



Destination Northern Ontario

Originally named Tourism Northern Ontario, Destination Northern Ontario (DNO) is an organization formed at the direction of the northern Ontario tourism industry and funded by the Ministry of Tourism, Culture and Sport. Prior to its formation, there was a clear message from tourism businesses in the North that a pan-northern organization was needed to lead economic growth in tourism for the region.

Destination Northern Ontario is the largest of the 13 Regional Tourism Organizations (RTOs) in terms of its geographic locations and the second largest by budget.



THREE DEVELOPMENT STREAMS FOR NORTHERN ONTARIO

01 DEFEND & MAINTAIN

Existing tourism products and experiences in which Northern Ontario's tourism industry excels and has established consumer bases.

02 INSPIRE & GROW

New products and experiences that will lead growth in Northern Ontario's tourism industry and grow new visitation to the region.

03 RISE & SHINE

Ensuring all of Northern Ontario's tourism products and experiences are best in class in all aspects.

MINISTRY-MANDATED PILLARS

Destination Northern Ontario works in all five ministry-mandated pillars:

- ✓ **Product Development**
- ✓ **Investment Attraction**
- ✓ **Workforce Development & Industry Training**
- ✓ **Marketing**
- ✓ **Partnership Initiatives**



STRATEGIC FOCUS



**SECTOR
ENGAGEMENT**



RECOVERY



GROWTH



GAPS

STATISTICS

- ✓ Tourism is the **largest employer** of young workers in the province
- ✓ 2019 – **8.1 million** visits, **\$1.5 billion** in tourism receipts, **\$400 million** tax revenues, **4.9%** of provincial receipts
- ✓ 2014 – **2% receipts** from overseas markets, 2019 4% overseas
- ✓ 2019 – Hotel occupancy **63%**, ADR **\$125**, RevPar **\$79**
- ✓ 2021 – Hotel occupancy **52.5%**, ADR **\$120**, RevPar **\$63**
- ✓ 2021 – Ontario **44.1%** occupancy, ADR **\$128**, RevPar **\$57**
- ✓ U.S. arrivals Ontario/Canada **50%** of pre-pandemic, northern Ontario **25-33%**
- ✓ Recovery underway domestic and overseas, stalled U.S.A.

8.1
MILLION
VISITS



\$1.5
BILLION
TOURISM
RECEIPTS



ONE-IN-FIVE
BUSINESSES IN
NORTHERN ONTARIO
ARE TOURISM-RELATED



Destination Northern Ontario is governed by a **pan-Northern Ontario Board of Directors** who are recognized industry leaders and collectively provide vast knowledge, experience, and insight as they set the strategic directions for the organization.

Over 50% of DNO's Board of Directors is comprised of representatives from **private sector businesses**.



DESTINATION
**NORTHERN
ONTARIO**

LEARN MORE >

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