



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

For the 2025/26 fiscal year, Destination Northern Ontario (DNO) continued its efforts to increase tourism visitation and spending from key international markets, with the priority on U.K. and Germany, as well as re-establishing relationships in Korea and Japan and renewed opportunities with China, now that Canada has once again received the “Approved Destination Status” (ADR).

Strategically, DNO strengthened its relationship and partnership with both Destination Ontario and Destination Canada. Aligning with these organization’s international activities enabled Northern Ontario to continue showcasing new products and experiences in key markets, as well as develop relationships with influential Tour Operators.

According to the latest market updates from Destination Ontario, overall visitation to Ontario from key international markets has rebounded since the COVID-19 pandemic decimated travel.

U.K.	+12% increase over 2024	Reached 97% of 2019 level
Germany	+6% increase over 2024	Reached 82% of 2019 level
Japan	+20% increase over 2024	Reached 63% of 2019 level
South Korea	+18 increase over 2024	Reached 59% of 2019 level
China	+ 25% increase over 2024	Reached 40% of 2019 level

The world-class landscape of Northern Ontario, along with fresh air and 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 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 vacation’s rich in **UNSPOILED OUTDOORS**, that provide a backdrop for **SOFT ADVENTURE** experiences and provide **SAFE** and **UNCROWDED** destinations.

Along with participation in Destination Canada and Destination Ontario lead sales missions, marketplaces and itinerary development, Destination Northern Ontario continued to work with private sector partners to develop new and exciting products and experiences that would align with consumer demands from overseas markets.

Through the Tourism Excellence North program, which is coordinated by Destination Northern Ontario, several workshops and best practice missions were organized, designed to help operators diversify their product offerings and become compliant with requirements necessary to become “International ready”. Several new products and experiences were developed that aligned with what international buyers are looking for.

2025-26 Goals & Objectives

OBJECTIVES

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

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.

The challenge to fill the void will continue since Destination Canada ended the Canada Showcase program. Destination Northern Ontario will be dependent on either Destination Canada or Destination Ontario organizing

Sales Missions and in-house training opportunities, to connect one-on-one with key Tour Operators and Travel Agents moving forward.

Destination Northern Ontario will build on the “Team Northern Ontario” approach and continue working closely with Destination Marketing Organizations (DMO) partners from across Northern Ontario, as efforts to attract group travel from around North America remains a priority.



Areas of Focus & Activities

- a** Continue, collaborating with sub-regional partners, DMOs and private sector partners to develop new and unique experiences and products.
- 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 interested parties.
- 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 DMO’s 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	Development of new itineraries by Tour Operators in key markets
b	ITT Marketing Assets: <ul style="list-style-type: none"> • Upgrade ITT print collateral • Upgrade 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 1 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 website



2025-26 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 showed the greatest promise for continued significant growth.

Building off the successes in the previous 2 years, Northern Ontario further established itself as a destination for international travellers. Since 2023 international visitation and spending in Northern Ontario has **grown significantly**, according to the Canadian Tourism Data Collection, “**International Tourism is surging**” in Northern Ontario, with revenues growing from \$7 million (2018) → \$48 million (2023) → 81 million (2024).

Northern Ontario International Tourism Revenue Growth

\$7 million (2018) → **\$48 million** (2023) → **\$81 million** (2024)

The report also recommended that “RTO 13”s appeal to international visitors could be leveraged for future marketing strategies to sustain this momentum.

- Attended **2 international Sales Missions** (U.K./Germany) (Japan/Korea/China)
- Participating in **1 online training session** (France)
- Attended **4 Group Tour Marketplaces:** (SYTA, OMCA, NTA, ABA)
- **Major sponsor** of Rendez-vous Canada (partnership with Destination Ontario)
- **Joint Marketing Agreements** with key Tour Operators: Jonview Canada and CRD
- **Partnered with Destination Ontario** for online presentation to Chinese Tour Operators
- Hosted **2 major FAM Tours** – 8 European Tour Operators (Northwestern Ontario) and 5 German Media (Thunder Bay/Nipigon, Ontario)
- **Secured media coverage** (Korea – National Geographic online) and (U.S. – Group Tour Magazine online and print)
- **Updated RV guide** to include new touring routes.



United Kingdom



MARKET OVERVIEW

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

- › As of November 2025, **403,312** travellers from the U.K. arrived in Ontario, **up 12%** from 2024
- › **Recovered to 97%** or pre-pandemic levels

Almost 35% see experiencing different landscapes and natural beauty as a priority in 2026. This shift signals a growing desire for tranquillity, sustainable tourism, and outdoor adventures. Travellers are seeking green getaways and meaningful breaks from urban life.

Multiple stop destinations are experiencing a spike in visitors, with multiple stops close by that each have distinctive characteristics. Backpacking is continuously increasing in popularity, as giving up certain comforts can allow for a longer, more experience-rich trip.

Marketplaces & Webinars

Destination Ontario coordinated a European Sales Mission from November 15-22, 2025, that includes activities in England and Germany.

The objective of this sales mission was to continue promoting the diversity and inspiring offerings of Ontario through immersive events to generate awareness and drive interest in travel to Ontario. The mission provided the Team Ontario suppliers, the opportunity to meet directly with the key tour operators in the markets (UK and Germany) in order to generate increased business opportunities and foster relationships with these key accounts. Additionally, the direct contact provides focused Ontario B2B meetings and Ontario destination training to front line sales agents with the select tour operator businesses and travel agents.



LONDON ENGLAND SALES MISSION | NOVEMBER 16-18, 2025

Destination Northern Ontario was invited to participate in this sales mission, which focused on U.K. based Travel Agents and Product Managers. This multi-day event included the following participants from Ontario:

- › Destination Toronto
- › Niagara Helicopters
- › Tourism Kingston
- › Niagara Falls Tourism
- › 1,000 Islands/Rockport Cruises
- › Ottawa Tourism
- › Niagara Parks Commission
- › Tourism Muskoka
- › Destination Northern Ontario

DAY 01

The day started with Destination Ontario and their U.K. in-market representatives providing a market update for U.K. along with travel trends that will impact for 2026.

In the afternoon the event moved to Browns Covent Gardens, where we hosted “home worker” travel agents from key Tour Operator Canadian Affair and associated Operators.



↑ U.K. Sales Mission Presentation

There were 33 participants, including the following companies:

- › Canadian Affair
- › Travel Counselors
- › Scotts Travel
- › Hays Travel Bluewater
- › Tiger Eye Travel
- › Travel Impressions
- › Hays Travel Romford
- › Hays Travel Hempstead Valley
- › Abbots Travel
- › Total Trips 4You
- › Best 4 U Travel
- › Independent Travel Experts
- › Swords Travel
- › Intele Travel
- › Travel Impressions of Tring
- › Not Just Travel
- › Your Holiday



The agents were put into groups of 5, and each Ontario delegate had the opportunity to do a 5-minute Power Point Presentation on their respective destination.

