept right here within the region.

Northern Ontario attracted **1.5 million** travelers who were visiting friends and relatives (VFR) in the region. We don't often think of them as tourists, but these VFR travelers spend **\$262 million** enjoying the sights and attractions of the North. It's a market that's too big to ignore.



DESTINATION NORTHERN ONTARIO

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Thank You

Websites



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Social Media

