

2018

# Lake Superior North Shore Tourism Strategy



Parks  
Canada

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# Lake Superior North Shore Tourism Strategy

Prepared by BC Hughes  BCHughes

In partnership with Destination Northern Ontario, Parks Canada, and an industry-based steering committee.





# LAKE SUPERIOR NORTH SHORE TOURISM STRATEGY

## Introduction

The North shore of Lake Superior is an area of natural beauty and cultural heritage. Located in Northern Ontario, along Lake Superior, the world's largest freshwater lake, the North shore is poised for tourism growth.

As tourism developments in the region take place in the coming years, the communities along the North shore have an opportunity to work together to capitalize on tourism prospects and to benefit from economic returns.

*The Lake Superior North Shore Tourism Strategy* is the product of a project undertaken during 2017/18 which involved consultation with the region's tourism community stakeholders (**appendix 1**). In addition to these consultations, the project included several tasks designed to gain an understanding of the current local and regional tourism environment as well as the challenges and opportunities the area is faced with.

### Tactics included:

- Review of relevant local tourism strategies completed over a ten-year period;
- Review of pertinent regional and provincial tourism strategies pertaining to tourism marketing and product development within Northern Ontario;
- Online research and inventory of tourism assets within the region;
- Individual calls with key tourism community stakeholders; and
- A one-day workshop with a steering committee of Lake Superior North shore tourism representatives.

Each of these tactics were used to formulate recommendations to advance tourism in the area over the next three- to five-year period.



## Challenges the Strategy Can Address

Stakeholders addressed the reasons for creating the *Lake Superior North Shore Tourism Strategy*, by examining the challenges they associate with being in a region without a tourism strategy. The most important challenges of not having a strategy to guide tourism developments identified by the group include the following issues:

- 01** **Lack** of alignment among the region's tourism stakeholders. The group felt that stakeholders currently work in silos, with a disconnect between parties and what each is doing. This leads to duplication of work and inefficient use of resources.
- 02** **Lack** of understanding of the region's tourism capacity issues and gaps in tourism product. Working individually has led to limited assessment of what tourism assets are needed to increase tourism in the region.
- 03** **Municipal** stakeholders are currently focused on their own geography. A regional tourism strategy will help these stakeholders to understand and support region-wide tourism developments.
- 03** **Smaller** communities face challenges in attracting funding as they don't have the resources to apply for grants, or the experience to complete funding applications and the necessary reports.
- 04** **Limited** community funding for tourism marketing and product development and a high turnover of staff in economic development roles causes limited consistency and follow through on projects.





## Opportunities the Strategy Can Seize

Stakeholders also provided input into the opportunities that they associate with developing a strategy to guide Lake Superior North shore tourism. The following list outlines the highest ranked findings by the group.

- 01 **Provide** a definition of the roles and responsibilities of tourism champions in the region.
- 02 **Educate** operators surrounding the area's tourism needs and opportunities for experience development.
- 03 **Elevate** and legitimize tourism on the region's list of priorities for focus and investment.
- 04 **Create** a sense of consistency within the region with respect to tourism product development, target markets and marketing.
- 05 **Unite** tourism stakeholders with a common interest to work together and create consistency and alignment.

Additionally, having a strategy will assist by pooling limited tourism financial and staff resources, allowing more investment in tourism product development which will increase the quality of the offering, ultimately increasing the attractiveness of the region for tourists.







## Key Elements of a Successful Tourism Area

The stakeholders examined the most important items that they feel are needed to create a successful tourism destination. In addition to ultimately being in an area of touristic appeal or beauty, the top four elements were grounded in the existence of:

- 01 **Unique**, quality, consistent and diverse tourism products and services as well as information and infrastructure to support tourism;
- 02 **Great** customer service and hospitality, backed by stakeholders and communities that support tourism;
- 03 **A financially-sustainable** model for tourism in the region; and
- 04 **Available** funding for tourism infrastructure.

Other factors noted by the group included amenities to support tourism such as wayfinding, rest areas and lookouts as well as restaurants. Participants felt the need for successful tourism areas to showcase the culture of the region and felt that areas with four seasons of activities may be more successful than others.



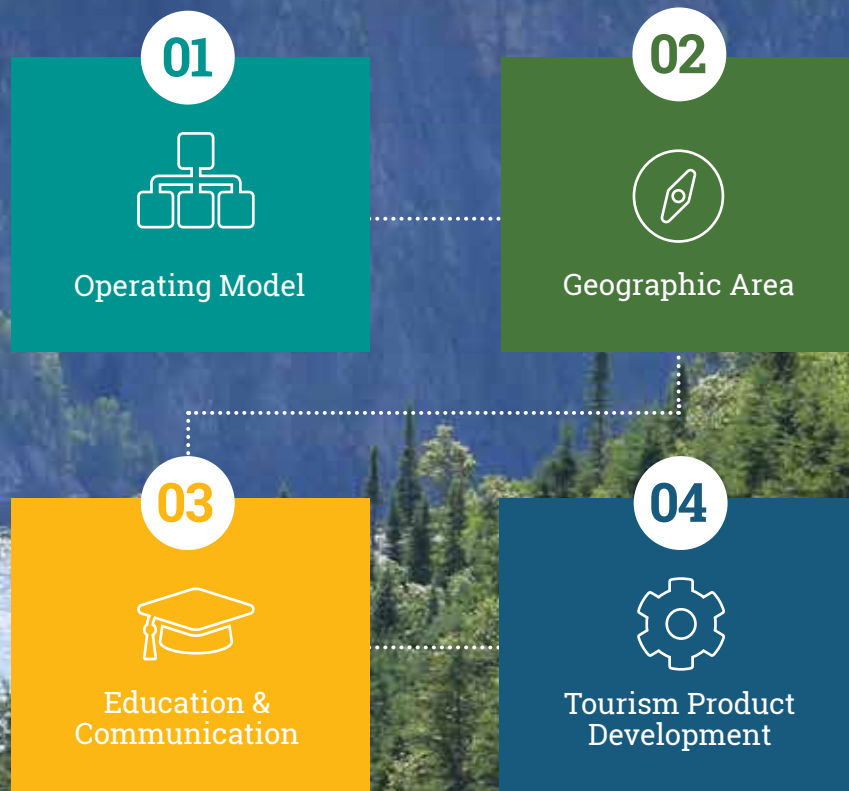
## Goals

Designed to address the challenges and capitalize upon the opportunities, the goals, which reflect what the Lake Superior North Shore Strategy aspires to be, are as follows:

- **Create** a destination that visitors want to travel to and spend time in;
- **Work** together to increase tourism in the region, increasing the number of visitors, the length of stay and the amount of money spent;
- **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 to advance tourism offerings in the region;
- **Leverage** partnerships with Destination Northern Ontario (DNO) and local Destination Marketing Organizations (DMOs) to further tourism in the region;
- **Strive** for better communication among tourism stakeholders within the region to minimize the lack of tourism understanding and to encourage municipalities to prioritize tourism investments and think regionally;
- **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; and
- **Identify** the roles and responsibilities of different Lake Superior North shore tourism partners and stakeholders.



# STRATEGIC RECOMMENDATIONS







## OPERATING MODEL

Often the key to advancing a regional tourism initiative is in working together as a cohesive unit and ensuring tourism is at the forefront of the regional focus. The LSNS has begun the first part of this movement. Formed in 2009, the North Shore Network is a group of economic development personnel from the region who meet quarterly to share information and possible solutions to issues identified. This group has discussed in the past ways to become more engaged in helping to shape tourism development along the North Shore. They have realized the best approach is a broader community-driven approach.

While economic development personnel are engaged and were happy to share their input, the project consultation process highlighted that many communities and First Nations along the North shore lack the resources to dedicate to tourism development in their individual communities. At the same time, a handful of municipalities have full time staff available in an economic development capacity,

with a tourism portfolio and budget to fund tactics.

The North shore region receives regional marketing support through Superior Country, a DMO whose boundaries include the LSNS. Further marketing at the regional level is undertaken by Destination Northern Ontario (DNO), the Regional Tourism Organization for Northern Ontario, and the Destination Ontario (DO) Northern Office as well as several municipalities.

Of the stakeholders providing input to the strategic plan, currently only Destination Northern Ontario earmarks a sizeable portion for tourism product development. Select communities use a project-based approach, supported by funding grants (often provided by FedNor or NOHFC) and/or Destination Northern Ontario's partnership program, while others do not undertake any tourism product development projects.

Operating Model





01

## Develop a project-based model that adds value to the tourism planning and development landscape along the North Shore.

To move the destination development agenda forward and to meet the goals for the strategy, it is important that a dedicated person is allocated to both coordinate and undertake tasks. Hiring a North shore tourism manager or coordinator for a three-year period will help to ensure that the recommendations in the strategy are implemented.

The project person will undertake communication and education as well as product development support over their term, with the purpose of increasing the commitment to tourism in the region, creating partnerships,

advocating for support, increasing cohesiveness and getting the area's tourism assets organized for growth.

Marketing the region as part of this collective should not be undertaken until these initial tasks are done. When the group is ready to move on to marketing at the end of the three-year period, a decision will need to be made regarding the format of the delivery. Regardless of the form, community commitment to providing resources will be key to the initial and continued success of the LSNS tourism initiative.



## CASE STUDY

### Georgian Bay Destination Development Partnership

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The Georgian Bay Destination Development Partnership began work in 2016 with the goal of creating an iconic regional tourism destination. At this point, partners that included municipal tourism representatives, DMOs and key operators around the bay, had been working together for several years. Eventually the group realized that, given busy workloads in their primary positions, it was difficult to dedicate time to get tasks done for the collective. Several grant applications were undertaken and a

third-party project manager/intern was hired to complete product development initiatives for the first several years. The project gained excellent traction during this time, however, when grant opportunities were exhausted, the partnership encountered a sustainability issue. Municipal, DMO and operator partners were not able to provide enough resources to pay for staff to get things done as well as budgets to promote the region.





## ACTIONS | PART A



### Champions

Sub-group of Strategic Plan steering committee



### Timeline

Immediately, aligned with funder intake cycle

- a. Apply for grant(s) to hire a LSNS tourism manager/coordinator for a three-year term to undertake the initiatives included in the strategy, leveraging funds provided by communities and First Nations tourism partners in the region.
- The grant application should be facilitated by a sub-group of the committee with experience in grant applications and include representatives from DNO.
  - The applicant organization should be an organization with the ability to apply for grant funding, capacity to manage staff, the ability to encompass the entire region and capability to undertake tourism product development projects (i.e. Destination Northern Ontario, Superior North CFDC or Superior Country etc.).
  - Grant applications should cover staffing, plus project tasks that will be undertaken during the three-year term.
  - Possible funding options that would involve leveraging LSNS partner funds could include:
    - i. FedNor's Community Investment Initiative for Northern Ontario (CIINO) program (up to \$100,000 funding annually to cover 90% of eligible costs for 3 years – depending on the number of partners, funding may be increased up to \$170,000 for a regional project)
    - ii. FedNor internship program (up to \$31,500 to cover 90% of staffing costs may be funded for up to 2 years)
    - iii. NOHFC Northern Ontario Internship Program (up to 31,500 to cover 90% of staffing cost may be funded for up to two years to hire a candidate of the Economic Developers Association of Canada)
    - iv. Combination FedNor, NOHFC and DNO project related funding including costs to hire an independent contractor to undertake the tasks
  - Staff hired should have as a minimum: the ability to undertake the tasks as outlined in the strategy; a background in tourism or economic development; the capability to work independently; the skill required to build partnerships; research, project management, communication and organization capability; and the ability to manage projects being undertaken by a third party.



