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**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **DESTINATION NORTHERN ONTARIO ADDRESSES TARIFF CHALLENGES WHILE WELCOMING VISITORS ACROSS THE WORLD**

(Sault Ste. Marie, ON) – Destination Northern Ontario (DNO) today reaffirmed its commitment to welcoming visitors from across the globe, while simultaneously encouraging Canadians to explore the unparalleled beauty and experiences available right here at home. In light of recent tariff announcements from the White House earlier this month, DNO emphasizes the vital role of tourism as a resilient economic driver for Northern Ontario and the province as a whole, regardless of ongoing trade discussions.

"Northern Ontario's doors are wide open to travelers from all corners of the world," said David MacLachlan, Executive Director for Destination Northern Ontario. "We are proud of our unique experiences, from breathtaking natural landscapes to vibrant urban communities. We remain committed to providing exceptional hospitality and ensuring that every visitor feels welcome and safe."

DNO is not only committed to supporting the tourism sector amid tariffs but is also launching campaigns to promote travel within domestic, transborder, and international markets. These efforts encourage travelers to embrace "staycations" and support local businesses. "There's no better time to discover Northern Ontario," David MacLachlan stated. "A staycation in Northern Ontario not only provides a fantastic getaway but also directly contributes to the livelihoods of local tourism operators and strengthens our communities."

DNO recognizes the potential economic headwinds presented by evolving trade dynamics. However, the organization emphasizes the strength and adaptability of the tourism sector. "Tourism is a significant contributor to Ontario's GDP and tax revenue, and it employs one in four people in our region," explained MacLachlan. "By supporting our local tourism industry, we can mitigate the impacts of external factors and ensure a thriving economy for Northern Ontario."

DNO is actively working to support the tourism sector through:

- **Increased marketing efforts** targeting domestic, transborder, overseas and local visitors, highlighting the value and unique experiences available in Northern Ontario.
- **Training programs** to help tourism operators diversify their markets and enhance their services.
- **Advocacy efforts** to secure government support for the tourism sector and mitigate the costs associated with tariffs.
- **Investment in tourism product development** informed by research into visitor and resident sentiment and actively tracking trends in visits and spend, to create new and exciting experiences for visitors.

"We are confident that by working together, we can navigate these challenges and continue to grow Northern Ontario's tourism sector. We invite everyone to explore the wonders of Northern Ontario –

***Working Together To Build A Stronger Tourism Industry***



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whether you're from across the globe or just down the road.” said Marty Kalagian, President of Destination Northern Ontario.

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Destination Northern Ontario

**About Destination Northern Ontario (DNO)**

*Destination Northern Ontario is one of 13 not-for-profit regional tourism organizations funded by the Ontario Ministry of Tourism, Culture and Gaming. We are the largest tourism region in geography, the second largest in expenditure and the only region that includes sub-regions.*

*Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional and global connections for the entire region. Destination Northern Ontario will take a leadership role to strategically guide and champion growth in Northern Ontario’s tourism industry, through strong communication, collaboration and partnerships with industry.*

*For more information on Destination Northern Ontario, please visit: [www.destinationnorthernontario.ca](http://www.destinationnorthernontario.ca). Follow us on Twitter at [www.twitter.com/DestNorthernOnt](http://www.twitter.com/DestNorthernOnt) or on Facebook at [www.facebook.com/DestinationNorthernOntario](http://www.facebook.com/DestinationNorthernOntario) for the most up to date news and information.*