

2024-25



International Business Development Report

A Partnered Approach for Building International Travel in Northern Ontario



International Business Development Report

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Overview

INTERNATIONAL MARKETING

Since 2017, Destination Northern Ontario has focused on the development of international markets as an opportunity to diversify visitation and grow tourism receipts, while at the same time worked with private sector partners to develop new and unique experiences that would help establish Northern Ontario as an international travel destination.

Germany, U.K, Japan and Korea were set as priorities as this market development program rolled out. Partnerships with Destination Ontario and Destination Canada were established to facilitate this new initiative.

Activities continue to be coordinated by Ian McMillan through a professional services agreement with McMillan Tourism Management.

In 2018 and 2019 Destination Northern Ontario (DNO) focused on two priority areas for development. One was to identify private sector partners that were interested in becoming international marketready. The other was to use Rendez-vous Canada as a stepping stone to launch the program and “introduce” Northern Ontario as a legitimate destination for international travel.

Through the Tourism Excellence North program, which is coordinated by Destination Northern Ontario, a number of workshops and best practice missions were organized, designed to help operators to diversify their product offerings and help them be compliant with requirements necessary to become “International ready”.

Northern partners that have become recognized international experiences over the years include:

- Agawa Canyon Tour Train
- Canadian Bushplane Heritage Centre
- Canadian Polar Bear Habitat in Cochrane
- Cedar Meadows Spa and Resort – “Sleeping with the Wolves” program
- Forest The Canoe – Lake Superior Provincial Park guided hiking and canoeing
- Fort William Historical Park
- Grace Anne II Yacht and Lodge
- Lodge 88 – Remote wilderness lodge
- Naturally Superior Adventures
- Killarney Mountain Lodge
- Parks Canada Sault Canal/ Whitefish Island
- Pine Portage Lodge
- Pointe Grondine Provincial Park (partnership with Wikwemikoong)
- Sail Superior
- Science North/Dynamic Earth
- Thrive Tours – Indigenous experiences in Algoma Country
- Totem Lodge
- Wild Exodus Adventures
- Wikwemikoong Indigenous experiences – Manitoulin Island
- Wilderness North

Prior to COVID, Destination Northern Ontario had been successful in having Northern Ontario products and experiences being included in tariffs of **144 international Tour Operators**.

Germany	54
U.K.	26
Korea	27
Japan	19
China	18

That unto itself was a significant accomplishment. But more importantly, international travel to Northern Ontario went from **.5%** of overall visitation to **4%**, which brought an additional **\$50 million** in spending to the north.

Since 2023, Canada’s and Ontario’s international travel receipts have continued to rebound and continue to grow, especially from key markets as the U.K. and Germany. And even Japan and Korea have started to show signs of travel recovery.

Last year there were a number of new international Tour Operators that developed Northern Ontario specific itineraries and a record number of Northern Ontario products and experiences were represented in these itineraries.

Strategically, DNO, in partnership with the RV Rental Association of Canada, developed a series of themed touring routes that utilized the unique geography of Northern Ontario and the proximity of the Great Lakes to link the products and experiences.



This RV guide started as a Northern Ontario guide only. But has now expanded to cover all of Ontario, under a partnership with Destination Ontario, and highlight “featured” touring routes such as; The Fur Trade Route, The Prospector Route and the new Heart of Canada Route.

These routes have become the focus of how Northern Ontario is sold on the world stage, as they addressed group travel, RV touring and fly drive programs popular with international visitors, and form the outline by which dozens of international Tour Operators develop their own tailor made itineraries.

The world-class landscape of Northern Ontario, along with the fresh air, clean water, combined with rich Indigenous offerings and soft outdoor experiences, all linked by themed touring routes, made Northern Ontario a compelling destination for those key Tour Operators in the key international markets.

This aligns well with the Destination Canada research that indicates travelers from key markets of U.K. and Germany are looking for vacations’ rich in **Unspoiled Outdoors**, that provide a backdrop for **Soft Adventure experiences**, and provide a **Safe and Uncrowded** destinations.

Destination Northern Ontario remained a key partner with Destination Ontario and Destination Canada, and partnered on several initiatives that helped keep awareness of Northern Ontario as a viable international destination and provided a platform by which new and unique Northern Ontario products and experiences could be showcased.

2024-25 Goals & Objectives

OBJECTIVES


The key objective was to build on the successes of the past couple of years and grow Northern Ontario as a viable destination for international buyers to consider when developing travel itineraries for their respective customers.







With a continued interest in outdoors, fresh air, nature and uncrowded travel, Northern Ontario is well positioned to develop and introduce new products that fit the changing demands of the International travelling public.

With Destination Canada twighlighting the Canada Showcase program, there will be a challenge to fill the void and rely on opportunities with Destination Ontario to get “in-market” to meet with tour operators. U.K and Germany will remain a priority, with the Asian countries of Korea, Japan, China, receiving a more peripheral approach.

The “Team Northern Ontario” approach will continue by working closely with DMO partners from across Northern Ontario. Focus for this market segment will be on Domestic and U.S. based operators.

➔	Areas of Focus & Activities
a	Continue working with sub-regional partners, DMOs and private sector partners to develop new and unique products and experiences
b	In-person Marketplaces and Trade Mission, as well as online opportunities (co-ordinated with Destination Canada and Destination Ontario)
c	Joint Marketing agreements with key Tour Operators and Receptives
d	Familiarization Tours (co-ordinated with Destination Ontario and Destination Canada).
e	Coordination, monitoring and measuring performance, and reporting
f	Partnership with Destination Ontario for a presence at Rendez-vous Canada
g	Further enhancement of Travel Trade web portal for Northern Ontario
h	Continued development of “touring routes” linking Northern Ontario cities/attractions/ experiences with key International arrival hubs
i	Enhance partnership with Northern DMOs for a collective approach to Group Travel in Canada and the U.S.
j	Build on the “Team Northern Ontario” approach to attending key marketplaces
k	Develop a themed approach to a Northern Ontario booth at marketplaces
l	Target adult, seniors and student groups from Canada and border U.S. States

	Outputs
a	Develop 1 new itinerary
b	ITT Marketing Assets <ul style="list-style-type: none">• ITT print collateral• ITT digital assets including website
c	Attend 1 “in-person” Marketplace with 50 travel trade interactions. (U.K/Germany)
d	Attend 1 “in-person” Canadian “International” Marketplace (Rendez-vous Canada)
e	Attend 3 Group Travel Marketplaces (Domestic and U.S.)
f	Participate in 2 “Virtual” International Training Sessions with Destination Ontario
g	Host 2 ITT Familiarization Tours
h	Host 3 “virtual” Product Team meetings/input sessions
i	Release of Final Progress Report

	Performance Measures
	Number (%) compared to target of virtual and in-person marketplaces attended
	Number (%) compared to target of Tour Operator interactions
	Number (%) of product team, advisory group and partner meetings held
	Number of new touring routes and itineraries developed
	Updated collateral material and web site




2024-25

Activities & Results

Destination Canada and Destination Ontario have reported continued growth from international markets, with a demand for experiences that Northern Ontario has to offer. And the priority markets that DNO has identified hold great promise for significant growth.

According to the *December 2024 SKIFT Advisory for Northern Ontario*, there was an incredible **20.6% spending surge** from international markets. The report recommended that “RTO 13s appeal to international visitors could be leveraged for future marketing strategies to sustain this momentum”.

