



Product Development



www.destinationnorthernontario.ca

Ontario 

OBJECTIVE

Destination Northern Ontario's main objective for product development is to enhance the visitor experience through well-designed tourism products that meet current and future customer demand during and beyond recovery from COVID-19.

Over 150 tourism industry representatives are engaged with Destination Northern Ontario to drive industry development and implementation of **10 priority sector strategies** through various product teams and working groups.

PRODUCT TEAMS

- 01 Angling
- 02 Auto / RV Touring
- 03 Boating
- 04 Culture & Heritage (Group of Seven)
- 05 Cycling
- 06 Francophone
- 07 Gateway & Destination Communities
- 08 International
- 10 LGBT+
- 11 Motorcycle Touring
- 12 Nature & Adventure (Parks, Paddling & Trails)
- 13 Snowmobile
- 14 Wayfinding



WORKING GROUPS:

- 01 Experience Fishing
- 02 Lake Superior Auto / RV Touring Route
- 03 Winnipeg to Thunder Bay Touring Route
- 04 Northern COVID Task Force
- 05 Northern Border Working Group
- 06 Travel Information Centre Working Group





SUCCESS STORIES



OVER 40

- ✓ **Over 40** operators involved in the Experience Fishing program across the North.



EIGHT

- ✓ **Eight** completed Balado Itineraries for Sudbury, Thunder Bay, Temiskaming Shores, Hearst, Kapuskasing, Dubreuilville, North Bay and West Nipissing.



- ✓ **Continuation of major projects** including Northshore Lake Superior Tourism, Northern Ontario Trails Plan, RV itinerary development, Heart of Canada Touring Route and LGBTQ+ tourism development.



155

- ✓ **155** new market ready products in market for 2021-22.



51

- ✓ **51** new tourism partners engaged in product development initiatives.

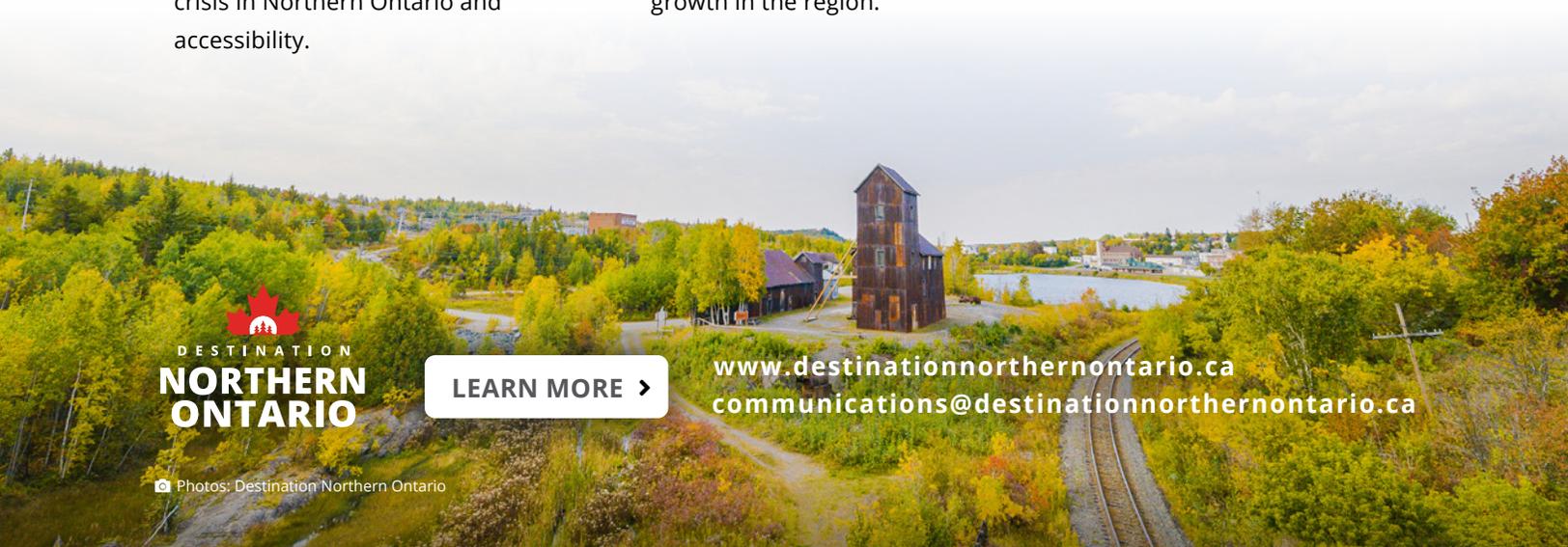


\$125,000 +

- ✓ **Six** product development partnerships in progress leveraging over **\$125,000** in external investment.

→ MOVING FORWARD

- **New** product development priorities on the horizon and under development; sustainability, LGBTQ+ tourism, facing the opioid crisis in Northern Ontario and accessibility.
- **Invest** in priority Products and experiences that resonate with consumers leading to exponential growth in the region.
- **Identify** research gaps that give insight to the new customer and their expectations.



LEARN MORE >

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