In the evening, the event shifted to Boundary Shoreditch, where a mini marketplace and dinner was hosted for Product Managers. There were 20 participants from the following companies:

- › Canadian Affair
- › Canadian Sky
- › Dial A Flight
- › Freedom Destinations
- › Jetset
- › Kuoni
- › Lusso
- › My Canada Trips
- › Premier Holidays
- › Prestige Holidays
- › Trailfinders
- › Virgin Holidays
- › Canada As You Like It
- › Purely Canada
- › Air Canada
- › Air Transat

Destination Northern Ontario had a chance to speak one on one with each of the participants and highlight new products and experiences and answer questions they had about the destination. Follow-up e-mails and information were sent to each participant. An interactive quiz and dinner followed the marketplace.

DAY 02

The day was spent at the Hogarths Hotel in Solihull, where NATS sponsored a day of training for the travel agents along with other agents from the region.

A total of **32 agents** participated in the training sessions, which saw them broken into groups of 5 and they rotated between each of the Ontario participant tables for 10-minute sessions and Power Point presentations on each of the destinations.

Companies represented by participating travel agents included:

- › NATS
- › Spear Travels
- › Kinver Travel
- › Andara Travel
- › Designer Travel
- › Knowle Travel
- › ITE
- › Your Holiday Booking
- › Travel Club Elite
- › Dream Holidays
- › Experience It Now Travel
- › Auria Travel
- › Journey The World
- › The Holiday Village
- › The Travel Shop
- › Brilliant Travel
- › Designer Travel

Destination Northern Ontario had a chance to speak one on one with each of the participants and highlight new products and experiences and answer questions they had about the destination. Follow-up emails and information were sent to each participant.



Germany



MARKET OVERVIEW

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

- › As of November 2025, **131,167** travellers arrived in Ontario in 2025, **up 6%** from 2024.
- › **Recovered to 82%** of pre-pandemic levels.
- › Main travel motivators; **outdoors, indigenous culture, self-drive touring, and RV touring**

Remote and lesser-known destinations, once favored by adventurous vacationers, will become mainstream choices for more conscious travelers seeking to avoid overtourism. According to a 2024 questionnaire by the management consultancy Dr Fried & Partner, almost two thirds of travel agency employees are convinced that overtourism will have a partial to very strong influence on booking behaviour in the future.

Marketplaces & Webinars

IN-HOUSE TRAINING SESSIONS & SALES MISSIONS | NOVEMBER 19-22, 2025

As the second part of the Destination Ontario Mission, following the London, England stop, the group carried on to Germany, where there were sales and training sessions held in Frankfurt, Hanover and Hamburg.

The objective of the mission remained the same as the U.K. leg - to continue promoting the diversity and inspiring offerings of Ontario through immersive events to generate awareness and drive interest in travel to Ontario.

DAY 01 – FRANKFURT

The day was spent at the Condor Airlines Training facilities in Frankfurt, meeting with Product Managers from key Tour Operators, that included the following:

- | | | |
|---|-------------------------------------|---|
| › Dertour
Simone Laux
Arlett Walleck
Christina Forster
Ulrike Sailer
Sven Brico | › Naar Reisen
Angela Gaza | › Faszination Fernweh
Manuela Deubler |
|---|-------------------------------------|---|

The Ontario delegates were put into groups of 4 and rotated to tables hosting the Product Managers, where each destination had a chance to present a brief Power Point slide deck and answer any questions that the buyer might have about the destination.

In the evening a marketplace and dinner were hosted at JW Marriott, which attracted **70 travel agents**.

The marketplace lasted an hour and gave each Ontario participant to informally chat with the agents and highlight products and experiences in their respective destinations.

After dinner, each Ontario participant had a chance to show an 8-minute Power Point presentation and video to the travel agents.



↑ German Sales Mission Presentation

DAY 02 – HANOVER

The primary focus of this day was to undertake in-house training for Reservation staff at two key Tour Operator’s offices, America Unlimited and TUI.

In the morning, at the America Unlimited office, there were 14 reservation staff that participated. Each Ontario destination had a chance to show a 7-minute Power Point presentation and highlight products and experiences.

During lunch, Ontario hosted product Managers from the following companies and it gave the participants a chance to informally promote their respective destinations.

➤ **America Unlimited**

Timo Kohelenberg
Tom Langlotz
Alex Kohelenberg
Annica Grosche

➤ **TUI**

Nelle Karger
Julia Malik
Sven Gorrrissen
Claudia Ehlen

➤ **Die Reisebotschafter**

Nora Kutsche
Dirk Zielinski

Following lunch, the Ontario delegation went to the office of TUI, where the afternoon was spent doing in-house training for 25 of their reservation staff. Once again, each Ontario delegate had a chance to do a 7-minute Power Point presentation and highlight products and experiences from their respective destinations.

In the evening a dinner was hosted at the Sheraton Hanover Pelikan Hotel. This event attracted **39 travel agents** from the region and gave each Ontario delegate a chance to show a 7-minute Power Point Presentation and video.

DAY 03 – HAMBURG

The day in Hamburg, once again, focused on in-house training with staff at 2 key Tour Operators – Canusa and CRD.

In the morning at Canusa, **44 product, marketing and reservation staff** participated in the training. Staff were split into groups of 6 and each Ontario delegate was given a private meeting room, where the staff rotated through. Each session lasted for 10 minutes and gave the Ontario delegates a chance to show their Power Point presentation and answer any questions the staff had about their destination.

Canusa provided lunch for everyone at their office and during lunch an Ontario Trivia game was played with their staff, with each Ontario delegate providing swag for giveaways as part of the game.

The afternoon was spent at the office of CRD, where in-house training took place for 12 product marketing and reservation staff. Once again, each Ontario delegate had a chance to show a 7-minute Power Point presentation on their respective destinations.

In the evening Ontario hosted a dinner with Product Managers from CRD, which gave the Ontario delegates a chance to informally discuss their destinations.

For Destination Northern Ontario, there was significant interest throughout the mission about outdoor, Indigenous and touring opportunities. Follow-up e mails were sent to each participant, and a number of ongoing discussions have taken place to help develop itineraries that involve Northern Ontario products and experiences.



↑ Canusa Sales Mission



↑ CRD Touristik Banner





MARKET OVERVIEW

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

- › As of November 2025, **94,163** travelers from France arrived in Ontario, an **increase of 6%** over 2024
- › **Recovered to 80%** of pre-pandemic levels
- › Main travel motivators; **nature experiences, cultural attractions** and **adventure**

Marketplaces & Webinars

DESTINATION CANADA ONLINE TRAINING PROGRAM | MAY 6, 2025

Destination Canada coordinated a series of thirteen one-hour webinars that focused on fall travel to Canada and was open to Travel Agents and Product Managers from across France

In 2024, 46% of French long-haul pleasure travelers used a travel agent or tour-operator. This figure increases to 49% for Highly Engaged Travelers (HEG), which we are targeting in 2025.

Canada continues to be a top long-haul destination among French travelers; the next 2-years immediate potential for Canada is 7.2M, including 2.1M & 1.4M that belong to the two priority segments within the HEG target: The Refined Globetrotters and the Outdoor Explorers.