In 2024/25 Destination Northern Ontario was successful in undertaking the following initiatives:

- Attending 1 international marketplace in France (Canada Showcase)
- Attending 4 Group Tour Marketplaces: (SYTA, OMCA, NTA, ABA)
- Major sponsor of Rendezvous Canada (partnership with Destination Ontario)
- Joint Marketing Agreements with key Tour Operators: CRD Touristik, and Jonview Canada
- Online training sessions for Tour Operators and media in U.K., Germany, Japan, Korea and China
- Partnered with Destination Ontario for online presentation to Chinese Tour Operators
- Hosted 3 major FAM Tours – 5 German Tour Operators, 7 Japanese Tour Operators, 4 German Media
- Development of a new touring route with Travel Manitoba (Heart of Canada)
- Expanded RV guide to include all of Ontario





United Kingdom

MARKET OVERVIEW



The following market updates were provided by Destination Ontario as of February 2025:

- In 2024, **389,800** travellers from the U.K. arrived in Ontario, **up 7%** from 2023 and made up **15%** of all overseas arrivals. More than any other country and totalled over **\$667 million** in spending
- Recovered to **86%** or pre-pandemic levels
- **Main Travel motivation:** outdoors, adventure, attractions

Marketplaces & Webinars

Similar to last year, in 2024/25, Destination Ontario did not coordinate a U.K. Sales Mission, and Destination Canada did not coordinate a Canada Booth at WTM. The Canada Showcase Europe event was held in Paris, France this year, but did include a significant number of U.K. Tour Operators. As such, there were no direct sales activities in this market. However multiple in-person meetings were held with key U.K. Tour Operators at the Canada Showcase Europe, as well as at Rendez-vous Canada.

TRAVEL GOSSIP WEBINAR EVENT

Destination Northern Ontario was invited to participate in this webinar series, which focused on U.K. based Travel Agents. The event took place on March 12, 2025 and enabled DNO to present a 15-minute Power Point presentation to over 45 online participants. An additional 300 registered participants were able to view the webinar for the rest of the month.





Germany



MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of February 2025:

- A total of **131,600** travellers arrived in Ontario in 2024, which marked a **10%** increase over 2023, for a total spend of **\$247.6 million**
- Recovered to **84%** of pre-pandemic levels
- **Main travel motivators:** outdoors, indigenous culture, self-drive touring and RV touring

Marketplaces & Webinars

IN-HOUSE TRAINING SESSIONS AND SALES MISSIONS

In 2024/25, Destination Canada coordinated a German Sales Mission and Training Sessions that took place in November, immediately following the Canada Showcase event in Paris, France.

Destination Northern Ontario and Destination Ontario were the Ontario participants that included 18 PMOs, DMOs and products from across Canada for these training sessions in the following locations in Germany:

- **Frankfurt** – DERTOUR office
- **Hannover** – TUI office
- **Berlin** – Canadian Embassy

At each location, participants had a table to be able to meet with the tour operator staff and host one on one meetings. The PMO leads for each province were able to undertake Power Point presentations, and in the case of Destination Ontario, they included slides and information about Northern Ontario.

A reception was included in each of the sessions, which were all well attended with over 100 participants at each location.

Destination Northern Ontario held 70 one on one meetings with the buyers and had the opportunity to showcase Northern Ontario products as well as distribute information sheets and key chain give-aways.

Email follow up with those operators that meetings were held with has resulted in a number of new itineraries being discussed for development in the coming year.



German In-House Training Sessions

DESTINATION DAY ONTARIO WEBINAR EVENT

Destination Northern Ontario was invited to participate in an online webinar for German Media on March 19, 2025.

This event enabled DNO to provide a 15 minute Power Point presentation, showcasing new and unique products and experiences.

138 Travel Agents participated live online during the presentations and an additional **387 viewers** viewed the presentations online afterwards. The presentations will stay on the "library" for several months.



Destination Day Ontario Webinar Event





MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of February 2025:

- › In 2024 a total of **93,800** travelers from France arrived in Ontario, marking a **7%** increase over 2023, for a total spend of **\$223.7 million**
- › Recovered to **77%** of pre-pandemic levels
- › **Main travel motivators:** nature experiences, cultural and attractions and adventure

Marketplaces & Webinars

CANADA SHOWCASE EUROPE EVENT

For the first time, The Canada Showcase Europe event, hosted by Destination Canada, was held in Paris, France.



Northern Ontario was one of 20 participants from Ontario, for the 3 days of one-on-one appointments. Scheduled in advance, Northern Ontario had 56 appointments throughout the course of the event, including the following companies:

CANADA SHOWCASE EVENT		
COUNTRY	COMPANY	CONTACT
Germany		
01	DER touristik	Mark Rainalls
02	Art of Travel GmgH	Christine Werner
03	Erlebe-Fernreisen GmbH	Britta Henning
04	Meridia Reisen	Elfriede Wank-Wrba
05	Lernidee Erlebnisreisen	Claudia Umscheid
06	SK Touristik	Rainer Schoof
07	TUI	Nele Karger
08	Argus Resein	Manja Trietchen
09	Canusa Touristik	Alexandra Wirsum
10	CRD Touristik	Svenja Eisenacher
11	America Unlimited	Annica Grosche
12	Tourlane	Leon Pinz
13	Eberhardt Travel	Maria Paz Del Real Larenas



CANADA SHOWCASE EVENT

	COMPANY	CONTACT
U.K.		
01	Trailfinders	Jessica Zendron
02	North America Travel Service	Karen Farrar
03	Journyscape	Dominique Kotsias
04	Barrhead Travel	Karen Robertson Kree
05	Savile Row Travel	Luise Lupton
06	Audley Travel	James Butler
07	Elegant Resorts	Jessica Carney
08	Stubborn Mule Travel	Helene Cooper
09	Discover North America	Steven Donovan
10	Canadian Affair	Stuart Rogers
11	First Class Holidayas	Lorna Curry
12	Saga Travel Group	Robert Stapley
13	Bon Voyage Travel and Tours	Dirk Kelly
14	Colletts Travel	Jennifer Hartnett
15	Lasso Travel	Gary Worthington
16	Travel Solutions	Graeme Evans
17	My Canada Trips	Laura Mehigan
18	Newmarket Holidays	Richard Harrington
19	Saga Holidays	Simona Zaliskeviciute
20	Frontier Travel Ltd	Jeremy Timms
21	Canadian Sky	Kathryn Glover
22	Windows on the Wild-GO Fishing	Maggie Smit
France		
01	JMB Voyages - Imagine Canada	Clarisse Lac
02	TUI	Christophe Sellier
03	Manawa	Louis Gabard
04	Ateliers Du Voyage	Bertrand Juilliard
05	Cercle Des Voyages	Anthony Enault
06	Grand Nord Grand Large	Irina Baranova
07	O-Nord	Emmanuel Jaulin
08	Maisons Du Voyage	Nadege Ruiz-Brouseau
09	Evaneos	Clemence Mayol
10	Caracteres D'Ameriques	Caroline Compain
11	Worldia	Kevin Prudhomme

CANADA SHOWCASE EVENT		
	COMPANY	CONTACT
Netherlands		
01	Travelhome	Tabitha Van Kessel
02	Tioga Tours	Alisa Huis Intveld
03	TUI Group	Daphne Van Der Kwaak
04	Travel Time	Melanie Modder
Switzerland		
01	Travelhome	Tabitha Van Kessel
02	Tioga Tours	Alisa Huis Intveld
03	TUI Group	Daphne Van Der Kwaak
04	Travel Time	Melanie Modder
Belgium		
01	Para Tours	Wilma Stigter
02	Schar Reisen	Martin Reber
Other		
01	DC Germany	Barbara Ackerman
02	DC U.K.	Adam Hammer
03	DC France	Maryse Normandeau

BREAKDOWN OF MEETINGS HELD PER COUNTRY – 54 MEETINGS HELD

Germany	13	Netherlands	5	France	3
U.K.	22	Switzerland	4	Belgium	1

Collateral materials used during each appointment included: Ontario RV Guide, Northern Ontario Destination Guide, and Northern Ontario key fobs were given to each delegate.

