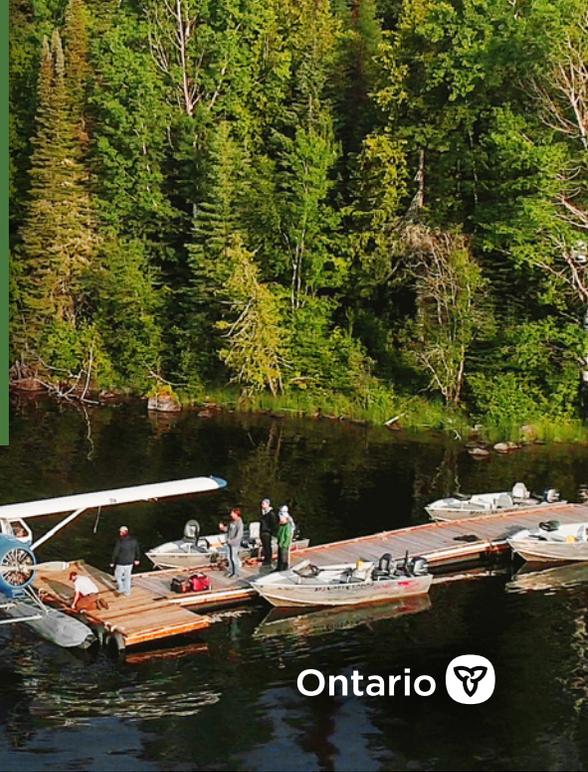




# Workforce Development & Industry Training



[www.destinationnorthernontario.ca](http://www.destinationnorthernontario.ca)



Ontario 

Photo: Destination Ontario

## OBJECTIVE

Destination Northern Ontario's Workforce Development and Industry Training pillar's main objective is to facilitate and support the attraction, development and retention of a tourism workforce to enhance the customer experience.

In 2015, through strong relationships at the federal and provincial level, Destination Northern Ontario launched Tourism Excellence North (TEN). TEN's mandate was/is to increase visitor appeal and create better products and higher-quality tourism experiences through a "Quality Shift".

TEN is Destination Northern Ontario's industry training program for Northern Ontario and addresses three critical shifts:

- 01 DEFEND & MAINTAIN SHIFT**  
*(formerly known as Quality Shift)*
- 02 INSPIRE & GROW SHIFT**  
*(formerly known as Experience Shift)*
- 03 RISE & SHINE SHIFT**  
*(formerly known as Culture Shift)*



[www.tourismexcellencenorth.ca](http://www.tourismexcellencenorth.ca)

## COURSES & ONLINE TOOLS

The TEN program offers several courses and online tools to address the training needs of tourism owners and operators, communities and destinations.

### ONLINE TOOLS

#### Self Assessment Tools

Downloadable self-assessment tools, free and accessible online on the TEN website.

#### Case Study Videos

Learn from other Northern Ontario Operators and Communities as they share their examples of excellence, successes and learning experiences.

#### **ADAPT: A Webinar Series for Tourism**

Designed to support businesses and communities within Northern Ontario's tourism industry through COVID-19 and beyond by providing resources and connections for today and the future.

#### **World's Best Snowmobile Destination**

Training videos and self-assessment tools to help you determine and improve your level of snowmobile market readiness.



## TRAINING COURSES

### Experiential Travel Training for Operators Workshop

Learn to design, enhance and deliver immersive experiential travel offers to attract new visitors and contribute to your bottom line.

### Moving Tourism in Your Community from Ideas to Action Workshop

Designed for small groups of community members to attend together, you will learn the fundamentals of experiential travel and create a detailed action plan for your community.

### French IT UP! Workshop

Create tourism experiences showcasing francophone traditions, customs, food, music and history to attract more French speaking tourists and culture seeking visitors.

### Experience Fishing

Gain the tools and resources needed to offer a standardized, safe, and unique fishing experience to non-angler visitors who are new to the experience of fishing.

### Best Practices Mission

Trips of 3 to 5 days focused on themes relevant to tourism across Northern Ontario, these group trips provide a chance to experience and learn from 'best in class.'

### Fast Track to Success

One-on-one personalized coaching delivering practical and useful recommendations tailored to your business.

### International Travel Training Workshop

Discuss of all aspects of working with the international travel trade, including roles, pricing, inventory, operational requirements, and development steps.

### Tourism SkillsNet North Program

Identifies specific workforce labour gaps, trains up to 200 potential employees and matches them with available job opportunities within northern Ontario's tourism sector.

## NORTHERN ONTARIO TOURISM SUMMIT



A partnership event between Nature and Outdoor Tourism Ontario (NOTO) and Destination Northern Ontario (DNO), the Summit brings together tourism businesses, organizations and suppliers as well as all levels of government at a single event to find solutions to challenges facing the industry.

The 2-day hybrid event includes training workshops, information sessions, and innovative problem-solving workshops, a range of speakers as well as numerous opportunities for networking including a trade show of product and service providers to the tourism industry.

## SUCCESS STORIES



**78%**

- ✓ **78%** of operators said the tools assisted with business improvements and customer service improvements.



**75%**

- ✓ **75%** of communities said they worked with their community partners to complete the self-assessment tools.



**133**

- ✓ Fast Track to Success has helped **133 businesses** to date, providing practical and useful advice and recommendations that can be implemented the next day and in the future.



**100%**

- ✓ **100%** of respondents indicated they would be interested in participating in other TEN training solutions.