The objectives of the webinar series were to:

- › **Increase** visitor dispersion in the Fall (September-November) from coast to coast to coast
- › **Generate** new members for the Canada Specialist Program
- › **Educate** the French Travel Trade on HEG, legendary travel options

Each Provincial Tourism Organization had the opportunity to partner with one or two destinations to be part of their one-hour presentation. In the case of Ontario, Destination Ontario partnered with Destination Northern Ontario to share the presentation time.

This event was promoted in advance by Destination Canada, through a Tourmag online feature, along with the Destination Canada trade newsletter.

As part of the Ontario webinar, Destination Northern Ontario had an opportunity to present a 45- slide Power Point presentation, highlighting products, experiences, and touring routes across the north.

There were **29 “live” viewers** that participated in the webinar and **35 ‘replay’ viewers**, Additionally, there were **1,184 views** on the Ontario/Northern Ontario Tourmag online feature and **408 views** on the Destination Canada newsletter feature. Overall, this provided a total exposure for Ontario/Northern Ontario of **1,656**.



Japan



MARKET OVERVIEW

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

- › As of November 2025, **44,234** Japanese travellers visited Ontario, an **increase of 20%** over 2024.
- › **Recovered to 63%** of pre-pandemic levels
- › Main travel motivators; **Outdoors, fall colours** and **nature**, and **cultural attractions**

Marketplaces & Webinars

DESTINATION CANADA ASIA REGIONAL SALES MISSION – JAPAN | SEPTEMBER 7-10, 2025

Destination Canada coordinated an Asian Sales Mission, leveraging the platform provided by the 2025 Osaka World Expo and offered Canadian partners an excellent opportunity to connect directly with key media and travel trade accounts in Japan, South Korea, and China

The project goals were to enhance market insights and understanding, and to support regional business objectives.

Provincial Marketing Organizations and key DMO and attraction partners were invited to participate, including Destination Northern Ontario. Destination Ontario and Niagara Falls Tourism rounded out the delegation from Ontario.

Other participants from across Canada included:

- › Indigenous Tourism Association of Canada
- › Parks Canada
- › Destination British Columbia
- › Destination Vancouver
- › Destination Greater Victoria
- › Tourism Richmond
- › Travel Alberta
- › Tourism Calgary
- › Northwest Territories Tourism
- › Travel Manitoba
- › Destination Quebec City
- › Tourism Prince Edward Island
- › Rocky Mountaineer
- › Pursuit Collection

As part of the overall Sales Mission, Destination Canada produced a 42-page full colour “Canada Book” that highlighted each of the partner regions and allowed for a focus on new and unique products. Destination Northern Ontario had two pages in the book and featured the following products: Agawa Canyon Tour Train, Wikwemikong Tourism, Killarney Mountain Lodge and the Lake Superior Coastal Drive.

In Tokyo, the program was held at the Canadian Embassy, where each delegate made a 7-minute Power Point presentation to Japanese Tour Operators. This was followed by a series of 20-minute meetings with key accounts, which included:

- > JTB
- > Global
- > Fellow Travel
- > Club Tourism International
- > HIS
- > Alpine Tour Service
- > Hankyu Travel Service

That evening, a reception, sponsored by Air Canada was hosted at the Canadian Embassy and included **30 Travel Trade representatives** along with 20 Travel Media.

As the Mission moved on to Osaka, Japan, the program was held at the Intercontinental Hotel, where a lunch was attended by **37 Travel Trade representatives** from Japan, Korea, and China.

After the lunch, the Canadian delegation took turns making a 7-minute Power Point presentation to the participants.

That evening a traditional Japanese dinner was hosted by Air Canada that included all

Canadian delegates, along with the **42 Travel Trade representatives**.

Several of the Japanese Tour Operators that attended have been carrying Northern Ontario products and experiences in their tariffs and were encouraged at the overall interest in visiting Canada by Japanese consumers was growing year over year.

E-mail follow ups to each of the participating buyers will give Northern Ontario a chance to provide more details on products and experiences that were discussed in the meetings.



↑ Team Canada at Canada Pavilion Worlds Fair – Osaka Japan



South Korea



MARKET OVERVIEW

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

- As of November 2025, **75,300** travellers from Korea arrived in Ontario, an 18% increase over 2024.
- **Recovered to 59%** of pre-pandemic levels.
- Travel motivators; **Natural attractions, hiking in nature, fall colours, and wildlife**

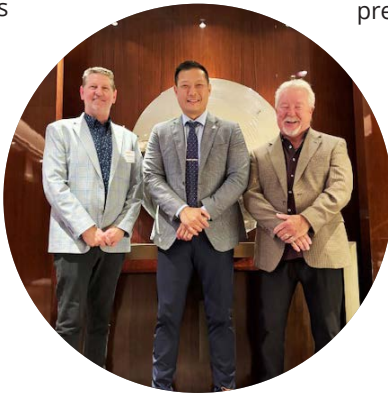
Marketplaces & Webinars

DESTINATION CANADA ASIA REGIONAL SALES MISSION – KOREA | SEPTEMBER 11-12, 2025

The Destination Canada Asia Regional Sales Mission carried onto Seoul, South Korea, where the program was held at the Westin Josin Hotel, starting with a lunch, sponsored by Air Canada, with **45 Travel Trade representatives.**

After lunch, each Canadian delegate took turns making a 4-minute Power Point presentation, highlighting products and experiences in their respective regions.

Following the presentations, the airlines that fly to Canada provided market updates. They included: Air Canada, Korean Air. The Korean Air market update, presented by their Vice-President, used several images of the Agawa Canyon Tour Train and Lake Superior in their presentation.



A dinner for all delegates was hosted at the Ambassador Hotel. Destination Canada made a presentation, and giveaways were distributed to the buyers in attendance.

The following day, the Ontario delegation joined the Ontario Minister of Tourism – Stan Cho at a lunch they sponsored for film opportunities in Ontario.

Overall, Northern Ontario had a high profile throughout the mission, with DC using Northern Ontario images as part of their presentation and as part of the visuals in each meeting room.

Several of the Tour Operators we met with were carrying Northern Ontario products and experiences in their tariffs. And many expressed interest in expanding these offerings in the coming year.

Much follow up will take place over the next few months, to help develop itineraries for these operators.



China



MARKET OVERVIEW

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

- › As of November 2025, **142,293** travellers from China arrived in Ontario, a **20% increase** from 2024.
- › **Recovered to 40%** of pre-pandemic levels.
- › Main travel motivators; **cultural experiences** and **attractions, nature/outdoors**.

Marketplaces & Webinars

DESTINATION CANADA ASIA REGIONAL SALES MISSION – CHINA | SEPTEMBER 13-17, 2025

Following the stops in Japan and South Korea, the Destination Canada Asia Regional Sales Mission continued to Beijing, China.

The Ontario delegation, including Destination Northern Ontario did not attend the event in person. However, the Destination Canada staff utilized each Ontario presentation at each event during the China leg of the mission.

Over the two days, one on one meetings were held with **34 key Tour Operators**, and a marketplace event was also held so that informal discussions could take place.

Destination Northern Ontario's 7-minute Power Point Presentation was played at each meeting session.

E-mail follow ups will be sent to participating buyers, allowing for more details about products and experiences to be included for consideration when developing future itineraries.