There was considerable interest from the buyers that DNO met with, specifically the outdoors, nature, Great Lakes, and soft adventure opportunities, along with Indigenous and other cultural products. Each contact received a follow up e mail with a link to the Northern Ontario Travel Trade web site, along with additional information that was requested during each appointment.

As a result of ongoing dialogue with some of the Tour Operators, following the appointments, there are some major Tour Operators that are now planning to use some Northern Ontario products and experiences in their respective tariffs.

Several future FAM Tours with Tour Operators and Travel Media were discussed during the event, with a number of them being organized for late summer/early fall 2025.



Japan



MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of November 2023:

- In 2024, **39,700** Japanese travellers visited Ontario, which was a **28%** increase over 2023
- Recovered to **53%** of pre-pandemic levels
- **Main travel motivators:** Outdoors, fall colours and nature, cultural and attractions

Marketplaces & Webinars

ONTARIO WEBINAR

Throughout 2024 Destination Ontario hosted a series of online webinars directed at Japanese Travel Agents and Tour Operators.

A total of **432 participants** were trained on products and experiences in Ontario, which included a number from Northern Ontario.





South Korea



MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of November 2023:

- In 2024, **68,300** travellers from Korea arrived in Ontario, marking a **11% increase** over 2023 and represented **\$152 million** in spending
- Recovered to **52%** of pre-pandemic levels.
- **Travel motivators:** Natural attractions, hiking in nature, fall colours, and wildlife

Marketplaces & Webinars

ONTARIO WEBINAR

Ontario Webinar: On November 26, 2024, Destination Ontario hosted an online webinar aimed at Travel Agents and Tour Operators, and showcase products and experiences from across the province including several from Northern Ontario.

A total of **50 participants** were trained as a result of the webinar.





China



MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of February 2025:

- In 2024, **122,600** travellers from China arrived in Ontario, marking a **49% increase** from 2023, and represented **\$706 million** in spending
- Recovered to **37%** of pre-pandemic levels
- **Main travel motivators:** cultural experiences and attractions, nature/outdoors

Marketplaces & Webinars

ONTARIO WEBINAR

Northern Ontario had products and experiences included in the Ontario presentation to over 200 Trade Agents on November 19 and 21, 2024, which hosted travel trade and travel media from China.

Destination Northern Ontario representative Ian McMillan developed a 30-second “Welcome” video that was played for the participants in the webinar.

The November 18 webinar had **346 participants** and **2,284 “likes”**. The November 21 webinar had **317 participants** and **1,519 “likes”**. This totaled **663 interactions**.

Ontario reported very positive feedback from the participants, and indicated a high level of interest in Ontario as a destination for their clients.





Other International

Marketplaces & Webinars

RENDEZ-VOUS CANADA | EDMONTON, ALBERTA | MAY 13-18, 2024



RVC is the annual International marketplace, hosted by TIAC and Destination Canada, attracting over 800 buyers and media from around the world, along with almost 1,000 suppliers from across Canada.

In 2024 the RVC was held in Edmonton, Alberta, and the return to a larger market enabled more buyers and sellers to attend the event. As such, there were almost 2,000 attendees.

Once again DNO maintained a Gold Sponsorship with the event. We partnered with Destination Ontario, maximizing our presence and becoming co-host of the Ontario Networking Station. Within this area, all of the participating Ontario DMOs and private sector operators had booth/table space where they conducted their scheduled appointments.

Northern Ontario had a dedicated section in which we hosted our 4 DMO Partners, where they took their scheduled one on one appointments, and enabled the DNO staff in attendance to hold meetings with key buyers throughout the event.

The overall Networking Station was enhanced with an all-day food/beverage station where buyers could stop by throughout the day and sample some Northern Ontario themed culinary delights, featuring hot sauces produced in Sault Ste. Marie, Thunder Bay and Sudbury.

A number of unique giveaways were made available to buyers that included “Northern Ontario” mitts, key chains and toques. Additionally the newly updated Ontario RV Touring Guide was available for buyers to pick up. A touch screen TV monitor was a useful tool when meeting with buyers to show various touring routes and attractions from across Northern Ontario.

As a result of having 4 DMO partners, as well as representatives from Wikwemikoong, Tourism and Thrive Tours in attendance, it gave a real “Team Northern Ontario” feel to the marketplace for the first time.

The participating DMOs all had full appointment schedules and collectively had 126 one on one appointments throughout the event. They all reported a significant amount of interest from the buyers they met with.

The DNO representatives met with a number of key buyers throughout the duration of the event and had a chance to discuss future FAM trips with Destination Ontario representatives and plan logistical details for those trips, scheduled for the fall of 2024. There was also a lot of time spent meeting with Destination Canada representatives to discuss future International initiatives and to learn more about their new research and statistical models they were introducing.

The partnership with Destination Ontario worked well and enabled Northern Ontario to maintain a top of mind awareness with International buyers and media.



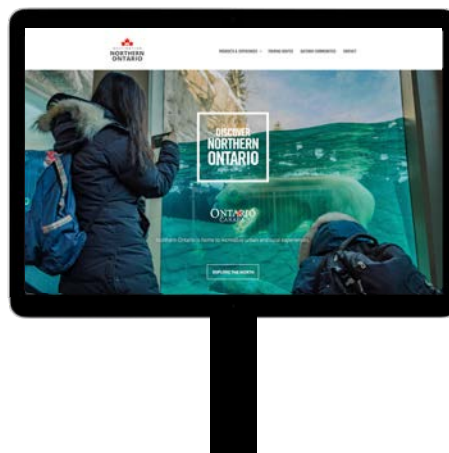
↑ Wooden keychains



↑ Toques



↑ Mittens



← Touch Screen Kiosk



Canada

OMCA MARKETPLACE WINDSOR, ONTARIO | NOVEMBER 4-6, 2024

For over 25 years, a collaboration of Northern Ontario DMOs has been attending this annual marketplace, which brings together 40, mostly Ontario based Group Tour Operators and 200 suppliers from across the province, for a series of one-on-one meetings.

From Northern Ontario, Sudbury Tourism, Thunder Bay Tourism and Tourism Sault Ste. Marie participated as appointment takers, and were supported by staff from Destination Northern Ontario.

Destination Northern Ontario continued to support these DMOs and collectively hosted the annual "Buyers Breakfast". This allowed for a 15-minute video/slide presentation, highlighting Northern products and experiences. For 2024, we had representatives from Wikwemikoong First Nations provide a Jingle dance and drum presentation, which was warmly received by the delegates.



Feedback was very positive and the Sault Ste. Marie, Thunder Bay and Sudbury representatives indicated that the Tour Operators all appreciated the ongoing support from Northern Ontario, and had considerable interest in the products and experiences in the north.

As part of the sponsorship, DNO had a booth on the marketplace floor for the duration of the event. Copies of the Northern Ontario Travel Trade guide and the wooden key fobs were distributed at the booth. Additionally, each participating DMO brought a supply of hot sauces that are produced in their respective cities.

Between the three DMOs, they met with 58 Tour Operators, throughout the course of the marketplace.

Email follow up to each Tour Operator contact was undertaken within 2 weeks of the marketplace, providing additional details about Northern Ontario experiences, and a link to the new Travel Trade web portal, as well as answering any questions Tour Operators may have had during their appointment.



OMCA Marketplace Presentation



United States

SYTA – STUDENT YOUTH TRAVEL ASSOCIATION MARKETPLACE NEW YORK | AUGUST 9-12, 2024

SYTA is the annual marketplace that hosts over 200 buyers from around North America (and some International) that offer student youth group travel, along with almost 400 suppliers from around North America.