## ACTIONS | PART B



### Champions

Sub-committee of the North Shore Network



### Timeline

Immediately

- b. Create a sub-committee of the North Shore Network to focus on tourism developments in the region. This focused committee could be called the Lake Superior North Shore Tourism Network and would include representatives from: municipal/First Nations economic development personnel, DNO, DMO, CFDC, key operators, Parks Canada and Ontario Parks.



## ACTIONS | PART C



### Champions

All tourism stakeholders in the region



### Timeline

Immediately

- c. The Lake Superior North Shore Tourism Network (LSNSTN) and the hired staff will rely on all community tourism stakeholders to support tourism initiatives during the project and into the future (see appendix 2 - Roles and Responsibilities).



## Measures of Success



Dollars of funding received

Staff hired

Length of term for staff funding



02

## Move to a Destination Management Organization (DMO) model when LSNS is tourism market-ready or near market-ready, depending on progress achieved.

To move the destination development agenda forward and to meet the goals for the strategy, it will be important to capitalize on staff and funding to get initial work done, but it will be equally important to continue the momentum at the end of the three-year term.

To do this, it will be important to adopt an operational model that can undertake marketing for the LSNS region and continue to make advancements in tourism product development.

At this time the LSNS will have two options to continue the work as a group and should consider the viability to have an existing organization versus a new organization to develop and market tourism in the region.

1. Create a new tourism organization. Under this model, municipalities and First Nations would fund the DMO, its initiatives and staff. Sustainable ongoing funding would be required to cover the marketing and product development budget as well as staffing.
2. Use an existing DMO. Under this initiative, marketing and product development of the LSNS would be undertaken by an existing DMO that covers the entire region, such as Superior Country. Partnership funding would be required to allow Superior Country to undertake marketing and product development tactics for LSNS.

### It will be important to choose an option that will:

- assist communities that have few resources for tourism development;
- keep the momentum going and have the capacity to continue to advance tourism opportunities along the North Shore;
- represent the entire LSNS region;
- create a common tourism voice and vision;
- continue to focus on product development and experience enhancement for the region while also empowering communities to invest in tourism development;
- be able to implement and manage LSNS-specific marketing campaigns;
- provide back of the house organization;
- be willing and able to work with LSNS tourism stakeholders; and
- allow existing DMOs to continue to undertake their roles.



## ACTIONS | PART A



**Champions**  
LSNSTN and staff



**Timeline**  
In preparation for  
staff term ending

- a. LSNSTN and staff discuss the two available options and any other options for organizational format at the end of the two- or three-year term and consider the cost/benefit of each option.



## ACTIONS | PART B



**Champions**  
LSNSTN, staff, municipalities  
and First Nations



**Timeline**  
In preparation for  
staff term ending

- b. If the LSNSTN determines that creating a new DMO is a viable option, assess the interest of municipalities and First Nations to dedicate funds to support:

- Create a staffing, marketing and product development budget.
- Draft a funding model that considers resources available to each community/First Nations, and ability to commit funds on an ongoing basis.
- Present the plan to community representatives for approval/adoption.
- Set up new DMO organization.





## ACTIONS | PART C



### Champions

LSNSTN and staff



### Timeline

In preparation for staff term ending

c. If the committee determines proceeding with an existing DMO has the most benefit, commence talks with Superior Country.

- Ensure all LSNS municipalities and First Nations are members.
- Work with Superior Country to determine marketing plan, tactics and partners to support LSNS-specific marketing initiatives to be undertaken.
- Ensure continued regional product development by leveraging municipal, First Nations and other partner support for project-based funding applications undertaken by Superior Country for the LSNS.



## Measures of Success

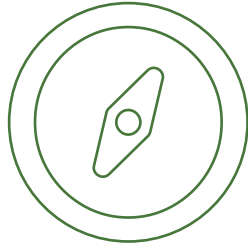


Budget completed

Funding model completed

Number of municipalities/First Nations approving the funding model





## GEOGRAPHIC AREA

The Lake Superior North Shore region runs along the Trans-Canada highway, parallel to Lake Superior, the world's largest freshwater lake by surface area. The Northern Ontario communities and First Nations along the North Shore are bound by a common theme; the natural beauty and the cultural heritage of the area. This atmosphere makes the area one of significance for outdoor adventures and exploration in nature due to its remote, scenic and rugged location.

# Geographic Area





## 03

## Expand the LSNS region

The current geographic boundaries for the Lake Superior North Shore area largely follow the outline of the Superior North CFDC's geographic area, encompassing Dorion in the west to Marathon in the east, following along the Lake Superior shoreline and stretching up to encompass Manitowadge on the eastern edge. The area is roughly equivalent to the shaded area on the following map.

Review of the tourism inventory for the region ([appendix 1](#)) shows a cluster of assets on the Sibley Peninsula, which includes Sleeping Giant Provincial Park, the community of Silver Islet and many trail assets. This peninsula fits well with the current geography, based on its natural beauty and outdoor activities, its rural nature and its location along the shores of Lake Superior.







## ACTIONS | PART A



**Champions**  
LSNSTN



**Timeline**  
Immediately

- a. Adjust the geographic area of the LSNS to include the Sibley Peninsula and Silver Islet. (The adjusted geography is shown on the map below.)



## ACTIONS | PART B



**Champions**  
LSNSTN



**Timeline**  
Immediately

- b. Add a representative from the new geographic area to the working group committee.





## Measures of Success



Geography expanded



Representative added to committee





## EDUCATION & COMMUNICATION

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Communities along the North shore have “hot and cold” relationships with tourism depending on the state of the resource economy. Tourism is given varied levels of importance and investment. To create a robust, long-term, sustainable tourism industry, everyone must be on the same page.

Discussions with community tourism stakeholders pointed to a common issue throughout the region. In most communities, there is currently limited investment in tourism. Several municipalities and organizations do not have an official tourism mandate and 47% of them don't have staff in a role related to tourism. Of those that do have staff, many suffer from high turnover, often leaving the position empty for periods of time and limiting the continuity on projects. Further, budgets allocated to tourism marketing

are either non-existent or very limited and tourism product development budgets are typically tied to funding or grants received for specific projects.

Creating a common vision for tourism development along the North shore will result in stakeholders rallying around it and working toward a shared goal even during economic fluctuations. Ensuring everyone understands the importance of the tourism economy and supports it, is the key to ensuring that tourism gets a higher priority in the region. Educating residents, municipal leaders and tourism operators on the importance of being part of a sustainable, robust tourism region, can be accomplished by using a ground-up approach.

# Education & Communication





04

## Enhance community tourism pride by engaging locals.

Travellers seek authenticity in the destinations they visit. Creating a sense of originality is often delivered by the people who call the destination home.

### CASE STUDY

## Newfoundland & Labrador

Newfoundland and Labrador have leveraged their 'locals' which have now become a very large part of the story when you visit. People are over-the-top friendly, proud and genuinely happy when

tourists come to visit. This didn't just happen overnight. The tourism industry involved residents in the planning and shaping of their tourism offer.

Getting residents along the North shore of Lake Superior engaged and proud of their region and the tourism industry is paramount to the long-term sustainability of the destination. Tactics that educate residents will go a long way toward creating a destination that visitors want to visit and a culture that supports tourism from the residents right up to the municipal leaders.



## ACTIONS | PART A



**Champions**  
Staff



**Timeline**  
Short term

- a. Create a locals-only campaign designed to get people exploring and learning about their own backyard.



## ACTIONS | PART B



**Champions**  
DNO with staff



**Timeline**  
Short term

- b. Implement a DNO "Tourism Rocks!" campaign, using local media (radio, print, digital and social media) and public service announcements designed to highlight why tourism is important, and the positive economic impacts it has on in the region.



## ACTIONS | PART C



**Champions**  
Staff



**Timeline**  
Medium term

- c. Encourage residents to become more familiar with their local tourism experiences by inviting friends and family to visit.





## ACTIONS | PART D



**Champions**  
Staff



**Timeline**  
Medium term

- d. Work with schools to enhance student awareness of the local tourism environment. Leverage experiences offered by local operators for class trips.



### Measures of Success



"Locals only" campaign deliverables and performance



"Tourism Rocks!" campaign deliverables and performance



Number of schools and students taking part in operator run class trips

05

**Empower municipal officials.**

This strategy is an important first step in getting local officials to visualize the long-term tourism potential of the North Shore. Each day, elected officials' and municipal employees' worlds are filled

with competing interests, so tourism must be organized and justified to become worthy of their time. Providing easy access to current research and performance data will keep stakeholders informed.



**ACTIONS | PART A**



**Champions**  
Staff



**Timeline**  
Short term

- a. Create a regional bi-monthly tourism dashboard report that is on all municipal agendas.





## ACTIONS | PART B



### Champions

LSNSTN and staff to encourage, municipalities/ First Nations, stakeholders, operators and third-party evaluator to undertake



### Timeline

Short term

- b. Advocate for local communities to undertake a DNO TEN Community Tourism Self-Assessment, to determine each community's capacity for tourism development and to highlight needs. Engage a cross section of municipal/First Nations representatives as well as other tourism stakeholders and operators to complete and review the assessment with a third-party evaluator. Repeat the assessments on an annual basis.



## ACTIONS | PART C



### Champions

LSNSTN



### Timeline

Medium term

- c. Celebrate the tourism industry by creating an annual award to be given for tourism innovation.



## ACTIONS | PART D



### Champions

LSNSTN with staff



### Timeline

Ongoing

- d. Members to meet regularly as part of the Lake Superior North Shore Tourism Network, to stay informed and share ideas.



## Measures of Success



Number of tourism dashboards on municipal agendas



Number of communities undertaking a Community Self-Assessment



Number of meetings of the Lake Superior North Shore Tourism Network

06

**Create a culture of collaboration by engaging operators.**

Having operators work together to deliver high-quality experiences is critical to the success of tourism in the region. Often operators can work in silos, focusing on their

own specific business. Having everyone work together will help to form a critical mass and assist with getting the North shore noticed by consumers.