As of this writing, China has just made two key announcements that will benefit travel between Canada and China. First, and most importantly, China has provided Canada with "Approved Destination Status" (ADS), which allows Chinese Tour Operators to officially organize and advertise leisure tours to Canada. And secondly China has now waved a Visa requirement for Canadian passport holders to visit China.

DC “WELCOME BACK ADS – ONLINE TRAINING WEBINAR – CHINA | DECEMBER 2025

Destination Ontario’s China in-market staff developed a series of online training webinars, featuring various destinations in Ontario and aimed at key Travel Agents. Destination Northern Ontario provided 3 Power Point slides highlighting new products, as well as a 15-second video of DNO staffer Ian McMillan wishing a warm welcome to Chinese travellers to Ontario.



UTS B to B Online Training

On December 15th from 2:00 pm to 4:00 pm an online training seminar was hosted for **170 UTS sales staff**.

AITs-AGO/Zhejiang Kingsway B to B Online Training

On December 26th from 2:00 pm to 5:00 pm an online training seminar was hosted for over **80 representatives** of local travel trade contacts from Zhejiang and Jiangsu provinces and even Shanghai.



Marketplaces & Webinars

RENDEZ-VOUS CANADA – WINNIPEG, MANITOBA | MAY 27 – 30, 2025

RVC is the annual international marketplace, hosted by TIAC and Destination Canada, attracting almost 1,000 buyers and media from around the world, along with almost 2,000 suppliers from across Canada. In 2025 the RVC was held in Winnipeg, Manitoba.

RVC is the annual international marketplace, hosted by TIAC and Destination Canada, attracting almost **1,000 buyers** and media from around the world, along with almost **2,000 suppliers** from across Canada. In 2025 the RVC was held in Winnipeg, Manitoba.

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 3 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 food samples from Sault Ste. Marie, Thunder Bay, and Northeastern Ontario.

Several unique giveaways were made available to buyers that included Northern Ontario “Best Dam Socks”, along with 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 3 DMO partners, as well as representatives from Wikwemikoong Tourism in attendance, it gave a real “Team Northern Ontario” feel to the marketplace once again.

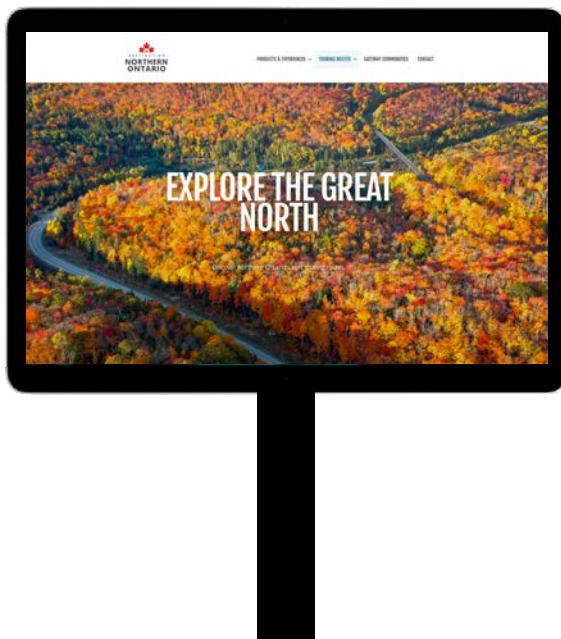
The participating DMOs all had fairly full appointment schedules, meeting with over **100 buyers**, and they all reported a significant amount of interest from those they met with.

The DNO representatives met with **75 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 2025. 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.

As a result of these discussions with Destination Canada, Northern Ontario was invited to be part of the DC Sales Mission to Japan, Korea and China in the fall of 2025.

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

↓ Touch Screen Kiosk



↑ Wooden keychains



↑ Socks



↑ RVC One Pager



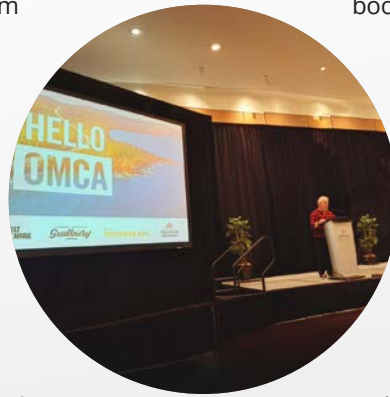
OMCA MARKETPLACE – MARKHAM, ONTARIO | NOVEMBER 3-6, 2025

For almost 30 years, a collaboration of Northern Ontario DMOs has been attending this annual marketplace, which brings together 50, mostly Ontario based Group Tour Operators and 250 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 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.

Operator feedback was very positive, and the Sault Ste. Marie, Thunder Bay and Sudbury 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 **67 Tour Operators**, throughout the course of the marketplace.

E-Mail 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.



NTA MARKETPLACE – OTTAWA, ONTARIO | NOVEMBER 9-13, 2025

The NTA Marketplace is held annually at a different U.S. city. However, in 2025 the event was held in Ottawa, Canada. It brings together over 1,700 suppliers from across North America, with over 300 Tour Operators and Motorcoach companies, 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 used 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.



Two DNO staff representatives worked the booth throughout the event.

Additionally, Northern Ontario had the opportunity to participate in a seminar with **14 Tour Operators**, which provided a chance to speak about products and experiences in Northern Ontario and answer any questions they had.

During the marketplace over **250 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.



United States

Marketplaces & Webinars

SYTA - STUDENT YOUTH MARKETPLACE - SAVANNAH, GEORGIA | AUGUST 22-26, 2025

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 2025 the event was held in Savannah, Georgia.

Destination Northern Ontario, once again, was a partner in a sponsorship group that included Travel Manitoba, Winnipeg, Saskatoon, 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 tabletop where they could meet one on one with the buyers that visited the lounge.



Additionally, an e-mail was sent to each buyer, thanking them for visiting the lounge.

I 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.

Northern DMO partner Tourism Thunder Bay attended the event and participated in the one-on-one appointment schedule, and had a fairly full schedule of appointments

Our continued presence at SYTA will help 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.

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 e-mail was delivered to **320 buyers** and had **211 unique opens**.

An information card was developed with each of the partners web portals and distributed to the buyers that visited the lounge.

ABA MARKETPLACE – RENO, NEVADA | JANUARY 9-13, 2026

The American Bus Association Marketplace is held annually and hosted by a different U.S. city each year. The 2026 version was held in Reno, Nevada.

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.

Partner DMO - Thunder Bay had a total of **42 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.



2 DNO staff representatives worked the booth throughout the event.

During the course of the marketplace over **283 Tour Operators** and Motorcoach Company representatives visited the Northern Ontario booth.