For 2024 the event was held in New York, New York. This resulted in an increased participation level from both buyers and sellers.

Destination Northern Ontario became a partner in a sponsorship group that included Travel Manitoba, Winnipeg, Toronto, Ottawa and Niagara Falls. The group sponsored the Buyers Lounge, which was a large room offering food and beverages to the buyers throughout each day of the event. The room was themed and allowed each partner to have a banner and a table top where they could meet one on one with the buyers that visited the lounge.

An electronic invite was sent to all buyers that were attending the marketplace, letting them know about the lounge and asking them to stop in throughout the event. The email was delivered to 269 buyers and had 185 unique opens.

An information card was developed with each of the partners web portals and distributed to the buyers that visited the lounge. Additionally an email was sent to each buyer, thanking them for visiting the lounge.



The Destination Northern Ontario representative was able to meet with 45 buyers and discuss attractions and experiences in Northern Ontario that would appeal to student groups. A Northern Ontario prize package was donated as part of an overall draw for visiting buyers.

Jennifer Grundy of Tourism Thunder Bay attended the event and participated in the one on one appointment schedule. She had 24 appointments, which was a good amount, especially considering this was only her second time attending.

The DNO presence at SYTA will build on the efforts to establish Northern Ontario as a destination for student/youth travel, and help motivate more of our Northern City DMO partners to attend and take appointments in future years.



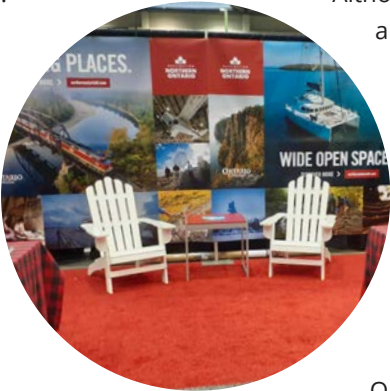
SYTA Marketplace

NTA MARKETPLACE
HUNTSVILLE, ALABAMA | NOVEMBER 17-21, 2024

The NTA Marketplace is held annually at a different U.S. city, and in 2024 brought together over 1,700 suppliers from across North America, with over 300 Tour Operators and Motorcoach companies, mainly from the U.S. and Canada, but also a included several International Operators as well.

Destination Northern Ontario continued their annual Sponsorship Agreement with NTA, which saw DNO sponsor the delegate “Refreshment Station”. This sponsorship provided DNO with a 10’ x 20’ booth on the marketplace floor in a key high traffic area. The refreshment station ensured a high level of daily visitation to the booth.

The sponsorship also included DNO logo placement on a variety of promotional materials, as well as on signage throughout the marketplace floor. Additionally Northern Ontario was mentioned in the NTA online publication “Courier Magazine”.



A 20’ x 8’ mural was utilized for the booth space, featuring hi res images of key Northern Ontario attractions and experiences.

Although options were quite limited, a “Northern” theme was utilized for the booth, that included Muskoka Chairs.

The updated Ontario RV guide was distributed at the booth, and the Northern Ontario wooden key tags were also given away to the Tour Operators that visited.

One DNO staff representatives worked the booth throughout the event.

During the marketplace over 200 Tour Operators and Motorcoach Company representatives visited the Northern Ontario booth. There was considerable interest in the products and experiences available in Northern Ontario.

The DNO staff member also participated, in a dinner presentation along with other Ontario DMOs; Ottawa, Toronto, Niagara Falls and was able to highlight Northern Ontario experiences and attractions to participating buyers.

Follow up with those that visited allowed for DNO to e mail a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.



↑
NTA Marketplace

AMERICAN BUS ASSOC. MARKETPLACE
PHILADELPHIA, PENNSYLVANIA | FEBRUARY 1-5, 2025



The American Bus Association Marketplace is held annually, and hosted by a different U.S. city each year. The 2024 version was held in Philadelphia, Pennsylvania.

This is the largest of the Group Tour marketplaces and traditionally brings together over 2,100 suppliers from around North America, with over 500 Tour Operators and Motorcoach companies from both Canada and the U.S.

Destination Northern Ontario, once again, sponsored the Opening Reception on the marketplace floor. During this event, Destination Northern Ontario received brand recognition as a sponsor. The sponsorship also provided DNO with a 10' x 20' booth on the marketplace floor.

Benefits of this sponsorship also included:

- ✓ Social media posting
- ✓ Sponsor logo on www.buses.org with hyperlink
- ✓ Sponsor listing in ABA's Online Directory
- ✓ Sponsor listing in Marketplace sponsor directory
- ✓ Sponsor listing in Destinations magazine, post-Marketplace issue
- ✓ Sponsor recognition in The Business Buzz post Marketplace
- ✓ Listing on wrap-up Marketplace Monthly
- ✓ 25% off rate card pricing for one ad in an ABA

Participating DMOs included Thunder Bay and Sault Ste. Marie, with a total of 45 one-on-one appointments with buyers.

The DNO logo was also featured throughout the Marketplace, as well as in all ABA communications prior to and during the event.

The 20' x 8' photo banner was utilized as a backdrop and the black and red plaid theme was used on the booth chairs and tables.

An updated "What's New in Northern Ontario" flyer was distributed at the booth, along with the wooden Northern Ontario key tags.

Two DNO staff representatives worked the booth throughout the event

During the course of the marketplace over **275 Tour Operators** and **Motorcoach Company representatives** visited the Northern Ontario booth.

Follow up with those that visited allowed for DNO to email a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.



20' x 8' Destination Northern Ontario Booth

FAM Tours

[Familiarization Tours]



As a result of participating in the Canada Showcase event in Paris, France and the Rendezvous Canada event in 2024, a number of FAM Tour opportunities presented themselves, and were put into place, in partnership with Destination Ontario.

GERMAN OPERATOR FAM TOUR | SEPTEMBER 5-11, 2024

Through a partnership with Destination Ontario, and working specifically with Gabriel Kotz, their German/European representative, a number of key German Tour Operators were targeted to participate on this exclusively Northern Ontario FAM Trip, which would feature products and experiences in Northeastern Ontario and Sault Ste. Marie/Algoma.

The following Tour Operators participated in the FAM Trip:

1. DERTOUR	Simone Laux	Product Manager Canada
2. Canusa Touristik	Sabrina Ebel	Head of Marketing
3. CRD Canada Reise Dienst	Pia Hambrock	Senior Vice President
4. Hotelplan	Valentina Gril	Product Manager
5. SK Touristik GmbH	Henrike Baum	Product Manager
6. DO – Germany Office	Ralf Lieb	Managing Director
7. DO – Toronto Office	Gabriel Kotz	Business Development Manager

This FAM Trip combined outdoors, hiking, canoeing and kayaking, with upscale lodges, Indigenous experiences and remote fly-in lodges, along with heritage, cultural and culinary opportunities.

The itinerary was quite diverse and was made possible through partnerships with Destination Ontario, local DMOs and private sector partners.

This FAM was an overall success, with perfect weather, and the participants indicating there were a number of products that they would like to feature in their itineraries. A full survey was provided to them and offered some good insights as to how they felt about their Northern Ontario experiences. As a result of this FAM Destination Northern Ontario has entered into a joint marketing agreement with CRD to feature Northern Ontario products and experiences on their web site home page in the coming months.

GERMAN MEDIA FAM TOUR | SEPTEMBER 27 - OCTOBER 4, 2024

Through a partnership with Destination Ontario and working with specifically Kattrin Duncan, their European media representative, a number of key media were invited to participate on this exclusively Northern Ontario FAM trip, which featured key outdoor products, with a focus on Northeastern Ontario, and specifically Manitoulin Island and the Killarney areas.