**ACTIONS | PART A**



**Champions**  
Staff



**Timeline**  
Short term

- a. Create a bi-monthly tourism dashboard designed for operators. This digital communication would be simple and succinct, providing operators with continual snapshots of what's happening around them.





## ACTIONS | PART B



**Champions**  
Staff



**Timeline**  
Medium term

b. Create an operator forum of the LSNSTN that allows businesses to connect and share ideas. Consider using 'mixer' style social events where operators come together.



## ACTIONS | PART C



**Champions**  
Staff



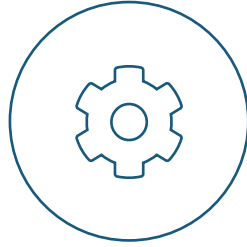
**Timeline**  
Long term

c. Work with DNO's Tourism Excellence North (TEN) to deliver experiential tourism training and package development workshops that will encourage businesses owners to work together.



## Measures of Success

- Number of tourism dashboards delivered to operators
- Number of operators participating in events
- Number of workshops delivered
- Number of workshop participants
- Number of packages created as a result of the workshop



## TOURISM PRODUCT DEVELOPMENT

Before investments in marketing the Lake Superior North shore are made, tourism product development will ensure the area capitalizes on tourism opportunities and works toward filling the gaps in tourism experiences. Several forms of research were used during the project to determine the areas where production development investments should be made during in the near term.

Research during this project saw the review of both local community strategies as well as regional tourism, DMO and DNO strategic work to gain an understanding of current investment and focus areas. Interviews held with community tourism stakeholders shed the light on important developments and the inventory of tourism assets (**appendix 3**) also helped to determine areas of opportunity for product development.

The recently completed *Lake Superior National Marine Conservation Area Visitor Experience Strategy (VES)* outlines many areas of possible development for the Lake Superior National Marine Conservation Area (LSNMCA) as well as the LSNS. Since the project took a community-wide focus, the VES explores ways the North Shore region can invest in tourism to support not only LSNMCA's development but to also further tourism in the region.

In determining possible experience developments, the VES examined the focus for Northern Ontario to allow alignment with DNO and DO's research and development focus. Priority segments for both DNO and DO currently include: nature & adventure, fishing, touring, gateway & urban, culture & heritage and hunting.

Further, the VES examined the area's *Essence of Place* and used both factors to determine target markets for the NMCA, which also apply to LSNS, and are an important in determining tourism product development areas that make sense for the region. The report outlines the following markets as important for the LSNS<sup>1</sup>:

**Outdoor adventure** — *niche market of outdoor adventure enthusiasts attracted to specific activities*

**Drive by** — *both niche-based travellers such as motorcyclists and RVers and Prizm's Middle Age Achievers (the Naturals), Fledgling Families and Family Traditions (Late Starters Families)*

**Thunder Bay** — *Prizm's Middle Age Achievers (the Naturals) and Empty Nests (Mature)*

<sup>1</sup> Lake Superior National Marine Conservation Area, Visitor Experiences Strategy, August 2017.



07

## Engage in the Lake Superior Circle Tour rejuvenation initiatives.

A resurgence of the Lake Superior Circle Tour is currently underway. Destination Northern Ontario has recently initiated a project to rejuvenate the route for auto and RV touring traffic. The project has

begun by engaging the tourism stakeholders around the lake and working toward an understanding of the commitment of each party in the development and marketing of the route.

# Tourism Product Development





## ACTIONS | PART A



### Champions

Representative of the LSNSTN



### Timeline

Immediately

- a. Position an area representative on the working group committee for the Lake Superior Circle Tour rejuvenation, reporting back to the LSNSTN on the developments and outcomes.



## ACTIONS | PART B



### Champions

Municipalities/First Nations,  
private investors, LSNMCA



### Timeline

Ongoing

- b. Continue to partner and invest in attractions that will entice drive by tourists to stop and spend time and dollars in the region including:

- existing attractions such as the Augasabon Gorge in Terrace Bay and the recently-completed lookout tower in Nipigon;
- attractions currently under development such as the LSNMCA Discovery Centre and the museum and visitor centre in Schreiber;
- better roadside scenic vista/rest stop experiences along the Trans-Canada highway as outlined in the LSNMCA VES and the Ministry of Transportation (MTO) and Ministry of Northern Development and Mines (MNDM) Northern Ontario Multimodal Transportation Strategy; and
- additional experiences and attraction opportunities as outlined in the LSNMCA VES.





## ACTIONS | PART C



### Champions

Staff, LSNSTN, private operators



### Timeline

Ongoing

- c. Ensure existing attractions are top quality. Use operator education and communication tools to encouraging them to take part in DNO's TEN Operator Self-Assessment and Fast Track to Success programs.



## ACTIONS | PART D



### Champions

Staff, LSNSTN, municipalities,  
First Nations



### Timeline

Ongoing

- d. Ensure communities along the route are top quality. Use the municipal education and communication tools to encourage them to take part in the DNO TEN Community Self Assessment program.



## Measures of Success

- Number of LSCT meetings attended by committee representative
- Dollars invested into existing and new attractions in the region
- Number of attractions taking part in DNO's TEN Operator Self-Assessment and FTS programs
- Number of communities taking part in DNO's TEN Community Self-Assessment program

08

## Support the development of the Lake Superior National Marine Conservation Area and the tourism opportunities it presents for the region.

When asked to name the key new tourism development opportunities in the region, almost 50% of local tourism stakeholders interviewed named the Lake Superior National Marine Conservation Area and the positive impact it will have on the North Shore of Lake Superior in terms of tourism investments in the area and attraction of visitors.

One of Parks Canada’s newest sites, the LSNMCA encompasses 10,880 square kilometres and over 600 islands making it the largest freshwater protected area in the world. The site will both celebrate and protect the rich natural and cultural heritage of this water-based site along the north shore of Lake Superior.

The recently-completed *LSNMCA Visitor Experience Strategy* documents possible visitor experiences developments to be implemented in the coming years. Since the LNSMC is a water-based site, it relies heavily on the mainland not only for access to the NMCA but also for supporting visitor amenities. As such, stakeholders within the region were included in the VES process and recommendations in the report include considerations for visitor experience developments in the communities stretching along the shoreline of the park as well as within the NMCA’s boundaries.



### ACTIONS | PART A



**Champions**

Municipalities/First Nations with LSNMCA, funders



**Timeline**

Medium term

- a. Leverage funding and invest in the betterment of water access points, pending the recommendations to be released during the fall of 2018 as part of the LSNMCA Marine Access Development Plan.





## ACTIONS | PART B



**Champions**  
LSNMCA, First Nations



**Timeline**  
Medium term

- b. Partner with LSMCA and work together to explore opportunities for the development of Indigenous tourism offers throughout the region.



## ACTIONS | PART C



**Champions**  
LSNMCA, municipalities/First Nations, private businesses



**Timeline**  
Ongoing

- c. Support the development of visitor experiences within the region by the NMCA, private investors, municipalities and First Nations. Encourage businesses and amenities needed in relation to visitor experience developments as recommended in the LSMCA VES including (but not limited to):

- NMCA Discovery Centre development
- Roadside scenic vista pull-offs in partnership with the MTO
- Attraction opportunities
- Outfitters/guides/instructors
- Tour operators
- Accommodations & dining (see recommendations that follow)



## Measures of Success

- .....  Number of water access points upgraded
- .....  Number of Indigenous experiences created
- .....  Number of supporting businesses created
- .....  Number of partnerships created with existing businesses

09

**Support the development of visitor accommodations in the region.**

Interviews with tourism community stakeholders addressed the need for more tourist accommodations in the region. Due to construction workers occupying many rooms, accommodations are currently very hard to obtain during the summer season, and occupancy rates are very high into the shoulder season and even in the off-season. Limited rooms are available to support tourists and their travels, and often hotels are only supplying overnight stays to guests booking more than one night.

Additionally, there is a lack of waterfront accommodation throughout the region,

even though it fronts on Lake Superior. This deficiency includes both roofed and unroofed sites or campgrounds. The accommodation maps in appendix 3 show very limited accommodation along the water or near the water. Yet, these types of places to stay are important factors in encouraging people to visit and stay in the area.

Destination Northern Ontario is undertaking an *Accommodation Needs Study* in the coming months. The results of the study will outline the level of accommodation needs and the type of accommodations required to support tourism activity in the area.

! (Pending the outcomes of the DNO *Accommodation Needs Study*)



**ACTIONS | PART A**



**Champions**  
LSNSTN, municipalities/First Nations,  
private operators



**Timeline**  
Medium term

- a. Advocate for community support for new investments and expansion of existing accommodation assets within the region with a focus on locations that will appeal to visitors.



! (Pending the outcomes of the DNO Accommodation Needs Study)



## ACTIONS | PART B



**Champions**  
LSNSTN



**Timeline**  
Medium term

- b. Work with potential investors, providing them with the facts from the study, to entice development.



## ACTIONS | PART C



**Champions**  
Staff, LSNSTN with LSNMCA



**Timeline**  
Medium term

- c. Encourage private and public investments in alternative accommodation.



## ACTIONS | PART D



**Champions**  
Staff, LSNSTN



**Timeline**  
Medium term

- d. Support the existence of all levels of accommodations. (i.e. bed and breakfasts, Airbnb, cottage rental, campgrounds, motels, hotels and lodges.)



## ACTIONS | PART E



**Champions**  
LSNSTN, private operators



**Timeline**  
Ongoing

- e. Use the operator education and communication tools to encourage accommodation operators to participate in DNO's TEN Operator Self-Assessment and Fast Track to Success program to increase the quality of existing accommodations in the area.



## Measures of Success

- Number of meetings with potential investors
- Number of accommodations taking part in the DNO's TEN Operator Self-Assessment and FTS program
- Dollar investment in accommodation expansions, new builds or upgrades
- Increase in number of accommodation units available for overnight stays



10

## Support culinary developments in the region.

Further to the need for tourist-ready accommodations throughout the region, the Lake Superior North shore could benefit from investments in eating establishments, especially those that are located close to the water or with a view of the water and focus on local cuisine.

Visitors to an area have a need to eat and TAMS data shows while dining is typically an ancillary tourism activity, Canadian

travellers on overnight trips enjoy dining in restaurants that offer local ingredients and recipes<sup>2</sup>. Further, they enjoy staying in waterfront lodges and resorts that offer dining experiences.

Multiple community representatives interviewed expressed a need for an increase in the number and quality of dining opportunities within the area.



### ACTIONS | PART A



**Champions**  
DNO, LSNSTN



**Timeline**  
Short term

- a. Support the completion of a Lake Superior North Shore Food Tourism Strategy to identify culinary opportunities, gaps and action items.

<sup>2</sup> Ministry of Tourism, Travel Activities and Motivations of Canadian Residents: An Overview, March 2007.



## ACTIONS | PART B

 (Pending the outcomes of the Food Tourism Strategy)



**Champions**  
See strategy



**Timeline**  
See strategy

b. Implement the recommendations of the strategy.