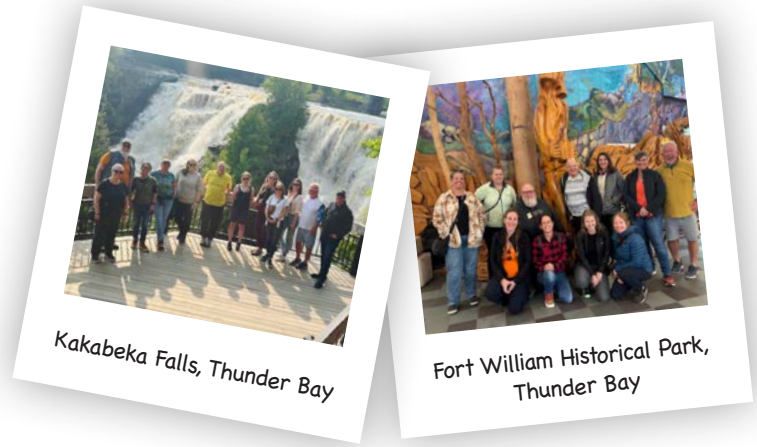
Follow up with those that visited allowed for DNO to e-mail a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.

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 ABA

FAM Tours

[Familiarization Tours]



As a result of participating in the Canada Showcase event in Paris, France in 2024 and the Rendez-vous Canada event in 2025, several FAM Tour opportunities presented themselves, and were put into place, with partnerships and support from Destination Ontario and Destination Canada.

RENDEZ-VOUS CANADA POST OPERATOR FAM TOUR | MAY 31 – JUNE 4, 2025

Typically, only the province hosting Rendez-vous Canada gets to host pre and post FAM tours. But Destination Northern Ontario worked with Travel Manitoba to host a post RVC FAM Tour, which featured the “Heart of Canada” Touring route, that they had collectively developed the year before, and links Winnipeg, Manitoba with Thunder Bay, Ontario.

The multi-day FAM tour, feature products in Manitoba and Northern Ontario, including:

- › Falcon Lake Lodge – Manitoba
- › The “Muse” (Lake of the Woods Museum and Douglas Family Art Centre) – Kenora
- › M.S. Kenora Boat Cruise – Kenora
- › Northern Ontario Fishing Centre – Sioux Narrows
- › Totem Lodge – Sioux Narrows
- › Kay Nah Chi Wah Nung Centre – Stratton
- › Kakabeka Falls – Thunder Bay
- › Sail Superior – Thunder Bay
- › Sleeping Giant Provincial Park
- › Fort William Historical Park – Thunder Bay



📍 Kay Nah Chi Wah Nung National Historic Site



📍 The “Muse” Lake of the Woods Museum



THE HEART OF CANADA TOUR

MANITOBA / ONTARIO

Welcome to the **2025 post Rendezvous Canada FAM Tour**. You will enjoy several days touring along the newest in a series of Touring Routes, developed by Destination Northern Ontario. The Heart of Canada Route was created in partnership with Ontario and Manitoba, and links Winnipeg to Thunder Bay, passing through scenic wilderness, and links many unique experiences along the way.

HOSTS
 Destination Northern Ontario
 Ian McMillan - International Marketing Specialist
 ☎ 785-564-4142
 Travel Manitoba
 Melanie Szwarczak - Sr. Manager Market Development
 ☎ 204-937-7854

TOUR GUIDE
 Jennifer Grundy - Tourism Thunder Bay
 ☎ 807-630-1099

OVERVIEW
 Discover the unique experiences of both Manitoba and Northern Ontario along the all new Heart of Canada touring route. This trip will take you from Winnipeg to Thunder Bay, through world class wilderness. Kick off the trip in Manitoba with a visit to **Falcon Trails Resort**, an award winning lakefront cabin resort nestled on the edge of the region's boreal forest. Next, discover Northwest Ontario. Start with a tour of **"The Muse"** museum and arts centre to gain insight on the history and culture of the Lake of the Woods region. Enjoy a picturesque sightseeing cruise on the **M.S. Kenora**. Experience a day of fishing on pristine Lake of the Woods at the **Northern Ontario Sport Fishing Centre**. Join the Ojibway First Nation for a spiritual tour of the sacred Manitou Mounds at the **Key-Nah-Chi-Wah-Nung Historical Centre**, deepening your connection to the land and its heritage. Kayak and paddleboard at **Totem Lodge**, with an opportunity for up-close encounters with the region's majestic wildlife. Explore the vibrant city of **Thunder Bay** and see the thundering **Niagara of the north**, **Kakabeka Falls**. Hike the scenic trails at the **Sleeping Giant Provincial Park**, and ride a 30 ft zodiac raft on the world's largest freshwater lake - **Lake Superior**. Adventure awaits on the Heart of Canada touring route!



↑ Heart of Canada FAM Tour Itinerary

The trip was a great opportunity to host a number of key international buyers, including:

- | | | |
|----------------------|------------------------------|---------------------------|
| 1. Kristy Prince | Adventure World | AustraliaCanusa Touristik |
| 2. Rick Gednik | Northern Lights Travel | Netherlands |
| 3. Lianne Weston | Dutchies Travel | Netherlands |
| 4. Judith Brandner | Argus Reisen | Germany |
| 5. Rebecca Ziegler | Hotelplan | Switzerland |
| 6. Caroline Behrends | American Tours International | Germany |
| 7. Cyrielle Bon | Destination Canada | France |

A post FAM Tour survey done with each participant provided very positive reviews of products and experiences included on the tour, and laid the groundwork for working with each of the operators to develop future itineraries to Northern Ontario.



GERMAN MEDIA FAM TOUR | JUNE 20-25, 2025

Through a partnership with Destination Ontario and working with specifically Katrin Duncan, their European media representative, a number of key media were invited to participate on this exclusively Northwestern Ontario FAM trip, which featured key outdoor products, with a focus on Thunder Bay and immediate area.

Products and experiences that made up this tour included:

- › Fort William Historical Park – Thunder Bay
- › Kakabeka Falls – Thunder Bay
- › Sail Superior – Thunder Bay
- › Sleeping Giant Provincial Park – Thunder Bay
- › SAND (Such A Nice Day) Kayak Adventures – Rosspoint

The trip was a great opportunity to host a number of key international buyers, including:

1. **Harald Staun, Frankfurter Allgemeine Sonntagszeitung** – one of the leading Sunday newspapers in Germany with a circulation of 179,000. *The Frankfurter Allgemeine Sonntagszeitung* (FAS) caters to a discerning and affluent readership. Its readers are predominately high-income, consumption-oriented individuals who value in-depth analysis and comprehensive coverage of current events. FAS is based in Berlin.
2. **Jochen Overbeck, Freelance for Der Tagesspiegel** is a prominent German daily newspaper based in Berlin, known for its comprehensive coverage of politics, business, culture, and local affairs. Circulation: 100,000
3. **Christoph Jaensch, dpa (Deutsche Presse Agentur)** is the leading news agency in Germany. They service a large number of German newspapers with travel content
4. **Christian Mathea, Freie Presse** is one of Germany's leading regional daily newspapers, headquartered in Chemnitz, Saxony. With a circulation of approximately 174,000 copies and a readership of around 410,000, it is the largest regional newspaper in eastern Germany.

A number of articles have already been published, featuring Northern Ontario, which will generate interest in traveling to the north for years to come.

Other Components

+ Media Outputs

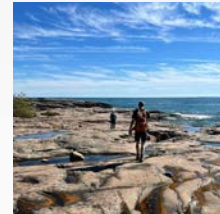
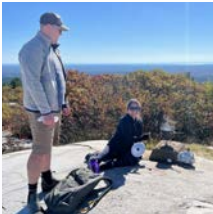
As a result of our efforts in hosting media FAMs, as well as Destination Northern Ontario memberships in trade organizations have facilitated a number of articles, which appeared in printed publications and online outlets from some of our key international and domestic markets.