The majority of the FAM involved Indigenous experiences with Wikwemikoong Tourism, featuring the Ojibway Cultural Centre, Drum/Dancing presentations, traditional culinary offerings and a number of hiking trips throughout the island. Pointe Grondine Provincial Park showcased the partnership Wikwemikoong has with Ontario Parks to operate this park and the unique developments they have undertaken.

The group was in Wikwemikoong on September 30 – the National Day for Truth and Reconciliation, and were invited to be part of the ceremonies, which were held at the ruins of an actual residential school at the Holy Cross Church. It gave the participating media an amazing insight and appreciation as to the importance of this day, and was a very moving and memorable experience.

During the ceremony, the Chief recognized the group of media that were present, and the media were given a special opportunity to do interviews after the ceremony concluded.

The following German Media participated in the FAM trip:

- | | |
|---------------------|-----------------------|
| 1. Jan Schafer | RND/Seigener Zeitung |
| 2. Jorg Michel | DPA |
| 3. Anja Richter | Welt |
| 4. Virginia Schrami | Globetrotter Magazine |
| 5. Kirsten Bugart | Destination Canada |
| 6. Kattrin Duncan | Destination Ontario |

This itinerary was very focused on the outdoors and Indigenous tourism opportunities. The group spent two days with Wikwemikoong Tourism and really became immersed in First Nations culture and history. Hiking on Manitoulin Island and at Pointe Grondine gave them a first hand view of the natural beauty of Northern Ontario.

The two days in Killarney and Killarney Mountain Lodge involved more hiking and a full- day boat trip on the beautiful Georgian Bay, to the Fox Islands.

The trip was very successful, with perfect fall weather at the peak of the fall colours. The participants were enthusiastic and were keenly interested in the products and experiences we featured throughout the FAM Tour.

I am confident that there will be a number of articles published, featuring Northern Ontario, that will generate interest in traveling to the north for years to come.

JAPANESE TOUR OPERATOR FAM | OCTOBER 4-6, 2024

Through a partnership with Destination Ontario, and working specifically with their Market Development person – Sonya Stevenson, a group of key Japanese Tour Operators were invited to participate in a 3-day FAM tour, featuring the Agawa Canyon Tour Train and the north shore of Lake Superior, in the height of the fall colour season.

The following Japanese Tour Operators and an Air Canada representative participated:

1. Kaori Takashiba	Yomiuri Travel Service	Overseas Department Manager
2. Tomafusa Sato	JTB	Overseas Escorted Tours Division
3. Honoka Koizumi	HIS	America Leisure Travel Sales Div.
4. Tomomi Yuasa	JTB	Overseas Product Planning Division
5. Risa Hanamoto	Kintetsu International	Student Group Section
6. Narumi Takahashi	Tobu Top Tours	Corporate Sales Department Chief
7. Kiechi Suzuki	Air Canada-Japan	Sales Manager
8. Megumi Tanaka	Destination Ontario-Japan	Sales Manager
9. Sonya Stevenson	Destination Ontario-Toronto	

The 3-day itinerary was focused on the Agawa Canyon Tour Train and the fall colours along the north shore of Lake Superior.

The group stayed overnight at the Delta Hotel in Sault Ste. Marie and then spent the day on the tour train, featuring discussions around the painting exploits of the Group of 7.

The third day involved a drive along Lake Superior to the Lake Superior Provincial Park Office and a short hike along the coastline. Stops along the way at Group of 7 painting sites and a lunch at the Voyageur Cookhouse and Lodge. Because of inclement weather, we returned to Sault Ste. Marie earlier than anticipated. However this gave us time for a brief visit to the Canadian Bushplane Heritage Museum, which the Tour Operators loved.

The group was then transferred to the airport for a return flight to Toronto. Follow up to answer questions and provide contacts will ensure these products and experiences will be included in the 2025 tariffs of the participating Tour Companies.



Other Components



Media Outputs

As a result of our efforts in hosting media FAMs, a number of articles appeared in printed publications and online outlets from some of our key international markets.

KANADA MAGAZINE – GERMANY | MAY 2024

This very popular magazine, with a circulation of **60,000**, had an **8-page feature** of a driving tour from Toronto, through Algonquin Park, to Killarney and on to Sault Ste. Marie. It featured the paintings of Tom Thompson and the Group of 7.

The itinerary continued along the north Shore of Lake Superior to Thunder Bay and feature Indigenous experiences, Fort William Historical Park and the Sleeping Giant.



KANU MAGAZINE – GERMANY | APRIL 2024



This canoe-oriented publication has a circulation of **30,000** and featured a **10-page article** about canoe trips in Northern Ontario. Specifically the article focused on canoeing and kayaking in Lake Superior, Pukaskwa Park, Kakebeka Falls, as well as Indigenous experiences along the way

Overnight accommodations in geodesic domes on the shore of Lake Superior were also featured in the article.



Joint Marketing Agreements

CRD TOURISTIK

This was a partnership with one of Germany's largest Tour Operators in the fall of 2024. A newspaper co-operative ad campaign was placed in a widely read German newspaper – ZEIT.

Northern Ontario attractions, including: Agawa Canyon Tour Train, Cedar Meadows Spa and Resort, Cochrane Polar Bear Habitat and Wikwemikoong Tourism were highlighted and generated over 8,000 visits to the CRD consumer web portal for additional information.

Pia Hambrock from CRD participated on the fall FAM Tour and posted a story and photos in her blog on the CRD web site, that highlighted a number of Northern Ontario products and experiences.



SK TOURISTIK

This agreement was coordinated by Destination Ontario and featured a number of Ontario destinations, including Northern Ontario.

The campaign ran from January 1-31, 2025, and had multiple components, including:

Facebook

6 posts
35,115 total reach
383 likes

Instagram

6 posts
32,417 total reach
978 likes

Instagram Stories

82
78,168 total reach

Newsletter

25,812 recipients

Web Site Landing Page

22,786 visitors during campaign

JONVIEW CANADA

For a fourth year, Destination Northern Ontario entered into an agreement with the largest inbound Receptive Operator in Canada – Jonview, who represent clients from the key markets of Germany and the U.K. as well as several other European countries.

A full page advertisement, highlighting Northern Ontario was taken out in their 2024/25 tariff, which is widely distributed throughout the key markets.

A key itinerary that Jonview featured in their Tariff was a 14-day fly/drive program called “Great Lakes Treasures’. This itinerary, starts in Toronto and includes overnight stops in Killarney, Timmins, Wawa, Sault Ste. Marie, Manitoulin Island and features Northern Ontario products and experiences such as: the Agawa Canyon Train Tour, Lake Superior Provincial Park, Cedar Meadows Resort, Wikwemikoong Unceded Territory, and hotel/motel properties all along the way.

Additionally, as part of the partnership, Destination Northern Ontario representatives provide updates to key Jonview staff on a regular basis, and discuss developing new product offerings for coming years.