## ACTIONS | PART C



**Champions**  
Staff, LSNSTN, municipalities/First Nations, private operators



**Timeline**  
Medium term

c. Advocate for new investments and upgrades to existing culinary experiences.



## ACTIONS | PART D



**Champions**  
Staff, LSNSTN, private operators



**Timeline**  
Ongoing

d. Use the operator education and communication tools to encourage operator participation in DNO's TEN Operator Self-Assessment and Fast Track to Success programs to increase the quality of existing dining establishments in the area.



## Measures of Success

- Completion of *Food Tourism Strategy*
- Number of dining establishments taking part in DNO's TEN Operator Self-Assessment and FTS program
- Dollar investment in dining new builds or upgrades
- Increase in number of quality dining establishments available



## 11

## Continue to invest in community wayfinding.

The 2014 *TNO Wayfinding Strategy* documents the need for wayfinding within Northern Ontario. Wayfinding can take several different forms, each one with the purpose of directing tourists within the region.

The importance of community wayfinding in helping visitors to find their way has led to the development of a DNO wayfinding partnership program with FedNor designed to increase the level of wayfinding signage found within Northern Ontario communities. In the Lake Superior North Shore region, wayfinding is an important factor in helping visitors to navigate their way to

key attractions and in persuading some of the large amount of drive by Trans-Canada traffic to stop at local amenities, to spend dollars within the communities. Communities including Terrace Bay, Schreiber, Marathon and Nipigon have started to invest in community wayfinding, an initiative that should be adopted throughout the region.

Additionally, travel information centres (TICs) act as a resource for travellers as they navigate the region. Educated visitor centre staff can help to cross promote tourism opportunities between communities and direct travellers to local and regional key attractions.



## ACTIONS | PART A



**Champions**  
Staff, TIC management



**Timeline**  
Short term

a. Educate TIC staff on LSNS activities and key attractions. Consider:

- Familiarization tours;
- Free or discounted trips for TIC employees; and/or
- TIC newsletters on regional tourism advancements or TIC staff participation in the operator dashboard.



## ACTIONS | PART B



**Champions**  
LSNSTN, municipalities/First Nations, DNO



**Timeline**  
Medium term

b. Advocate for community participation in the DNO/FedNor wayfinding program to ensure visitors can find their way within the LSNS communities and to key attractions. If resources are limited, priority should be given to signage designed to direct visitors from the Trans-Canada highway to key attractions and Travel Information Centres.



## Measures of Success

- Number of TIC staff educated
- Number of communities participating in the DNO/FedNor wayfinding program
- Number of signs installed



## 12

**Invest in trail market-readiness upgrades.**

A significant amount of investment has been made in both studying and developing trails in the LSNS region. Several reports document the assets that exist, and their state of development as well as recommendations on what should be done to further develop these trail sites.

Several trail sites offer spectacular views and have the potential to be tourism attractions for the region. However, simply having trails does not necessarily mean that visitors will travel to use them. Trail assets can exist for several reasons and more than one purpose. Community trails are designed primarily for local resident use, to increase their activity levels and connect areas. Trails

that appeal to tourists can either act as supporting attractions or the main attraction. Supporting trails are generally not the asset that attracts the visitor to a region, but instead act as an additional activity to take part in when tourists visit a destination. To drive tourism visits, demand-generator trails are generally longer or part of a cluster of high quality trails with the same general purpose.

Tourism destinations that focus their trail development activities on sites that have the ability to drive overnight tourism visits, supported by a cluster of additional quality trails are further ahead economically as these investments will result in dollars being spent within the community.



## CASE STUDY

### Trail Town Program<sup>3</sup>

Trail Town is a trail revitalization program aimed at developing cycling trails for economic development purposes. The program is based on the principal of working in partnership as a region to create and to update trails, connecting them to communities and businesses where travellers can spend money. The program promotes investment in longer routes or a network of trails that require a visitor

to stay overnight, supported by smaller trails and visitor amenities. The Great Allegheny Passage, a 150-mile trail from Pittsburgh, PA to Cumberland, MD is reaping the benefits of their Trail Town revitalization. Ten years into the program, the trail boasts \$50 million in economic impact yearly and has created 65 new businesses, 25 business expansions and 270 jobs.

Lake Superior North Shore trails such as the Casque Isles Trail, a 53-kilometre hiking trail between Rosspoint and Terrace Bay, have the ability to attract visitors to the region for a multi-day hike. Other trail assets such as the 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.

**Distance from market should always be a consideration when allocating funds for trail upgrades in the region. As such, investments should be focused on trail assets that have the greatest ability to:**

- attract visitors from a long distance;
- create a legitimate reason for a passerby to stop; or
- can entice someone already visiting the area to spend more time.

Focusing on trail market-readiness will ensure a positive visitor experience and should be undertaken before marketing the region's trails.

<sup>3</sup> The Progress Fund, The Trail Town Guide: Revitalizing rural communities with bike trail tourism,





## ACTIONS | PART A



### Champions

Staff or third-party consultant



### Timeline

Short term

- a. Develop criteria for assessing an area trail's importance for tourism in the region to prioritize investments in trail infrastructure.



## ACTIONS | PART B



### Champions

Staff or third-party consultant



### Timeline

Short term

- b. Create market-readiness criteria for assessing trails assets in the region.



## ACTIONS | PART C



### Champions

Staff or third-party consultant



### Timeline

Short term – medium term

- c. Assess the key trails prioritized above using the market-readiness criteria. Tactics may include a combination of the following:

- Review the region's existing trail studies and summarize market-readiness recommendations for each of the key trails, determining which recommendations have been completed.
- Discuss trail development with each site's trail manager.
- Visit the trails to complete the assessment or fill in missing information.
- Summarize market-readiness needs for each of the key trail sites.



## ACTIONS | PART D



### Champions

Staff, municipality/First Nation or trail manager



### Timeline

Medium term

d. Access trail development funds to assist with needed trail upgrades.



## ACTIONS | PART E



### Champions

Municipality/First Nation or trail manager



### Timeline

Long term

e. Implement required trail upgrades.



## Measures of Success

- Assessment criteria outlined
- Number of trails assessed
- Number of upgrades implemented



## 13

## Support the development of Group of Seven experiences in the region.

Significant investment is currently being made in Group of Seven tourism experiences within the Province of Ontario. What started as a feasibility study for developing Group of Seven tourism in the Algoma region, quickly spread across Northern Ontario and now has marketing investments being made at the provincial level.

The community stakeholders in the region recognize the potential of the Group of Seven tourism development initiatives, listing it as the second most important key tourism opportunity within the region.

Algoma, at the forefront of this development, created the pilot *Master Plan to Develop and Launch Group of Seven Experiences in Algoma*. After the initial research, the initiative expanded to the North shore of Lake Superior, including sites in Terrace Bay and Marathon. The following investments have been made since the Master Plan was completed and have positioned Algoma and the North Shore as leaders in the development of Group of Seven tourism in the province.

### Algoma & North Shore of Lake Superior developments:

- Handbook for experience development
- Detailed product assessment
- Branding – Moments of Algoma
- Itinerary development
- Training program – delivery of Group of Seven training to front line staff and development of a three-tiered learning process including a "train the trainer" program
- Installation of 16 interpretive panels throughout the region including one in Terrace Bay and one to be installed in Marathon
- Criteria for market-readiness of Group of Seven experiences
- Group of Seven Lake Superior Trail initiative led by the Marathon Economic Development Corporation to create a trail from Neys Provincial Park to Pukaskwa National Park that will connect visitors to painting sites along the route
- 2018 investments by Algoma - operator training program, four additional interpretive panels, attraction signage and website development

**Expansion into Northeastern Ontario:**

- Development of a *Master Plan*
- Development of brand – Awakenings of La Cloche

**Adoption of the program by Destination Ontario:**

- Group of Seven Continues - umbrella branding to encompass the Group of Seven programs delivered throughout the province
- Group of Seven *Marketing Plan*
- 2017 Group of Seven marketing campaign – including five itineraries throughout the province
- 2018 Group of Seven marketing campaign – six Group of Seven itineraries in Ontario

Investments in Group of Seven tourism experiences are targeted to niche cultural travellers. Visitors interested in art history, or specifically the Group of Seven may be willing to travel longer distances for a Group of Seven tourism experience, making the initiative one that can attract long haul or international niche travellers to the province and Northern Ontario. These travellers are looking for robust authentic experiences that are inspired by the artists and link the art on the walls to the sites on the ground. Itineraries that allow visitors to interact with the landscape and painting sites and link multiple quality stops along a route will entice travellers.

## CASE STUDY

### The Hudson River Art Trail <sup>4</sup>

The Hudson River Art Trail is a series of routes that links together 22 sites over four states. The trail was developed to celebrate the landscapes that inspired what are said to be America's first great landscape painters: Thomas Cole, Frederic Church, Asher B. Durand, Sanford Gifford and Jasper Cropsey. The Art Trail, which was developed

in several phases includes historic sites, artists' homes, hiking trails and restaurants overlooking the inspiring landscapes as well as historic gift shops. The trail is part of the Hudson River Valley National Heritage Area which generated almost \$585 million in combined annual economic benefits in 2012<sup>5</sup>.

<sup>4</sup> Thomas Cole Historic House. Hudson River Art Trail. Web March 2018. <http://www.hudsonriverschool.org>

<sup>5</sup> Castiglione, Mark. Hudson River Valley Greenway Annual Report 2012. Hudson River Valley Greenway, 2013. Web March 2018. [www.hudsongreenway.ny.gov/Libraries/PDF\\_s/2012\\_Greenway\\_HRVNHA\\_Annual\\_Report.sflb.ashx](http://www.hudsongreenway.ny.gov/Libraries/PDF_s/2012_Greenway_HRVNHA_Annual_Report.sflb.ashx)





## ACTIONS | PART A



### Champions

Third party consultant or staff



### Timeline

Short term

- a. Research and document Group of Seven locations along the North shore of Lake Superior, stretching to Thunder Bay. Document sites that have significance in connecting the art on the walls to sites on the ground giving priority to locations that are easily accessible by the travelling public. Include operator driven initiatives that connect artistic or Group of Seven initiatives to the landscape.



## ACTIONS | PART B



### Champions

LSNSTN, staff



### Timeline

Short term

- b. Consider partnering with Algoma to expand their Group of Seven program to include the entire North shore of Superior to Thunder Bay to:

- expand the offer for the consumer;
- make an historical and physical connection between the artists and the train from Sault Ste. Marie as the connector to the region; and
- to leverage Group of Seven investments and traction that have already been made by the neighboring region.



## ACTIONS | PART C



### Champions

Staff and LSNSTN representative



### Timeline

Short term

- c. Apply for funding to expand the project into the implementation phase.



## ACTIONS | PART D



**Champions**  
Third party consultant or staff



**Timeline**  
Short term

- d. Assess Group of Seven sites inventoried using criteria developed by Algoma to ensure sites are consumer market-ready.