01

DIE WELT MAGAZINE – GERMANY | JUNE 2025

A multi-page article was published in this online magazine as a result of hosting a German Media FAM trip in 2024. The article featured editorial and photo content that included:

- › Manitoulin Island
- › Killarney Mountain Lodge
- › Wikwemikong Tourism
- › Killarney Provincial Park

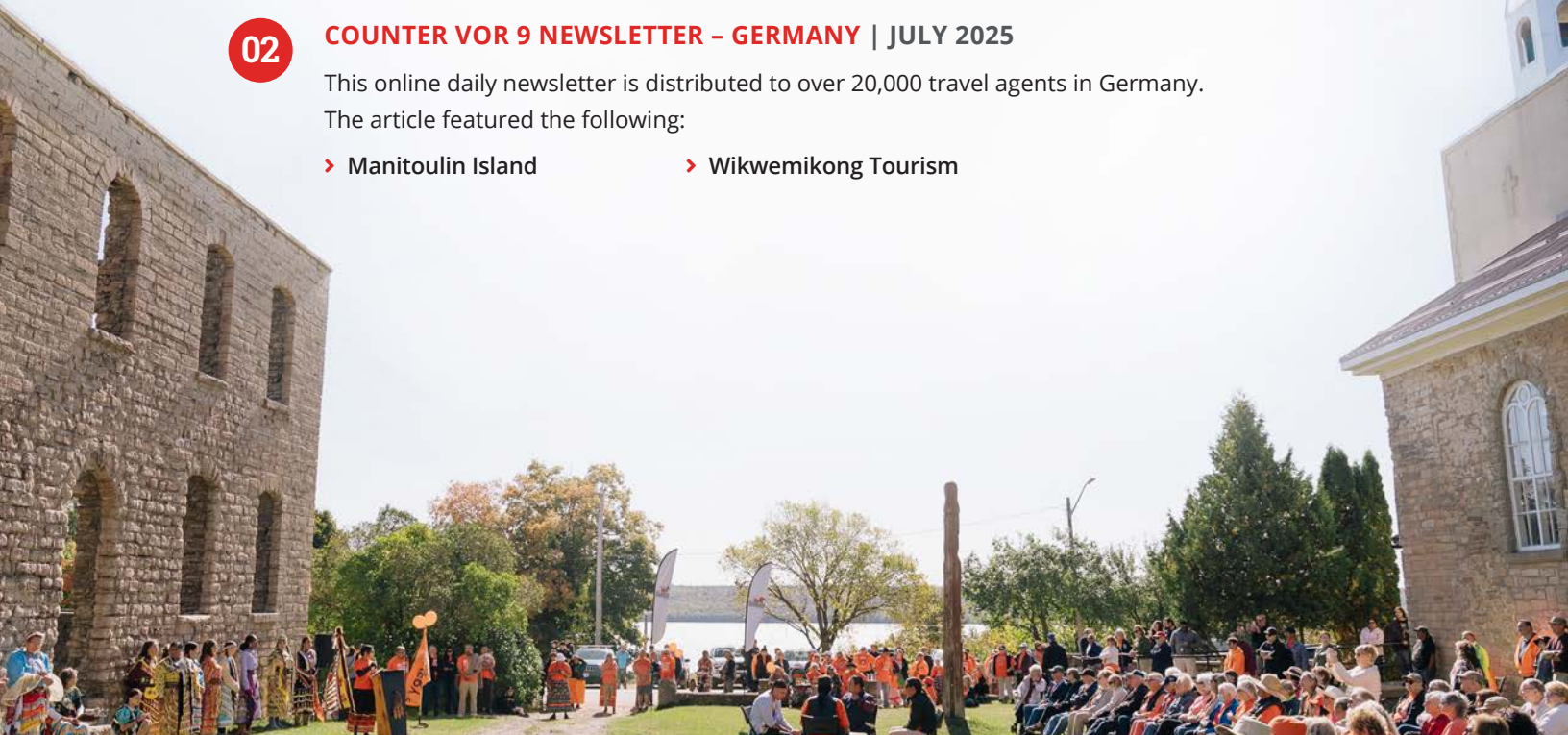


02

COUNTER VOR 9 NEWSLETTER – GERMANY | JULY 2025

This online daily newsletter is distributed to over 20,000 travel agents in Germany. The article featured the following:

- › Manitoulin Island
- › Wikwemikong Tourism



03 **GROUP TOUR MAGAZINE - NORTH AMERICA | AUGUST 2025**

Destination Northern Ontario had a one-page editorial/profile in this magazine that is distributed to key Tour Operators around North America and is handed out at the to over 400 key Group Tour Operators, as well as at Travel marketplaces:

- ABA
- NTA



04 **NATIONAL GEOGRAPHIC TRAVELLER - KOREA | SEPTEMBER 2025**

An article featuring a 5-day itinerary in Northern Ontario was published in this well-read magazine, and highlighted the following:



- Group of 7
- Agawa Canyon
- Lake Superior Coastal Route
- Sault Ste, Marie
- Whitefish Island
- Hiawatha Highlands
- Algoma Bike Company
- Breakfast Pig Restaurant
- Giovanni's Restaurant

05 AUTOBUILD REISENMOBIL MAGAZINE – GERMANY | SEPTEMBER 2025

As a result of a German media FAM, hosted in 2024, a multi-age article entitled “Golden Ontario” was published. This camper-oriented magazine prints 63,000 copies and has over 220,000 readers. The article featured Northern Ontario products, including:

- Manitoulin Island
- MS Cheemaun Ferry
- Wikwemikong Tourism
- Pointe Grondine Provincial Park



06 SIEGENER ZEITUNG DAILY NEWSPAPER – GERMANY | SEPTEMBER 2025

As a result of hosting a German Media FAM Tour in 2024, this article appeared in this daily print and online newspaper. Print readership is 50,000 daily and online views total over 60,000 dailies. This article was entitled “Canada’s Secret Greatness – Healing Hearts of North America”. The focus was on First Nations Communities on Manitoulin Island, and featured the following:

- Manitoulin Island
- Wikiwemikong Tourism
- Ojibway Cultural Centre
- MS Chi Cheemaun Ferry
- Killarney Provincial Park – hiking



Joint Marketing Agreements



↑ [Jonview Tariff Guide](#)