← Jonview Canada Full Page Ad

Travel Trade Web Portal:

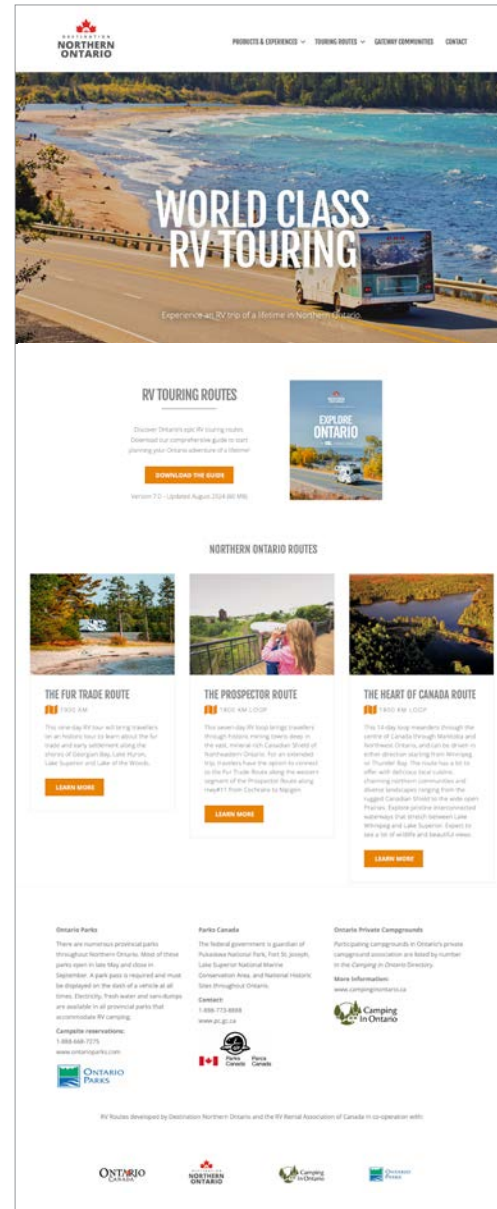
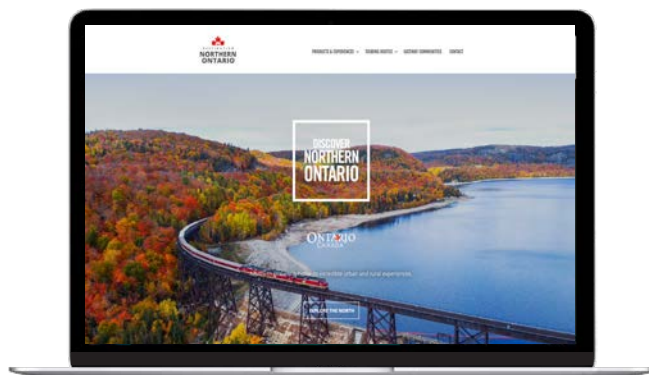
Enhancements of the Northern Ontario International Travel Trade Web Portal continued in 2024/25, highlighting the key destinations, products and experiences across the north.

A key focus of the portal was on the Touring Routes, and to that end, over the past two years, themed touring routes were developed. These routes established detailed itineraries that link International travellers coming into Toronto, Detroit or Chicago with Northern Ontario.

The newest touring route – The Heart of Canada that features the drive from Winnipeg, Manitoba to Thunder Bay was added to the portal.

High res photos and video clips populate the site, allowing Tour Operators use for their respective catalogues and web sites.

Northern Ontario cities are also featured with accommodations, dining and attractions. In the coming year, Indigenous and Francophone experiences will also be highlighted along each touring route.



↑ northernontarioitt.com

» [Visit the portal](#)





RV Touring Itineraries Guidebook:

The RV Touring Guidebook was originally produced in 2018, specifically for the RV touring market in partnership with the RV Rental Association of Canada. It has become a critical collateral piece for distribution at Travel Trade Marketplaces in Germany and the U.K. and was used as a major collateral piece at Rendez-vous Canada. It has since been reproduced with additional routes included, and has expanded to include Southern Ontario routes, in partnership with Destination Ontario.

THE GUIDE NOW FEATURES 3 MAIN NORTHERN ONTARIO TOURING ROUTES

The "Fur Trade" Route – a 9-day itinerary that starts in Toronto and routes through; Parry Sound, Sudbury, Sault Ste. Marie, Wawa, Nipigon, Thunder Bay, Fort Francis and Kenora.

The "Prospector" Route – a 7-day itinerary that starts in Toronto and routes through; Huntsville, North Bay, Temagami, Temiskaming Shores, Iroquois Falls, Timmins and Killarney. An optional extension has been added to this route connecting the Prospector Route from Cochrane to the Fur Trade Route in Nipigon.

The "Heart of Canada" Route – is the newest route to be featured in the guide and links to the online trip planner with a multi-day itinerary from Winnipeg, Manitoba to Thunder Bay, Ontario.

Additional Routes – the guide also features several optional alternative routes + side routes throughout the region – including new routes in Northwest Ontario that cover the far northern reaches of the highway network between Thunder Bay and Kenora. A new connecting route was also developed between North Bay and Ottawa.

These routes highlight attractions, experiences and communities, along with camping sites and Provincial Parks along the way. Ongoing discussions with the RV Association of Canada to establish an RV staging station in Northern Ontario will augment this program considerably moving forward.



› View the RV guide

Marketplace Follow-up Constant Contact:

From the Tour Operator data base that was developed from appointments at the various International “virtual” marketplaces attended in 2024/25, a continued “conversation” was developed, so that ongoing information about Northern Ontario products and experiences was provided.

Connecting Tour Operators with private sector partners will be the next step, so that direct discussions regarding rates and availability can be established.

Industry Training:

Continued to work with DMOs and private sector operators, to assess level and quality of products/ experiences that could work towards developing into “export ready”. Ongoing meetings with regional and municipal DMO partners help guide the International and Group Travel programs for Destination Northern Ontario.





2024-25 Program Results

✓ Results Snapshot

873	In-person Buyer meetings
4	Virtual Buyer and Media
2,015	Virtual participants
7	Marketplaces attended
5	Multi-page media stories generated
17	NEW Tour Companies introducing tours, with Northern Ontario products/experiences
10	Tour Companies re-introducing tours with Northern Ontario Products/experiences
48	Northern Ontario products, experience, accommodations sold in International Tour Operator Tariff

The following are results compared to the Outputs and Performance Measures, identified for the 2024/25 fiscal year of the International Market Development Program.

Output

Itineraries Developed (for 2024/25)

United Kingdom

Canadvac Travel Services - **New**

As a result of a meeting at the Canada Showcase Europe, in Germany, a 14-day itinerary was developed that includes products and experiences from across Northern Ontario, including:

- Wikiwemikong Tourism experiences
- Manitoulin Island
- Naturally Superior Adventures
- Wawa accommodations
- Cedar Meadows Resort and Spa
- Cochrane Polar Bear Habitat
- Lodge 88
- Agawa Canyon Train Tour
- Sault Ste. Marie
- Killarney Mountain Lodge

My Canada Trips - **New** | [View the itinerary >](#)



As a result of hosting a U.K. Tour Operator FAM Trip in the fall of 2023, a 14-day itinerary was developed that includes products and experiences from across Northern Ontario, including:

- Manitoulin Island
- Wikwemikong Tourism
- Sault Ste. Marie
- Agawa Canyon Train Tour
- North Bay
- Algonquin Park

Windows on the Wild - **Existing** | [View the itinerary >](#)



This Operator offers several Northern Ontario Itineraries.

Northwest Wilderness – 6 nights

- Thunder Bay accommodation
- Miminiska Lodge
- Indigenous experiences

Lake Superior Voyageur Canoe – 7-13 nights

- Voyageur Canoeing
- Lake Superior Provincial Park
- Sault Ste. Marie accommodations
- Wawa accommodations

Pukaskwa National Park Experience – 7 nights

- Canoe Outfitter
- Thunder Bay accommodations

Northwest Canoe Trip – 8 nights

- Quetico Provincial Park
- Canoe outfitter
- Thunder Bay accommodations

Lake Superior Canoe Trip – 6 nights

- Naturally Superior Adventures
- Lake Superior Provincial Park
- Sault Ste. Marie accommodations

Output	Itineraries Developed (for 2024/25)
--------	-------------------------------------

United Kingdom

Journeyscape – NEW | [View the itinerary >](#)



As a result of having one of their staff on the 2023 FAM Tour, this company will be offering a multi-day itinerary in Northern Ontario that will offer the following products and experiences.

