Tourism Northern Ontario
Bi-National Twin Sault’s Regional Collaboration Conference
October 30, 2013
Tourism Northern Ontario

- One of 13 tourism regions funded by the Ministry of Tourism, Culture and Sport
- Largest region geographically
- Second largest in terms of allocation
- Only region with sub-regions
- Recognizes three distinct marketing and travel corridors
- Annual budget in excess of $5 million
- Leverage resources and funding opportunities
- Regional collaboration
Mandate

- Coordinates, aligns and invests in sub-regional programs
- Leads in identified pan-northern management functions
- Coordinates marketing, product development, workforce and industry training and investment attraction
- Ultimate goal is to significantly increase tourism revenues in Northern Ontario
- Achieved by delivering programs designed to enhance existing tourism products and developing new tourism opportunities for the North
Board & Marketing Leads

- Board structured to be representative of industry including the sub-regions, DMO’s, operators, sector organizations
- Work with five sub-regional organizations as marketing leads for RTO
- TNO not membership based
- Industry support through our sub-regional partners
## Sub-regional Marketing:
- Five sub-regional marketing leads coordinate $2.9 million in marketing initiatives that support the three unique travel and marketing corridors
- Products identified in N. Ont. Marketing Strategy
- Align with sub-regional priorities

## Northern Web Portal:
- Partnership with OTMPC
- Regional, francophone and experiential components
- $550K investment
- Shared costs portal maintenance and content management
- Five sub-regional content providers including Sault Ste. Marie
- No marketing
Product Development

- Industry Committee formed 2013
- Collaboration
- Northern Ontario Aboriginal Tourism Asset Inventory and Assessment
- Group of Seven
- Lake Huron North Channel Cycling Route
- Reservation System Support
Workforce Development

- Industry Committee formed 2013
- Limited training for operators and DMO’s
- Looking forward to expanded opportunities 2014-15
Investment Attraction

- Industry Committee formed 2013
- Resource Directory
- Role of RTO to be determined
2014-15 Planning

Planning Cycle:
- Board priorities (September)
- Marketing Planning with OTMPC (October)
- Business Plan (November)
- Submission to MTCS (January)
- TPA (March)
- Next fiscal begins April 1, 2014
- Close to $6 million investment
Bi-National & Inter-Regional Collaboration

- Ride Lake Superior
  - Ontario, Michigan, Wisconsin, Minnesota
  - New motorcycle tourism product

- Bi-National Tourism Conference
  - Ontario, Minnesota
  - Regional tourism model

- Georgian Bay Coastal Route
  - Georgian Bay Destination Development Partnership, Tourism Northern Ontario, Northeastern Ontario Tourism, Explorer’s Edge (Region 12), Grey-Bruce-Simcoe (Region 7)
Congratulations!

• Ontario Tourism Marketing Awards of Excellence Finalists
  • Tourism Sault Ste. Marie – 2012 Tourism Printed Collateral Award
  • Tourism Sault Ste. Marie – 2013 Tourism Advertising Award
  • Algoma Country & Thunder Bay Tourism – 2013 Tourism Marketing Partnership Award

Ontario Tourism Summit in Toronto November 13-14th