JONVIEW CANADA

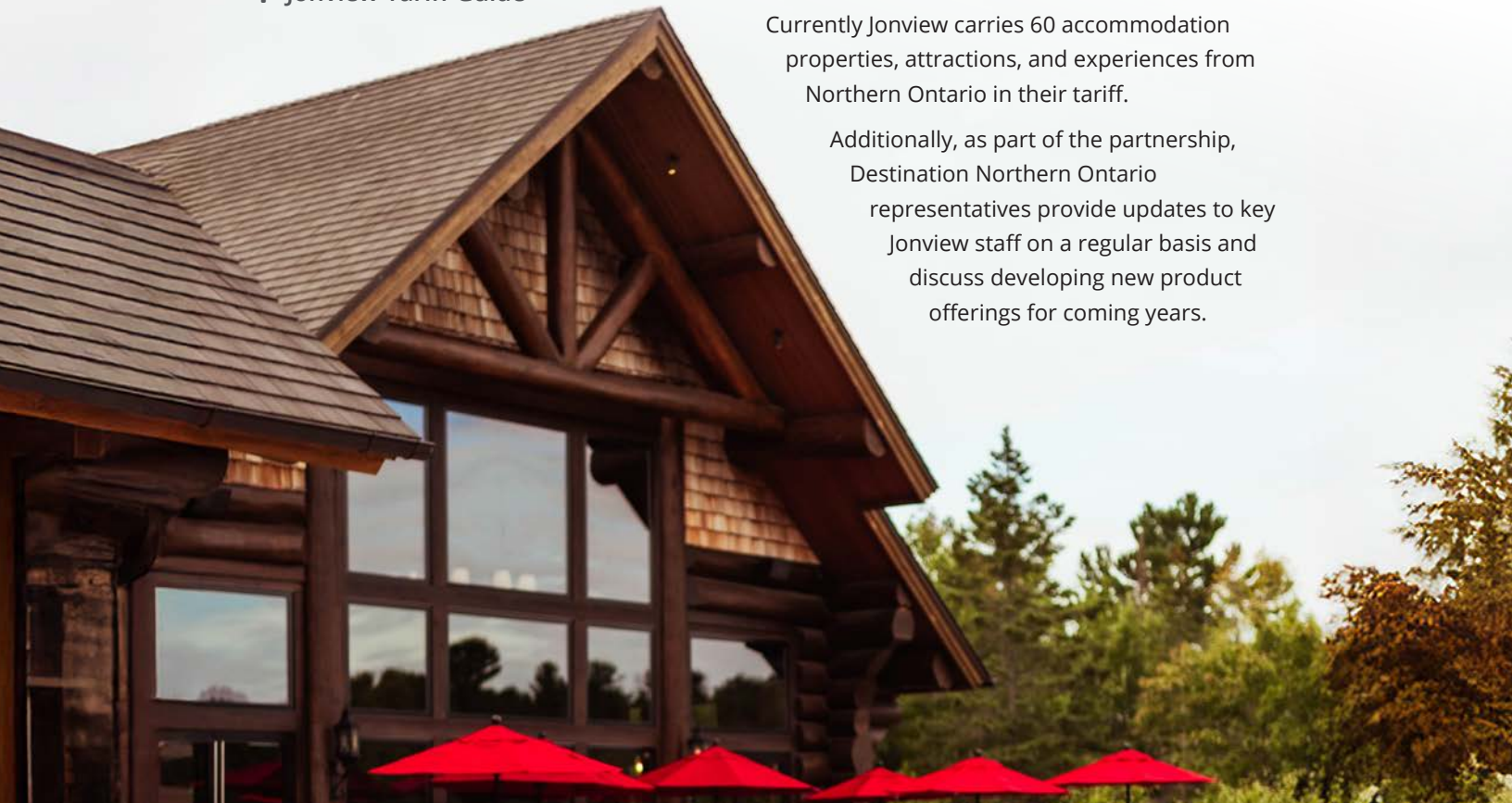
For a fifth year, Destination Northern Ontario entered into an agreement with the largest inbound Receptive Operator in Canada – Jonview, who represent clients from the key markets of Germany and the U.K. as well as several other European countries.

A full-page advertisement, highlighting Northern Ontario was taken out in their 2025/26 tariff, which is widely distributed throughout the key markets.

A key itinerary that Jonview continues to feature in their Tariff is 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.

Currently Jonview carries 60 accommodation properties, attractions, and experiences from Northern Ontario in their tariff.

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.



Travel Trade Web Portal

Enhancements of the Northern Ontario International Travel Trade Web Portal continued in 2025/26, highlighting the key destinations, products, and experiences across the north.

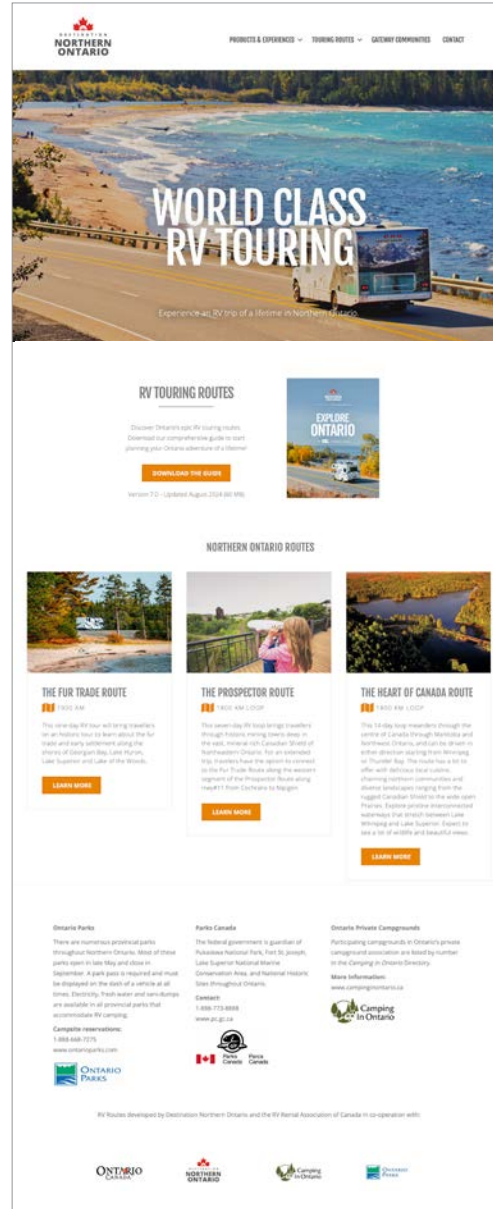
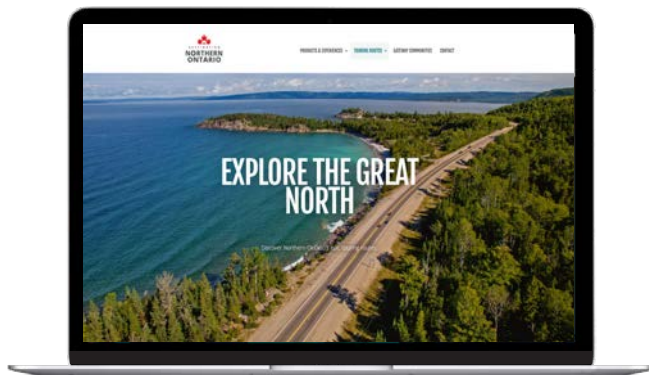
A key focus of the portal was on the Touring Routes, and to that end, over the past two years, themed touring routes were developed. These routes established detailed itineraries that link international travellers coming into Toronto, Detroit, or Chicago with Northern Ontario.

The most recent 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 to use them for their respective catalogues and web sites.

