

# DID YOU KNOW?

Resource-based tourism operators play a vital role in showcasing Northern Ontario's natural beauty and diverse ecosystems.

Through *collaboration* the forestry industry is ensuring a *sustainable economic future for Ontario*. By working together, resource-based tourism operators and the forestry industry can:



**Strengthen** sustainability initiatives and preserve resources for future generations.

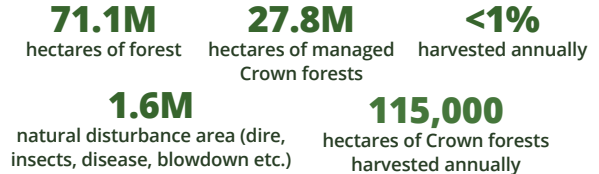


**Enhance** the visitor experience with eco-friendly tours that educate on sustainable forestry practices.



**Create** economic opportunities beneficial for local communities, such as increased tourism and job creation.

Ontario	Forestry	Tourism	Combined
Revenue (2022)	\$22.8 billion	\$31.2 billion	\$54 billion
Employment	137,000	713,333	11% of Ontario's Workforce





*“The forest industry is a vital partner in Northern Ontario’s future, and ensuring its sustainability is key. By working together, we ensure the sustainability of both the forestry and tourism industry values that make Northern Ontario a world-class destination, while maintaining the remote wilderness experience our visitors cherish.”*

— states Dan Bowes, Director Forest Resources & Log Procurement,  
Columbia Forest Products