## ACTIONS | PART E



**Champions**  
Third party consultant



**Timeline**  
Short term

- e. Hold operator training sessions to develop market ready Group of Seven experiences in the region.



## ACTIONS | PART F



**Champions**  
Third party consultant or LSNS staff working with Algoma & Destination Ontario



**Timeline**  
Short term

- f. Expand existing itineraries to cover the region from Sault Ste. Marie to Thunder Bay.



## Measures of Success

- Number of sites inventoried
- Funding dollars received
- Itineraries expanded or created
- Number of operators taking part in training sessions





# SUMMARY OF TACTICS & TIMELINES

# Summary of Tactics & Timelines

**Timelines**

— YEAR 1 – Immediate & funding lead time / YEAR 2 – Short term / YEAR 3 – Medium Term / YEAR 4 – Long Term

Action	Timeline																			
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Operating Model</b>																				
<b>1. Develop a project-based model.</b>																				
a) Apply for grants (project and staffing)	•	•	•																	
b) Create a sub-committee	•	•																		
c) Rely on community tourism stakeholders for support	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
<b>2. Move to DMO model when market-ready or near market-ready.</b>																				
a) Discuss options available														•	•	•				
b) Assess interest for new DMO														•	•	•				
c) Discussions with Superior Country														•	•	•				
<b>Geographic Area</b>																				
<b>3. Expand the LSNS area.</b>																				
a) Adjust geographic area	•	•																		
b) Add a representative	•	•																		
<b>Education &amp; Communication</b>																				
<b>4. Enhance community tourism pride by engaging locals.</b>																				
a) Create a "locals-only" campaign			•		•	•	•													
b) Implement a "Tourism Rocks!" campaign			•	•	•	•	•													
c) Encourage residents to invite VFR market									•	•	•	•	•	•	•					
d) Work with schools to enhance student awareness									•	•	•	•	•	•	•	•	•	•	•	•



**Timelines**

— YEAR 1 – Immediate & funding lead time / YEAR 2 – Short term / YEAR 3 – Medium Term / YEAR 4 – Long Term

Action	Timeline																			
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Education &amp; Communication</b>																				
<b>5. Empower municipal officials.</b>																				
a) Create a bi-monthly tourism dashboard for municipal agendas					•		•		•		•		•		•					
b) Advocate for DNO TEN Community Self-Assessments				•	•			•				•				•				•
c) Create annual tourism award												•								
d) LSNSTN meets regularly	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
<b>6. Create a culture of collaboration by engaging operators.</b>																				
a) Create a bimonthly tourism dashboard						•		•		•		•		•		•				
b) Create an operator forum									•		•		•		•					
c) Engourage operators to take part in DNO's TEN experiential travel training and package development workshops												•	•		•					
<b>7. Engage in the Lake Superior Circle Tour rejuvenation.</b>																				
a) Position an area representative on the working group committee	•	•																		
b) Continue to invest in attractions that will entice drive-by market	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
c) Encourage attractions to take part in DNO's TEN Operator Self-Assessment and FTS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
d) Encourage participation in the DNO TEN Community Self-Assessment program				•	•			•				•				•				•

**Timelines** — YEAR 1 – Immediate & funding lead time / YEAR 2 – Short term / YEAR 3 – Medium Term / YEAR 4 – Long Term

Action	Timeline																			
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Education &amp; Communication</b>																				
<b>8. Support development of LSMCA.</b>																				
a) Invest in water access points pending outcomes of Marine Access Development Plan																				
b) Partner with LSMCA to explore potential Indigenous tourism offers.																				
c) Encourage development and businesses in support of LSMCA VES																				
<b>9. Support the development of visitor accommodations.</b>																				
a) Advocate for support of new/expanded accommodation offerings.																				
b) Work with potential investors																				
c) Encourage investment in alternative accommodations																				
d) Support the existence of all levels of accommodation																				
e) Encourage accommodations to take part in DNO's TEN Operators Self-Assessment and FTS programs																				



**Timelines** — YEAR 1 – Immediate & funding lead time / YEAR 2 – Short term / YEAR 3 – Medium Term / YEAR 4 – Long Term

Action	Timeline																			
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Education &amp; Communication</b>																				
<b>10. Support culinary developments.</b>																				
a) Support the completion of a Food Tourism Strategy		•	•	•																
b) Implement strategy recommendations																				
c) Advocate for new/upgraded culinary experiences									•	•	•	•	•	•	•	•				
d) Encourage dining establishment participation in DNO's TEN Operator Self-Assessment and FTS programs	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
<b>11. Continue investing in community wayfinding.</b>																				
a) Educate TIC staff					•	•			•	•			•	•						
b) Advocate for community participation in DNO wayfinding program							•	•	•	•	•	•	•	•	•	•				
<b>12. Invest in trail market readiness upgrades.</b>																				
a) Develop criteria for determining key trails					•	•														
b) Create market-readiness criteria					•	•														
c) Assess key trails							•	•	•											
d) Access trail development funds											•	•								
e) Implement trail upgrades													•	•			•	•		

**Timelines** — YEAR 1 – Immediate & funding lead time / YEAR 2 – Short term / YEAR 3 – Medium Term / YEAR 4 – Long Term

Action	Timeline																			
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Education &amp; Communication</b>																				
<b>13. Support development of Group of Seven experiences.</b>																				
a) Research/document Group of Seven locations						•	•													
b) Consider partnering with Algoma			•	•																
c) Apply for funding			•	•																
d) Assess sites inventoried using criteria							•	•												
e) Hold operator training sessions to develop experiences							•	•												
f) Expand existing itineraries							•	•												





## APPENDIX I

# TOURISM STAKEHOLDERS

Throughout the project, various tactics were used to consult tourism stakeholders located in region. The following representatives were instrumental in providing input into the outcomes of this strategy.

Tourism Stakeholder	Affiliation
Dan Bevilacqua	Superior Country
Ed Chambers	Dorion
Florinda Christianson	Ojibways of the Pic River First Nation (Biigtigong First Nation)
Pat Forrest	Destination Northern Ontario
Bob Hancherow	Community member (formerly Marathon EDC)
Dawn King	Rosspport Local Services Board
Suzanne Kukko	Nipigon
Dean Main	Terrace Bay
Don McArthur	Schreiber
Doug Moses	Pays Plat First Nation
Barb Rees	Ontario Parks
Sylvio Pelletier	Lake Superior National Marine Conservation Area
Michele Proulx	Ontario Parks
Ron Salo	Superior North CFDC
Paul Turpin	Operator
Ron Salo	Superior North CFDC
Nicki Schiewe	Destination Northern Ontario
Meagan Shwetz	Red Rock
Kirsten Spence	Marathon Economic Development Corporation
Paul Turpin	Operator
Terry Wright	Red Rock Indian Band





## APPENDIX II

# ROLES & RESPONSIBILITIES

Throughout the upcoming five year period and into the future, the Lake Superior North Shore Tourism Network will rely on the region's tourism stakeholders to support tourism.

Tourism Stakeholder	Affiliation
Operator	Deliver quality, memorable tourism experiences that connect to the regional story.
Municipalities/First Nations	Support regional tourism enhancements and entrepreneurship within their respective communities.
Destination Northern Ontario	Be a resource for tourism research, strategic thinking, industry alignment and project funding.
DNO's Tourism Excellence North	Provide training designed to empower operators and communities to create quality, memorable tourism experiences.
Superior Country	Provide destination marketing program support for market-ready tourism products and experiences.
Superior North Community Futures Development Corporation	Provide operational network support for staff. Provide small business coaching and access to capital for enhancements or start-ups.
Parks Canada	Continue to build LSNMCA visitor experiences and support community access points and experience enhancement where it matches the NMCA vision.
Ontario Parks	Continue to offer high quality outdoor experiences at various locations throughout the North Shore.
FedNor / NOHFC	Provide funding resources to support tourism development in the Lake Superior North hore region.



## APPENDIX III

# LSNS CURRENT TOURISM OFFERINGS INVENTORY

01 Attractions & Activities	Name	Description	Location	Website	
	<b>Guiding / Tours / Outfitters</b>				
	Bowman Island Fishing Charters (and Lodge)	Fishing charters, equipped boats, shore lunch and lodging.	Nipigon	bowmanislandcharters.com	
	Discovery Charters, Rosspport Island Tours	Interpretive Tours of Rosspport & Slate Islands.	Rosspport	discoverycharters.ca	
	One-on-One fishing	Personalized trips on the Nipigon River.	Red Rock	oneononefishing.com	
	Bluebird Charter Boats	Fishing charters available.	Schreiber	bluebirdcharterboat.com	
	By the Bay Adventures	Eco tourism packages including sailing charters. Registered with Paddle Canada.	Nipigon	btba.ca	
	Epic Adventures	Guided outdoor adventure tours, specializing in day trips two to eight hours.	Nipigon	epicadventures.ca	
	Nipigon River Adventures	Offers adventure packages including fly fishing, kayaking, hiking and sailing with experienced guides.	Red Rock	nipigonriveradventures.com	
	McGuire's Guiding Services	Customizable short tours.	Red Rock		

Name	Description	Location	Website
Superior Outfitters	Guided kayak tours, sea kayak instruction, kayak rentals.	Rosspport	kayakrossport.ca
Gravel River Resort	Two-night package with meals, ice fishing and guiding services.	Schreiber	
Naturally Superior Adventures	Guided sea kayak trips on Lake Superior and guided canoe trips on northern Ontario's rivers. B & B accommodations, workshops, corporate vacations, day programs (trips and instruction), rentals, festivals.	Wawa	naturallysuperior.com
Caribou Expeditions	Guided sea kayaking trips on Lake Superior including Sibley Peninsula to Rosspport, Heron Bay to Rosspport and the Slate Islands.	Goulais River	
Trails, Hiking and Scenic Outlooks			
Casque Isles Trails	Signed, groomed trail from Rosspport to Terrace Bay, 53km. Trail divided into 5 sections with own access point from HWY 17 <ul style="list-style-type: none"> <li>• McLean's Segment 12 km</li> <li>• Schreiber Channel Segment 13 km</li> <li>• Mount Gwynne Segment 6 km (interpretation here)</li> <li>• Death Valley Segment 10 km</li> <li>• Lyda Bay Segment 6 km</li> <li>• Rainbow Falls Trail</li> </ul>	Rosspport - Terrace Bay	terracebay.ca/ schreiber.ca
Hurkett Cove	2 km., over 180 bird species, extensive marshlands.	Hurkett Cove	
Kwewiskaning Coastal Trail	10.4 km with views of Pic Island. 900' boardwalk, two observation towners. Connects with Voyager Trail.	Pic River First Nation to Heron Bay	
Marathon to Heron Bay	9.4 km following the Lake Superior coastline with Group of Seven sites and lookouts.	Marathon	
Red Rock Mountain Trail	7.7 km with viewing platforms overlooking the Lake Superior National Marine Conservation Area.	Red Rock	
Nipigon River Recreational Trail	8.2 km with Lloyd's Lookout platform.	Nipigon	
Rosspport Coastal Trail	1.5 km with views of Lake Superior and the Rosspport Islands.	Rosspport	rossport.ca/coastaltrail.htm
Ouimet Canyon Trail	Well-groomed trail with walkway leading to view of Ouimet Canyon.	Dorion	