Experiences across the North are featured with a focus on Ontario Signature Experience and Canadian Signature Experience products, which have been certified as “export ready” for the international markets.

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](http://northernontarioitt.com)

[» Visit the portal](#)



RV Touring 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 is now expanding 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 2025/26, 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 DNO.

Specifically, a one-day training session was held in Sioux Narrows in Northwestern Ontario on October 15, 2025. The session was led by consultant Eva Gutsche and DNO staff member Ian McMillan. It attracted 8 private sector operators and was focused on international markets and steps required to become engaged in those markets.

As a result of this session, there were a number of participants that have committed to working with DNO in developing products and experiences that would align with what international travelers are looking for.





2025-26 Program Results

✓ Results Snapshot

- 1,341** In-person Buyer sessions
- 2,515** Virtual participants
- 7** Marketplaces attended
- 3** Virtual Webinars participated in
- 2** International FAM Tours hosted (12 participants)
- 6** Multi-page media stories generated
- 19** NEW Tour Companies introducing tours, or enhanced existing tours with Northern Ontario products/experiences
- 17** Tour Companies continuing tours with Northern Ontario Products/experiences
- 52** 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 2025/26 fiscal year of the International Market Development Program.

Output Itineraries being sold (for 2025/26)

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:

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

My Canada Trips - **Existing** | [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 - **Enhanced**



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 being sold (for 2025/26)

United Kingdom

Journeyscape - Enhanced | [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 being sold (for 2025/26)

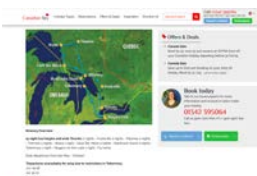
United Kingdom

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 Treasurers” 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 – Enhanced | [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 – Enhanced | [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 being sold (for 2025/26)

Germany

CRD Touristik – Enhanced



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 – Existing | [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 – Enhanced



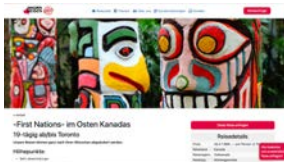
This company offers a 14-day tour called “On the Trail of the Moose”, and includes products/experiences in Northern Ontario, including:

- Algonquin Provincial Park
- Killarney Provincial Park
- Manitoulin Island



Output**Itineraries Developed (for 2025/26)**

Germany

Ahorn Reisen – Existing | [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 – Enhanced

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

SK Touristik – Existing

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

Output Itineraries being sold (for 2025/26)

Japan

Purpose Japan – Enhanced



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 – Existing



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 – Enhanced

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 – Existing

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



📍 Lake Superior Coastal Drive / Destination Northern Ontario



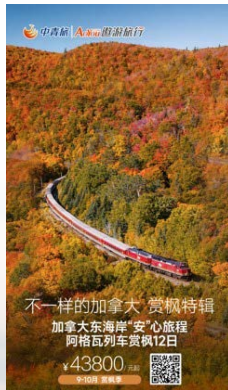
📍 Art Gallery of Algoma / Tourism Sault Ste. Marie

Output**Itineraries being sold (for 2025/26)****China****Dista - New**

This company promoted Agawa Canyon Tour Train actively pre-pandemic and has developed new 14-day, 12-night Fall Foliage Eastern Canada Tour with 9 nights in Ontario including 2-night stay at SSM to experience Agawa Train in this fall season.

GZL - New

This company developed a 13-day Eastern Canada Summer Family Product (6 nights in Ontario) including Manitoulin Island and Wiki Tourism experience.

CYTS - New

This company developed a 12-day Eastern Canada fall foliage tour (8 nights in Ontario) highlighted with Agawa Train experience.

Output Itineraries being sold (for 2025/26)

Netherlands

Travelhome - Existing



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

- Manitoulin Island
- Algonquin Park

Tioga Tours - Enhanced | [View the itinerary](#)



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

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

Travel Time - Existing

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

- Manitoulin Island
- Sault Ste. Marie
- Timmins



Cedar Medaows Wildlife Park / Destination Northern Ontario



Manitoulin Island / Destination Northern Ontario

Output**Itineraries being sold (for 2025/26)**

South Korea

Lotte Tour – Enhanced

This company developed a multi-day “Canada Maple Road” tour that includes the following:

- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour
- Algonquin Park

KAL Tour – Existing

This company developed a 9-day Eastern Canada Fall Foliage tour that includes the following:

- Sault Ste. Marie accommodations
- Agawa Canyon Train Tour – Stone Gardner Car
- Miss Marie Boat Cruise
- Sudbury accommodations
- Science North

Chalet Travel and Life – Enhanced

This company featured Ontario’s “6 Best Fall Destinations” on their consumer web site. #2 was the Agawa Canyon Tour Train and #4 was Algonquin Park. They also developed an 8-day Ontario itinerary that includes the following:

- Sault Ste. Marie accommodations
- Agawa Canyon Tour Train
- Miss Marie Boat Cruise
- Algonquin Park

Hanjin Travel – Existing

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
- Sault Ste. Marie accommodations
- Agawa Canyon Tour Train
- Lake Superior day trip

Output**Itineraries being sold (for 2025/26)**

North America

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 – accommodation
- Manitoulin Island – accommodations
- Wikwemikong Tourism

Wells Gray Tours (Canada) – New

This company, based in British Columbia introduced a 13-day tour that included the following:

- Manitoulin Island accommodations
- Wiki Tourism Indigenous experiences
- Sudbury accommodations
- Science North
- VIA Rail from Sudbury to White River
- White River – accommodations
- Terrace Bay
- Nipigon
- Thunder Bay – accommodations
- Fort William Historical Park

Field Trips (Canada) – New

This company will be offering a multi-day Northern Ontario tour which will leave from Toronto to Cochrane and include the following components:

- Timmins
- Cedar Meadows
- Cochrane – accommodations
- Cochrane Polar Bear Habitat



Target: Achieved

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:

1. UK DO Sales Mission – London, England
Direct Contact: **85 buyers**
2. German DO Sales Mission – Frankfurt, Hanover, Hamburg
Direct Contact: **221 buyers**
3. Asian DC Sales Mission – Japan, South Korea, China
Direct Contact: **195 buyers | 20 travel media**

 **Target: Achieved**

Output 1 Canadian “International” Marketplace attended

Participated in the following marketplaces:

1. Rendez-vous Canada – International buyers
Direct Contact: **175 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: **645 buyers**

 **Target: Achieved**

Output 2 International “Virtual” Sessions Attended
(partnership with Destination Ontario and Destination Canada)

1. Online Training Session – French Travel Agents
Virtual Contact: **1,238 interactions**
2. Online Training Session – Chinese Travel Agents
Virtual Contact: **250 buyers**

Target: Achieved

Output 2 International Travel Trade FAM Tours hosted

1. RVC Tour Operator FAM Tour | **8 International Tour Operators**
2. German Media FAM Tour | **4 German Media**

Target: Achieved

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

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

Target: Achieved



 Fort William Historical Park / Destination Northern Ontario



 Cedar Meadows – Sleeping with the Wolves / Bailey Whissel

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 Magazine
DNO 1/2 page ad



2025 Attractions
Ontario Magazine

› [Read the Magazine](#)





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Ontario 