Multi-day itineraries including:

- Cedar Meadows Spa and Resort
- Agawa Canyon Tour Train
- Sault Ste. Marie
- Lake Superior

North America Travel Service – Existing | [View the itinerary >](#)



This operator offers multi-day itineraries in both Northwestern and Algoma/Northeastern Ontario.

Northwestern Ontario 6-8 days

- Thunder Bay accommodations
- Fort William Historical Park
- Wilderness North

Algoma/Northeastern Ontario 12-14 nights

- Manitoulin Island
- Killarney Mountain Lodge
- Sudbury accommodations
- Science North/Dynamic Earth
- North Bay accommodations
- Cedar meadows Resort and Spa
- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour

Canadian Affair – Existing | [View the itinerary >](#)



This company developed a 15-day itinerary called "Great Lakes Treasures" that includes several Northern Ontario products/experiences:

- Manitoulin Island
- Indigenous experiences
- Killarney Mountain Lodge
- Timmins accommodations
- Wawa accommodations
- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour

They also offer a winter itinerary that includes:

- Thunder Bay accommodations
- Loch Lomand and Mount Baldy downhill skiing
- Sleeping Giant Provincial Park
- Horseback riding

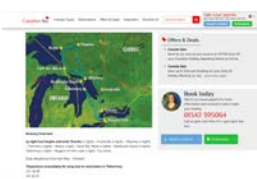
Output**Itineraries Developed (for 2024)**

United Kingdom

Trailfinders – Existing

This company offers a 14 day itinerary that includes many products and experiences in Northern Ontario, including:

- Wilderness North
- Sault Ste. Marie
- Agawa Canyon Train Tour
- Manitoulin Island
- Wikwemikoong Tourism
- Killarney Mountain Lodge
- Algonquin Park

Canadian Sky – Existing | [View the itinerary >](#)

This company also offers 15-night self-drive “Great Lakes Treasures” itinerary that includes several Northern Ontario products/experiences, including:

- Algonquin Provincial Park
- Sportsman’s Inn – Killarney
- Cedar Meadows Resort and Spa
- Wawa accommodations
- Lake Superior Provincial Park - hiking
- Sault Ste. Marie accommodations
- Canadian Bushplane Heritage Centre
- Art Gallery of Algoma
- Manitoulin Island
- Indigenous experiences

First Class Holidays – Existing | [View the itinerary >](#)

This company offers a 17-day self-drive tour of Ontario that includes several products/experiences in Northern Ontario, including:

- Algonquin Provincial Park
- Killarney Mountain Lodge
- Killarney Outfitters
- Timmins accommodations and touring
- Wawa accommodations and touring
- Lake Superior Provincial Park – hiking
- Sault Ste. Marie accommodations
- Manitoulin Island
- Indigenous experiences

Journey North America – NEW | [View the itinerary >](#)

This company’s main focus had been Latin America, but opened a new division to showcase North America. One of the first itineraries they have developed is for Northern Ontario and came as a direct result of hosting one of their staff on a 2023 FAM Tour. Experiences included in the itinerary are:

- Manitoulin Island
- Killarney Mountain Lodge
- Killarney Provincial Park

Output

Itineraries Developed (for 2024/25)

Germany

CRD Touristik – New



This company offers a 15-day self-drive tour called “Diversity of Ontario” that includes a number of Northern Ontario products/experiences, including:

- Manitoulin Island
- Indigenous experiences
- Killarney Mountain Lodge
- Algonquin Park
- Sault Ste. Marie
- Agawa Canyon Train Tour

America Unlimited – New | [View the itinerary >](#)



This company offers a 15-day tour of Ontario called “Nature and First Nations in Ontario” that includes several Northern Ontario products/ experiences, including:

- Wikwemikong Tourism
- Manitoulin Island
- Manitoulin Hotel & Conference Centre
- Sudbury accommodations
- Sportsman’s Inn – Killarney
- Killarney Provincial Park

They also offer a 7-day “Wilderness Lodge” experience in Northwestern Ontario that includes:

- Thunder Bay accommodations
- Fort William Historical Park
- Miminiska Lodge

DERTOUR – New



This company offers a 14-day tour called “On the Trail of the Moose”, and includes products/experiences in Northern Ontario, including:

- Algonquin Provincial Park
- Killarney Provincial Park
- Manitoulin Island



Output**Itineraries Developed (for 2024/25)**

Germany

Ahorn Reisen – New | [View the itinerary >](#)



This company offers a 19-day Eastern Canada tour that includes several Northern Ontario products/experiences, including:

- Algonquin Provincial Park
- Wikwemikong Tourism
- Manitoulin Island accommodations
- Sudbury accommodations

Argus Reisen – New

This company is adding a multi-day itinerary that offers several Northern Ontario products/experiences, including:

- Agawa Canyon Tour Train
- Cedar Meadows Spa and Resort
- Wikwemikoong Tourism
- Manitoulin Island

Tour Consult – Existing

This company offers a couple of multi-day packages into Northern Ontario, including a houseboat vacation, including:

- Lake Temagami
- Leisure Island Houseboat Rentals

The second package is a multi-day canoe/kayak package, including:

- Naturally Superior Adventures
- Rock Island Lodge
- Sault Ste. Marie - accommodations



Output

Itineraries Developed (for 2024/25)

Germany

SK Touristik – Re-Introduced

This company offers a 14-night, self-drive tour called “Treasures of the Great Lakes” and includes a number of Northern Ontario products/experiences, including:

- Killarney Mountain Lodge
- Timmins
- Wawa
- Lake Superior Provincial Park
- Sault Ste. Marie
- Agawa Canyon Train Tour
- Manitoulin Island
- Indigenous experiences

Jonview Canada – New & Existing

This Canada based inbound receptive company has been representing products/experiences in Northern Ontario for a number of years now, and Destination Northern Ontario has had a joint marketing agreement with the company for 4 years, highlighting Northern Ontario in their tariff each year. They represent a wide variety of accommodations, attractions and experiences in Northern Ontario, including:

- Kenora – accommodations
- Thunder Bay – accommodations
- Fort William Historical Park
- Wawa – accommodations
- Timmins – accommodations
- Cochrane Polar Bear Habitat
- Sault Ste. Marie-accommodations
- Agawa Canyon Train Tour
- Sudbury -accommodations
- Science North/Dynamic Earth
- North Bay -accommodations
- Manitoulin Island-accommodations
- Wikwemikong Tourism
- Killarney Mountain Lodge



Output**Itineraries Developed (for 2024/25)****Japan****Purpose Japan – New**

This company is offering new for 2024 an 8-day itinerary called “Stunning Agawa Gorge Train-Niagara Falls” that includes:

- Sault Ste. Marie accommodations
- Art Gallery of Algoma – Group of 7
- Agawa Canyon Tour Train

Canadian Network – New

This company is offering, new for 2024, a 7-day Sault Ste. Marie-Niagara Falls itinerary that includes:

- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour
- Lake Superior shoreline tour

JTB Corporation – New

This company will be offering an itinerary that includes the following:

- Sault Ste. Marie accommodations
- Lake Superior Provincial Park
- Art Gallery of Algoma
- Agawa Canyon Train Tour

Hankyu Travel – New

This company is developing an itinerary that will include the following:

- Sault Ste. Marie accommodations
- Lake Superior Provincial Park
- Art Gallery of Algoma
- Agawa Canyon Train Tour



Output

Itineraries Developed (for 2024/25)

Netherlands

Travelhome – New



This company developed a multi-day itinerary from Toronto that includes products and experiences in Northern Ontario, including:

- Manitoulin Island
- Algonquin Park

Tioga Tours – New | [View the itinerary](#)



This company developed a multi-day itinerary from Toronto that includes products and experiences in Northern Ontario, including:

- Manitoulin Island
- Nipigon
- Pukaskwa Park
- Thunder Bay
- Sault Ste. Marie

Travel Time – New

This company developed a multi-day itinerary from Toronto that includes products and experiences in Northern Ontario, including:

- Manitoulin Island
- Sault Ste. Marie
- Timmins



Output**Itineraries Developed (for 2024/25)**

Korea

Hanjin Travel – New

This company is developing a multi day itinerary that will include the following:

- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour – Stone Gardner Car
- Lake Superior day trip

Blue Chip Tours – Existing

This company has a multi-day itinerary that includes the following:

- Mackinaw Island, Michigan
- Agawa Canyon Tour Train
- Sault Ste. Marie accommodations
- Lake Superior day trip



Output

All ITT Marketing Assets Updated

- 1. Updated and reproduced the RV Touring Itinerary Guide, to include Southern Ontario touring routes and additional Northern Ontario routes.
- 2. Enhanced and upgraded the dedicated ITT Web Portal (www.northernontarioitt.com)

🚩 Target: Achieved

Output

2 in-person International Marketplaces attended

Participated in the following marketplaces

Canada Showcase Europe – U.K Germany, Switzerland

Direct Contact: 54 Buyers

German Sales Mission/Training Sessions – Hannover, Frankfurt, Berlin

Direct Contact: 70 Buyers

🚩 Target: Achieved

Output

1 Canadian “International” Marketplace attended

Participated in the following marketplaces

Rendez-vous Canada – International buyers

Direct Contact: 126 Buyers

🚩 Target: Achieved

Output

4 Group Travel Marketplaces Attended

Participated in the following marketplaces

- 1. Ontario Motorcoach Marketplace – Ontario Tour Operators
- 2. National Tour Association Marketplace – U.S. based Tour Operators
- 3. American Bus Association Marketplace – U.S. based Tour Operators
- 4. Student Youth Travel Marketplace – North American Tour Operators


Direct Contact: 647 Buyers

🚩 Target: Achieved

Output**4 International “Virtual” Sessions Attended
(partnership with Destination Ontario)**


1. Online Training Session – Japanese Tour Operators
2. Online Training Session (with Destination Ontario) – Chinese Tour Operators
3. Online Training Session – U.K. Travel Agents
4. Online Presentation – German Media

Direct Contact (through Destination Ontario): 1,238 interactions

 **Target:** Achieved

Output**3 International Travel Trade FAM Tours hosted**

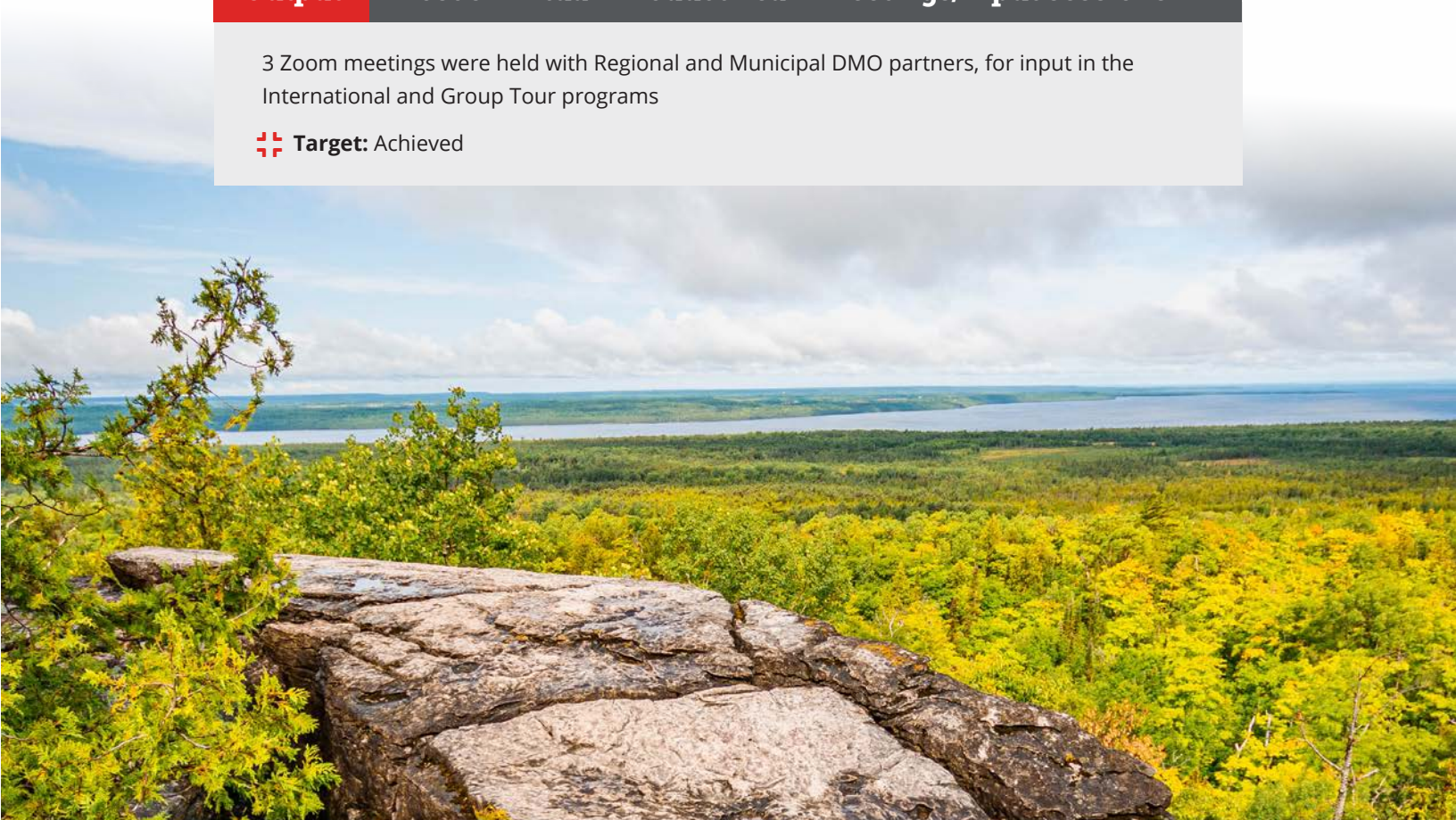
1. German Tour Operator FAM Tour– 5 German Tour Operators
2. Japanese Tour Operator FAM Tour –7 Japanese Tour Operators
3. German Media FAM Tour – 4 German Media

 **Target:** Achieved

Output**Host 3 “virtual” Product Team meetings/input sessions**

3 Zoom meetings were held with Regional and Municipal DMO partners, for input in the International and Group Tour programs

 **Target:** Achieved



Coop Advertising & Partnership Program

Attractions Ontario

To support and bring more attention to the new Northern Ontario attractions, Destination Northern Ontario worked with the Northern DMO's to secure a multiple page print advertising buy in the annual Attractions Ontario Passport, both the printed version and online.

Through this initiative, DNO was able to secure 3 pages in the Passport. The following DMOs participated in the ad campaign:

- Thunder Bay
- Sudbury
- Temiskaming Shores



Attractions Ontario Passport
(1/2 page ad)

Group Tour Magazine

Working in partnership with Northern Ontario DMOs an advertising co-op was organized for the first time in this important publication that is distributed to over 400 Group Tour Operators across North America.

Northern Ontario secured 3 pages of advertising and editorial in the November issue of the publication and the following DMOs participated in the ad campaign:

- Thunder Bay
- Sudbury
- Sault Ste. Marie



Group Tour Magazine
(1/2 page ad)



DESTINATION
**NORTHERN
ONTARIO**

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Ontario 