Name	Description	Location	Website
Rainbow Falls Trail	3 km – boardwalks run parallel with falls and lookouts.	Rainbow Falls Provincial Park	
Back 40 Trail	5.6 km – the park's best lookouts after a steep climb.	Rainbow Falls Provincial Park	
Superior Trail	4.8 km – recommended for a picnic.	Rainbow Falls Provincial Park	
Deer Mountain Trail	Offers a variety of terrain and spectacular views of No Good and Lofquist Lakes.	Nipigon	
Mazukama Falls Trail	Lookouts and falls.	Nipigon	
Kama Cliffs Trail	Steep trail with spectacular views of Lake Superior.	Nipigon	
Kabeyun Trail	36.7 km point-to-point trail that offers scenic views and is good for all skill levels. The trail offers several activity options and is accessible year-round. Bicycling is allowed on a section of this trail.	Sleeping Giant Provincial Park	
Burma Trail	Great for bird watching and wildlife spotting, this trail between Marie Louise Lake Drive and Thunder Bay Lookout Road passes by the shores of small interior lakes, and over rocky outcrops. Bicycling is allowed on this trail.	Sleeping Giant Provincial Park	
Sifting Lake Trail	4.2 km pet-friendly, off leash trail on the shores of Sifting Lake.	Sleeping Giant Provincial Park	
Twinpine Lake Trail	This 4.4 km trail connects the Burma Trail with the Kabeyun Trail and passes by picturesque Twinpine Lake.	Sleeping Giant Provincial Park	
Gardner Lake trail	5.2 km - Known for its moose viewing opportunities, this trail takes you down an old logging road to Gardner Lake.	Sleeping Giant Provincial Park	
Pickerel Lake Trail	11.7 km - In the winter, this scenic trail which passes through one of the park's impressive White Pine stands is part of the network of cross-country ski trails. Bicycling is allowed on this trail.	Sleeping Giant Provincial Park	
Sawyer Bay Trail	11.4 km - This abandoned logging road leads to Sawyer Bay at the base of the Sleeping Giant. A number of hills provide views of the Giant and offer abundant wild berries in season. Bicycling is allowed on this trail.	Sleeping Giant Provincial Park	

Name	Description	Location	Website
Sawbill Lake Trail	This 2.0 km trail, part of an old logging road, provides access to the Sawyer Bay Trail from the Marie Louise Lake Drive and includes one moderately steep hill. Bicycling is allowed on this trail.	Sleeping Giant Provincial Park	
Middleburn Bay Trail	4.2 km - This hike takes you to a secluded sandy beach at Middleburn Bay with a fen (wetland), full of plants that grow only in this type of habitat. An extension of the trail at the end of the beach leads to Finlay Bay.	Sleeping Giant Provincial Park	
Talus Lake Trail	6.0 km - Known for its seasonal wildlife viewing this rugged trail travels between the Sleeping Giant and Thunder Mountain, connecting the Kabeyun Trail with the Sawyer Bay Trail. It takes you past three secluded lakes, a sedge meadow, spectacular cliffs, talus slopes and a small waterfall.	Sleeping Giant Provincial Park	
Sea Lion Trail	2.5 km - The trail has a difficult access over a rocky outcrop and passes a stony beach on Perry Bay. On-site interpretive signs explain the formation of the Sea Lion.	Sleeping Giant Provincial Park	
Top of the Giant Trail	This challenging 2.7 km. trail takes you to the top of the Sleeping Giant. Once on top of the Giant the trail takes hikers to scenic lookouts on both east and west sides of the peninsula with spectacular views of Lake Superior.	Sleeping Giant Provincial Park	
Head Trail	1 km. This is a steep ascent to the head of the Giant and rewards hikers with spectacular views.	Sleeping Giant Provincial Park	
Joe Creek	This 1.6 km. trail follows picturesque Joe Creek down a series of small waterfalls from Highway 587 to Lake Superior.	Sleeping Giant Provincial Park	
Thunder Bay Bogs	This .8 km. trail traverses rocky terrain to the shore of a small, still lake. Ensure you include this hike in your visit to the Thunder Bay Lookout.	Sleeping Giant Provincial Park	
Piney Woods Hill	A 1.4 km. trail winding through open mixed forest into pine-forested hilly terrain, this trail ends at a viewpoint over Joeboy Lake.	Sleeping Giant Provincial Park	

Name	Description	Location	Website
Wildlife Habitat	2.4 km trail weaving through an area that has been altered to create habitat for moose. This trail offers plenty of opportunity to view wildlife.	Sleeping Giant Provincial Park	
Sibley Creek	2.3 km interpretive trail.	Sleeping Giant Provincial Park	
Plantain Lane	A section of the old abandoned Silver Islet Road takes you over a small bridge on Sibley Creek. The view from the bridge is one of the park's many treasures 0.3 km.	Sleeping Giant Provincial Park	
Ravine Lake	This 1.9 km trail climbs steadily to two lookouts over Grassy Lake and the peninsula's south coast. It then travels down to the shore of Ravine Lake, returning through a shaded cedar grove.	Sleeping Giant Provincial Park	
Cemetery Trail	0.8 km interpretive trail.	Sleeping Giant Provincial Park	
Dune Trail	1 km, easy. As you walk along this trail, take note of the delicate dune vegetation and then compare it with the plants of the boreal forest at the back of the loop.	Neys Provincial Park	
Lookout Trail	2.5 km, easy. This trail takes you to some spectacular vantage points overlooking Lake Superior.	Neys Provincial Park	
Point Trail	1.5 km – easy. The trail begins at Prisoner's Cove, curves along the shore and ends at rocky Prisoner Point and a view of formidable Lake Superior.	Neys Provincial Park	
Under the Volcano Trail	1 km – moderate. Eleven interpretive panels explain the unique geology and geomorphology of Neys along this shoreline trail that passes over rugged and smooth rocks.	Neys Provincial Park	
Tower Trek	10.5 km – Pic Island as painted by Group of Seven artist Lawren Harris can be seen from the trail.	Neys Provincial Park	
Coastal Trail	19 km	Neys Provincial Park	
Lake Superior Water Trail	Park of the Trans Canada Trail, this 1000 km water trail follows Lake Superior's coastline. There are 16 access points.	Sault Ste. Marie to Thunder Bay	



Name	Description	Location	Website
Lake Superior Canoe Route	148 km water trail with entry at Manitouwadge town dock or Lion's Beach and exit at Black River Bridge on Highway 17. 13 portages.	Manitouwadge to Black River-Hwy17	
Highway 11 Canoe Route	105 km with campsites along the route including tourist camps. Entry is junction of Flanders Lake Road and Foch River and exit is junction of Foch River and Highway 11.	Foch River to Nagagami Lake to Hwy 11	
Manitou Falls to Highway 17 Canoe Route	90 km with no portages. Entry is below Manitou Falls on the Pic River, exit is junction of Pic River and Highway 17.	Pic River	
Mink Creek Falls	Steep, rough trail with a beautiful waterfall.	Marathon	
Kama Bay Lookout	A wayside rest with an amazing view of Lake Superior.	Nipigon area	
Nipigon Lookout	A 12-metre (40-foot) tower that provides a view of the Nipigon River bridge and the Nipigon River valley.	Nipigon area	
<b>Beaches</b>			
Pebble Beach and Carden Cove	A beautiful fine sand beach with lots of driftwood, clear water and no crowding.	Marathon	<a href="http://marathon.ca/visiting-marathon/attractions/pebble-beach">marathon.ca/visiting-marathon/attractions/pebble-beach</a>
Schreiber Beach	The sandy beaches provide the perfect opportunity for swimming, picnicking or hiking. Stop for a rest in the gazebo.	Schreiber	<a href="http://schreiber.ca">schreiber.ca</a>
Marie Louise Lake Beach	Public beach with washrooms, campsite theatre, playground.	Sleeping Giant Provincial Park	
Terrace Bay Pumphouse Beach	Vast sandy beach, popular surfing spot.	Terrace Bay	<a href="http://terracebay.ca">terracebay.ca</a>
<b>Attractions / Entertainment</b>			
Aguasabon Falls and Gorge	100' waterfall. Paved parking lot, accessible washrooms, minutes from town and the highway. Access via Aguasabon Falls Campground.	Terrace Bay	<a href="http://terracebay.ca">terracebay.ca</a>
Eagle Canyon Adventures	Canada's Longest Suspension Bridge and zipline. Confectionary store on site.	Dorion	<a href="http://eaglecanyonadventures.ca">eaglecanyonadventures.ca</a>

Name	Description	Location	Website
<b>Museums, Halls of Fame, and Galleries</b>			
Rosspport Museum	Located within a refurbished rail car on the main street of Rosspport- exhibits highlight CPR, commercial fishing.	Rosspport	No phone/ no email/website
Nipigon Historical Museum	Artifacts, exhibit connected to the world-record brook trout caught in Nipigon River in 1915. Fur trade and forest exhibits. Offers a walking tour guidebook which highlights 30 historical community buildings.	Nipigon	nipigon.net
Schreiber Railway Museum	Highlights the community's background as one of the oldest railway communities on the North Shore of Lake Superior. Home to many CP Rail antiques, documents and treasures, it highlights the history of both Schreiber and the Canadian Pacific Railway.	Schreiber	schreiber.ca
Red Rock Marina Interpretive Centre	Exhibits highlight the area's boreal forest, former prisoner of war camp and other areas of interest.	Red Rock	redrocktownship.com/article/red-rock-marina-interpretive-centre-271.asp
Marathon & District Museum	Features exhibits on the community's rail, pulp and paper and gold mining history as well as its ghost town.	Marathon	marathon.ca/visiting-marathon/attractions/marathon-district-museum
<b>Recreation &amp; Activities</b>			
Surfing	Over the years, Terrace Bay has become known for its excellent waves and secluded location on Lake Superior. Surfing enthusiasts come from all over the region to enjoy the sport year 'round.	Terrace Bay	
Caribou Wildlife viewing	The Slate Islands are home to a beautiful and majestic herd of woodland caribou. At present, there are an estimated 100 caribou on the Slates, but the population does vary and has risen as high as 600. The islands also maintain a healthy population of other wildlife. Including the woodland caribou, there are snowshoe hare, beavers, foxes and birds/shorebirds (herring gulls and great blue heron)—in total, over 50 species of wildlife and 250 species of unique plant life.	Slate Islands	

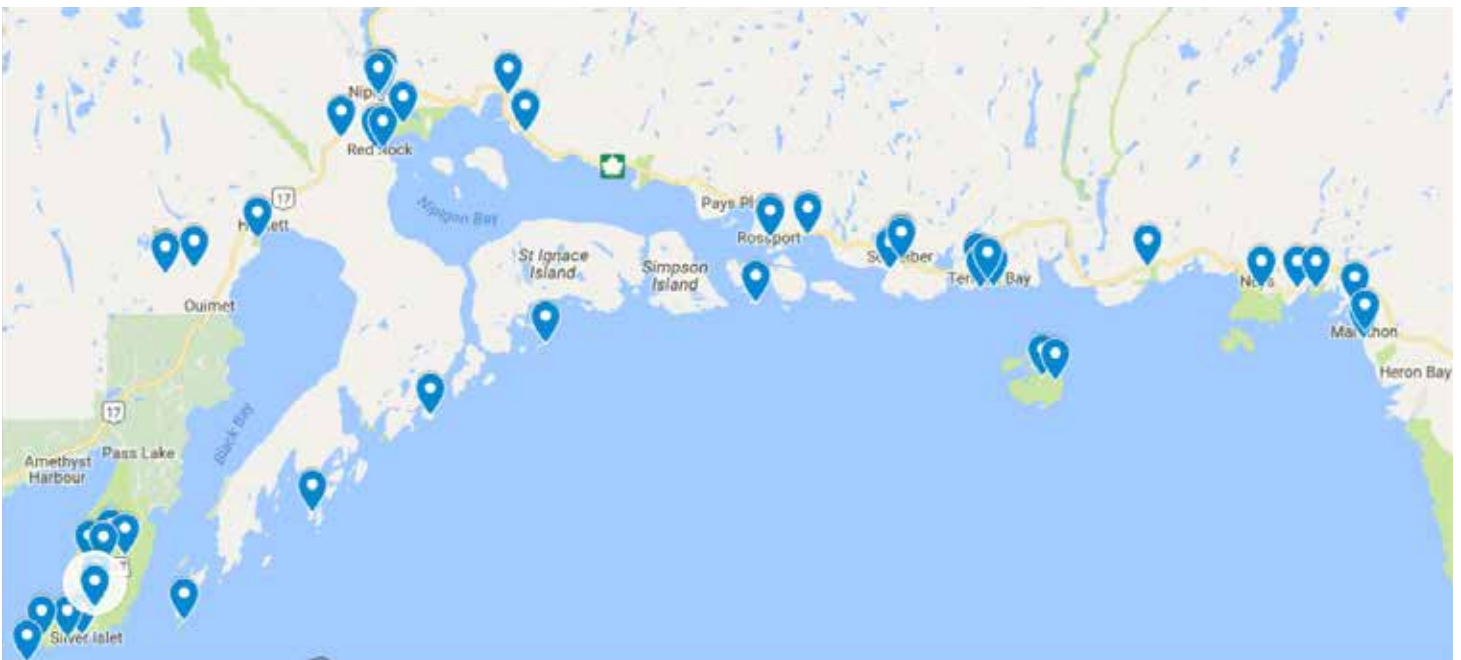
Name	Description	Location	Website
<b>Recreation &amp; Activities</b>			
Winter Scuba Diving		Silver Islet	
Birding	In 2005, Andy Bezener of "Birds Ontario" selected Hurkett Cove as one of the top birding sites in Ontario. See songbirds along the trail, raptors overhead, and waterfowl and shorebirds in the Cove or along the Black Bay shore. Species include the Horned Lark, Common Goldeneye, Short-eared Owl, Common Loon, Bald Eagle, Blue Jay, Gray Jay, Cedar Waxwing and many others.	Hurkett Cove Conservation Area	
<b>Historical Sites, Statues, Monuments, and Memorials</b>			
Terrace Bay Lighthouse	A 50 ft. replica of the lighthouse on the Slate Islands Provincial Park with an observation platform that looks out over Lake Superior and the Slates. The town built this lighthouse as a symbol to its long-standing connection with the Slate Islands and the beautiful woodland caribou that reside on it.	Terrace Bay	terracebay.ca
Battle Island Lighthouse	Situated on an island at the end of the Wilson Channel at the eastern entrance to Nipigon Bay, the Battle light reaches south into Lake Superior.	Lamb Island/ Rossport	rossport.ca
Porphyry Point Lighthouse	First established in 1873, the lighthouse has recently been refurbished and offers overnight accommodations. Sail Superior out of Thunder Bay offers a zodiac tour that includes the island and lighthouse.	Porphyry Island	schreiber.ca
Trowbridge Island Lighthouse	Marks the north side entrance to the waters of Thunder Bay and rises 114 feet above the lake. Sail Superior offers a tour to the lighthouse.	Trowbridge Island Lighthouse	
Thunder Cape	Established in 1874, the site is also the home of the Thunder Cape Bird Observatory.	Thunder Cape	
Lighthouse #10	Lighthouse and residence, established in 1910.	Shaganash Island	
Slate Island Lighthouse	Lighthouse and residence, established in 1902.	Slate Island	



Name	Description	Location	Website
<b>Parks</b>			
Edward Island Provincial Park	Not operating	Edward Island	<a href="http://ontarioparks.com/park/edwardisland">ontarioparks.com/park/edwardisland</a>
Gravel River Provincial Nature Reserve	Not operating	Pays Plat	<a href="http://ontarioparks.com/park/gravelriver">ontarioparks.com/park/gravelriver</a>
Kama Hill Provincial Nature Reserve	Not operating		
Neys Provincial Park	Provincial park with campground, visitor centre, trails and National Heritage education programs.	Terrace Bay	<a href="http://ontarioparks.com/park/neys/activities">ontarioparks.com/park/neys/activities</a>
Ouimet Canyon Provincial Park	Nature reserve	Pass Lake	<a href="http://ontarioparks.com/park/ouimetcanyon">ontarioparks.com/park/ouimetcanyon</a>
Paddle to the Sea Park	Water-themed playground with waterfall, splash pad and picnic area. Themed around the Holling C. Holling book of the same name.	Nipigon	
Porphyry Island Provincial Park	Not operating	Porphyry Island	<a href="http://ontarioparks.com/park/porphyryisland">ontarioparks.com/park/porphyryisland</a>
Prairie River Mouth Provincial Park	Not operating	Terrace Bay	<a href="http://ontarioparks.com">ontarioparks.com</a>
Rainbow Falls Provincial Park	Pull-off parking, direct access to beach, outhouses, picnic area.	Rosport	<a href="http://ontarioparks.com/park/rainbowfalls">ontarioparks.com/park/rainbowfalls</a>
Red Sucker Point Provincial Nature Reserve	Not operating	Marathon	<a href="http://ontarioparks.com/park/redsuckerpoint">ontarioparks.com/park/redsuckerpoint</a>
Ruby Lake Provincial Park	Not operating	Nipigon/Red Rock	<a href="http://ontarioparks.com/park/rubylake">ontarioparks.com/park/rubylake</a>
Schreiber Channel Provincial Park	Nature reserve with micro-fossils and pre-Cambrian rock.	Schreiber	<a href="http://ontarioparks.com/park/schreiberchannel">ontarioparks.com/park/schreiberchannel</a>
Slate Island Provincial Park	Not operating but home to herds of woodland caribou and other wildlife. Good fishing.	Slate Island	<a href="http://ontarioparks.com/park/slateislands">ontarioparks.com/park/slateislands</a>
Sleeping Giant Provincial Park	Trails, campground, visitor centre, park store.	Dorion	<a href="http://ontarioparks.com/park/sleepinggiant">ontarioparks.com/park/sleepinggiant</a>

# MAP

## » Attractions & Activities



Map: Attractions & activities recognized in Google maps.



Name	Description	Location	Website
<b>Inns</b>			
Rosspport Inn Cabins	Nine small cabins and larger inn. WIFI on site, motorcycle-friendly, picnic tables, wood-fired sauna, kayaks.	Rosspport	rossport.ca/Business_Directory/Rosspport_Inn_Cabins.htm
Villa Bianca Inn & Restaurant		Schreiber	N/A
Cosiana Inn		Schreiber	filanes.com
Barrel Inn		Schreiber	
Select Inn		Manitouwadge	selectinn.ca
Red Dog Inn		Terrace Bay	reddoginn.ca
Airport Motor Inn	Formerly Zero-100 Motor Inn.	Marathon	www.airportinn.com
Marathon Harbour Inn		Marathon	marathon.ca
<b>Bed &amp; Breakfasts</b>			
Island Shores B&B	Beachfront, WIFI, pets allowed, suites available.	Rosspport	bbcanada.com/10755.html
B&B On The Beach	Situated on an all sand beach, with several seating areas. This is an original log cabin renovated with a three-storey addition for guests.	Rosspport	bbcanada.com/12423.html807-824-2155
The Willows Inn B&B	B&B in the former Rosspport School house.	Rosspport	bbcanada.com/willowsinn
Skandia House B&B	Reflexology offered on site.	Nipigon	skandiahouse.com
Nipigon Adventures & The Lodge	B&B in a 4000 sq' log building- old pulp and paper company. Also offers guided fishing & kayak trips.	Red Rock	nipigonriveradventures.com
Turner's Northwoods Adventures	B&B offering camping, guided ATV & snowmobile tours.	Manitouwadge	bbcanada.com/6047.html
Pic River Guest Suite	500 square feet of new accommodations for up to four people, with river views, fishing and guided adventures.	Pic River	picriverguestsuite.com
Superior by Nature B&B		Terrace Bay	N/A



Name	Description	Location	Website
<b>Motels</b>			
Grey Rocks Motel		Nipigon	N/A
Locking Horns Motel	Directly on Hwy 17. WIFI, pets, wheelchair accessible.	Nipigon	lockinghornsmotel.com
Filane's Motel	Trans-Canada between Schreiber and Rosspport.	Schreiber area	filanes.com
Falling Rock Motel		Schreiber area	N/A
Rongie Lake Motel	Hwy 17. Four units. WIFI &TV.	Schreiber	superioragents.ca
Birch Grove Motel	12 units, some smoking rooms.	Schreiber	N/A
Beaver Motor Motel	Newly-built two-storey suites with full kitchen and private porches.	Nipigon	beavermotel.ca
Birchville Motel	Smoking rooms, colour cable TV, pull through parking lot.	Nipigon	birchvillemotel.com
Northland Motel	Outdoor spaces available for guests. WIFI and flat screen TV.	Nipigon	northland-motel.com
Pine crest motel	14 rooms, next to Tim Hortons.	Nipigon	pinecrestmotel.ca
Sunset Motel		Schreiber	
Coach House Motel		Terrace Bay	coachhousemotel.org
Norwood Motel		Terrace Bay	terracebay.ca
Nipigon Inn Motel	Nine rooms	Nipigon	
Nor-West Motel		Schreiber	N/A
<b>Lodges / Other</b>			
Bowman Island Lodge & Charters	Four bedrooms- saunas, powered by solar/ propane.	Nipigon	bowmanislandcharters.com
North Superior Charters Lodge	Full service hunting and fishing vacation provider and lodge.	Nipigon	northsuperior.ca

Name	Description	Location	Website
Serendipity Gardens Café & Guest House	Water views, local art on site, domed accommodation.	Rosspoint	serendipitygardens.ca
McCollum's Reflection Lake Resort	Cottages.	Nipigon	mccollumsresort.com
Sunnyside Cabins & Café	Five cabins and licensed café, wifi.	Nipigon	sunnysidecabins.ca
Gravel River Resort	Six rooms, uses fishing guides.	Schreiber	
8th Street B&B		Nipigon	
Jackfish Lake Cottage	Eight units, wifi and satellite TV. Authentic Finnish sauna available.	Terrace Bay area	
Lakeview Manor		Marathon	N/A
Hurkett Cove Lodge	32' walk in cooler for game refrigeration. Accommodation for 17+ people just east of Dorion (4KM) Lodge, house (basement), trailer and tent area.	Dorion	facebook.com/Hurkett-Cove-Lodge-271709222851786
Campgrounds			
Wolf River Campground & Park	50 tent and trailer sites with electrical amenities (beach, playground, showers) .	Dorion	wolfriverpark.ca/
Stillwater Tent & RV Park	27 RV sites, 12 pull thru, 8 full service sites, playground, WIFI, U-HAUL distributor.	Nipigon	stillwaterpark.ca
Rainbow Falls Provincial Park - Rosspoint Campground	36 campsites, some electric, rocky shoreline, cobblestone beach. Flush toilets, laundromat, showers.	Terrace Bay	
Rainbow Falls Provincial Park- Whitesand Lake Campground	2 sandy beaches, 97 camping sites.	Terrace Bay/ Schreiber	
Whitesand Lake Campgrounds		Whitesand Lake	
Sleeping Giant Provincial Park	Trailer, roofed accommodation and lodges available to rent.	Sleeping Giant	

Name	Description	Location	Website
Pukaskwa National Park	Hattie Cove campground offers car camping near the TransCanada.	Heron Bay	<a href="http://pc.gc.ca/en/pn-np/on/pukaskwa/visit/services/camping">pc.gc.ca/en/pn-np/on/pukaskwa/visit/services/camping</a>
Neys Provincial Park	144 camping sites, 61 with electrical, interpretation, events.	Neys Provincial Park	<a href="http://ontarioparks.ca">ontarioparks.ca</a>
White Lake Provincial Park	60 km east of Marathon. 187 sites with 60 having electrical.	Marathon	
Penn Lake Park	Municipal campground in Marathon. 16 sites with 2 RV sites, 9 unserviced tent sites. All serviced sites have water & sewer. Comfort stations, showers and laundry, playground, mtn bike trails, beach.	Marathon	<a href="http://marathon.ca/visiting-marathon/attractions/camping">marathon.ca/visiting-marathon/attractions/camping</a>
Neys Adventures	14 campsites with water, sewer, electrical, comfort station, camp store, guided bear hunts.	Marathon	<a href="http://neysadventures.com/contact">neysadventures.com/contact</a>
Nipigon Marina Campground	Waterfront campground, playground, marina, picnic tables.	Nipigon	<a href="http://nipigon.net">nipigon.net</a>

# MAPS

## » Accommodations

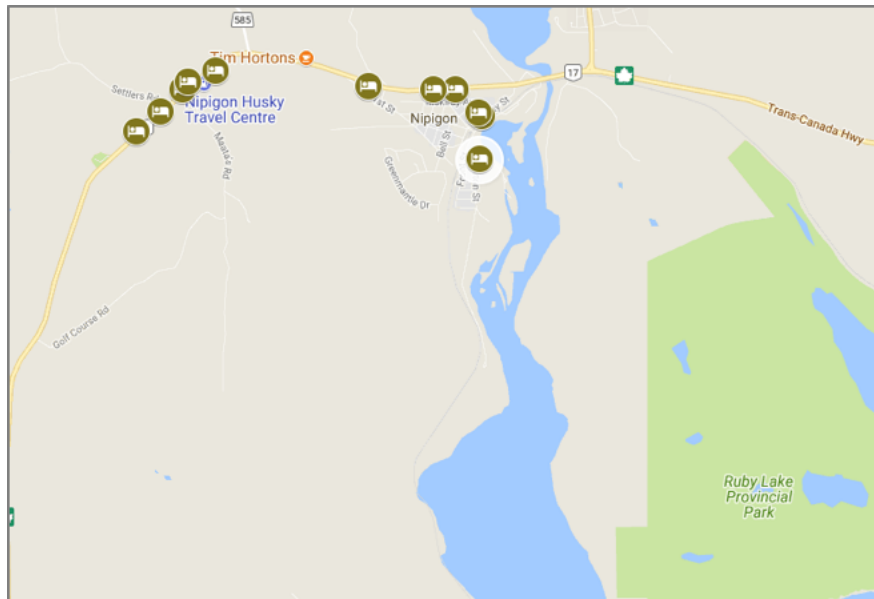


Map: Roofed accommodations with locations recognized in Google maps.



# MAPS

## » Accommodations



**Map:** Nipigon roofed accommodations with locations recognized in Google maps.



**Map:** Terrace Bay, Schreiber and Rossport roofed accommodations with locations recognized in Google maps.

# MAPS

## » Accommodations



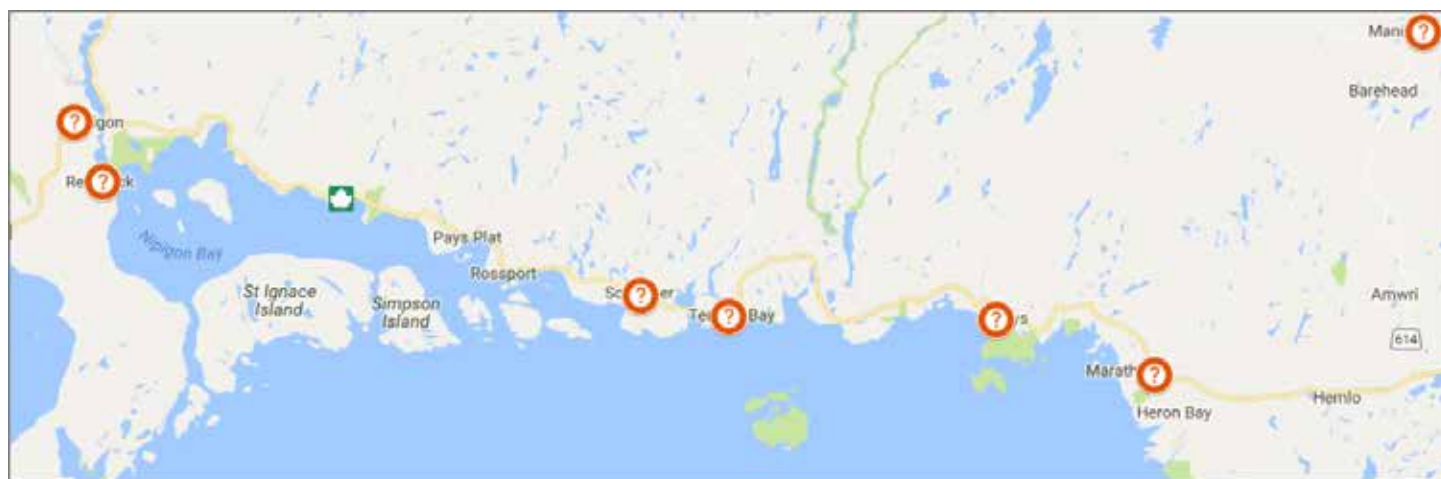
Map: Campgrounds with locations recognized in Google maps.



Name	Description	City	Website
<b>Travel Information Centres</b>			
Terrace Bay Tourist Information Centre	Scenic lookout of Lake Superior and the Slate Islands is behind the centre.	Terrace Bay	terracebay.ca
Manitouwadge Tourist Info Centre		Manitouwadge	www.manitouwadge.ca
Nipigon Tourist Info Centre	Located on Trans-Canada Highway.	Nipigon	nipigon.net
Schreiber Tourist Info Centre	Located within the Schreiber Rail Array Museum. Schreiber has fully embraced its strong railway history with the Schreiber Rail Array grounds. The area has a fully-restored 1955 diesel locomotive, passenger car, museum and concert stage.	Schreiber	schreiber.ca
Marathon Visitor Information Centre	Located on the Trans-Canada Highway. This is a popular tourist hub serving 10,000 visitors each year. It is beautifully designed to reflect the community and its rich history.	Marathon	marathon.ca/visiting-marathon/visitor-information/

## MAP

### » Travel Information Centres



**Map:** Travel Information Centres with locations recognized in Google maps.



Events			
Dorion Canyon Country Birding Festival	Some 120 species of birds have been observed the during two-day May festival.	Dorion	doriontownship.ca
Manitouwadge ATV Jamboree	Annual festival taking place the third weekend in July. 100 km race featuring spectacular scenery. Poker run, dinner and prizes.	Manitouwadge	playintheextreme.ca
Heritage Days	A seven-day annual event with a different heritage focus each year but retaining the most popular events such as the Bocce Ball Tournament, the parade, and the community lunches.	Schreiber	schreiber.ca/heritagedays
Lighthouse Street Festival	Sidewalk sales, vendors and craft market, giant inflatables, clowns, face painting, exhibits, beer garden, street dance, bingo and horseshoes. Takes place in August.	Terrace Bay	terracebay.ca/events
Opwaaganisiniing Traditional Gathering	Well-attended 2 ½ day festival featuring cultural crafts and cuisine, as well as traditional dancing and music. The gathering provides two feasts, one on Saturday and one on Sunday for all participants at no cost.	Red Rock Indian Band	rrib.ca
Biigtigong Nishnaabeg Traditional Pow Wow	2018 saw the 35th anniversary of this traditional pow wow held in July.	Pic River	picriver.com
Pawgwasheeng Pow Wow	Held in July and features drummers, dancers, vendors and traditional fare.	Pays Plat First Nation	
Nipigon Fall Fishing Festival	Longest continuously-running event along the North shore (52 years). Includes fishing derby, parade, exhibits, vendors, entertainment, baseball, games, races, fireworks, social and more. End of August – early September.	Nipigon	fallfishingfestival.ca



# MAP

## » Events



Map: Events with locations recognized in Google maps.







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111 Elgin Street, Suite 304, Sault Ste. Marie, ON, Canada P6A 6L6

**T** » 705.575.9779 | **F** » 705.575.9780 | **E** » [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) | **W** » [destinationnorthernontario.ca](http://destinationnorthernontario.ca)