



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

**2020-21**

# Media Relations Kit

Ontario



A wide-angle photograph of two people walking across a vast, frozen lake. The ice is a deep blue with visible cracks and textures. The sun is low on the horizon, creating a warm orange glow and long, colorful reflections on the ice. The sky is a clear, pale blue.

**For decades**, Northern Ontario continues to inspire people with its spectacular natural beauty with places of tales of adventure and exploration. Northern Ontario is the top destination for high yield anglers with angling tourism generating over **6000 jobs** and contributing **\$450 million** towards Ontario's GDP.

This media relations kit gathers information and inspiration to help in the development of your story. There is an extensive collection of story ideas and starters and the signature experiences of Destination Northern Ontario to help inspire your storytelling. Destination Northern Ontario is one of 13 regional tourism organizations and operators in the area north of the French River, West of the Ottawa River to the Manitoba Border and North to the Salt-Water Coast.

A selection of recent media coverage is collected on DNO's [website](#) as well as an [image gallery](#) containing high-resolution photographs to complement your articles.

Destination Northern Ontario and its members value the role that media plays in marketing and promoting our destination to travellers around the world.



Please contact us directly at [communications@destinationnorthernontario.ca](mailto:communications@destinationnorthernontario.ca) if you have questions that have not been included in this document.



# RTO #13

**RTO 13**

13c

13b

13a

**ONTARIO  
REGIONAL  
TOURISM  
ORGANIZATIONS  
(RTOs)**



Ontario 

# Annual Statistics for Northern Ontario

**9.2**  
**MILLION**  
**VISITS**



**\$1.6**  
**BILLION**  
**TOURISM**  
**RECEIPTS**

**+\$500**  
**MILLION**  
**GENERATED**  
**IN TAX**  
**REVENUES**





## Facts



Destination Northern Ontario's **pan-Northern structure** allows for the development of innovative and nationally significant tourism programming that is tailored to and implemented at the local destination level.

Destination northern Ontario undertakes a **holistic** approach to economic tourism growth in northern Ontario. 50% of the organization's budget is allocated to non-marketing pillars to improve tourism products, develop the tourism workforce and increase capital investments.

## Successes



Destination Northern Ontario **leverages** its core budget by **more than 50%** each year. This results in an additional **3 million** dollars invested into tourism programming across the North.



Destination northern Ontario's **partnership program** is extremely successful each year. An **average of 70** tourism businesses and organizations have partnered with us annually to leverage our partnership fund by **nearly 500%**.

# FAQ

FREQUENTLY ASKED QUESTIONS



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## FREQUENTLY ASKED QUESTIONS

**Q: How does Destination Northern Ontario work with the industry?**

**A:** Destination Northern Ontario works through its five ministry mandated pillars including partnership, investment attraction, marketing, workforce and industry training and product development by engaging with stakeholders across the North. One of the most frequently asked questions centers around DNO's involvement in marketing Northern Ontario to the rest of the province, country and world. We work closely with Destination Marketing Organizations across the North, including urban and rural destinations, to invest and partner in their target markets and initiatives while playing a leadership role in larger pan-northern initiatives such as international marketing.

**Q: What is the percentage of the workforce in Northern Ontario that is tourism connected?**

**A:** Tourism is a major economic driver in Northern Ontario with receipts ranking higher per capita than those of other regions in the province and many provinces in the country. Tourism is the largest employer of young workers in the province and Destination Northern Ontario's research reveals that 40% of the workforce in the region, as well as one in five businesses are tourism related. such as international marketing.

**Q: How much of the GDP does tourism in Northern Ontario contribute to?**

**A:** Northern Ontario is the top destination for high yield anglers with angling tourism generating over 6000 jobs and contributing \$450 million towards Ontario's GDP. There is room for growth in new consumer bases, market shares need protection and infrastructure may need investment.

**Q: How many tourism industry representatives does Destination Northern Ontario engage with?**

**A:** Destination Northern Ontario engages over 150 tourism industry representatives to drive industry development and implementation of 12 priority sector strategies: angling, auto and RV touring, boating, cycling, gateway and destination communities (attractions, festivals and events, meetings, conventions and sports), francophone, culture and heritage (Group of Seven), motorcycle touring, nature and adventure (parks, paddling and trails), snowmobile touring.

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## FREQUENTLY ASKED QUESTIONS

**Q: How has Destination Northern Ontario planned and prepared for recovery from COVID-19?**

**A:** Destination Northern Ontario (DNO) has been tailoring and adapting its programming since March 2020 with staff continuing to work remotely. Efforts to date have focused on mitigation and relief for the industry, sharing relevant resources, developing a webinar series to help operators navigate funding programs, insurance and new policies and procedures and awareness marketing. DNO's programming has been met with enthusiasm from the industry with an average of 100 participants throughout the webinar series and strong buy-in to the #DreamON awareness campaign across the North.

As the province continues to open to up, DNO is looking at investing in research around changes in markets, operating protocols and what will be the new long- and short-term training needs for the industry. The organization has been working hand-in-hand with the Tourism Industry Association of Ontario, Nature and Outdoor Tourism Ontario, Northern Destination Marketing

Organizations, the Tourism Industry Association of Canada, sector organizations like Attractions Ontario and Camping Ontario and private tourism operators. DNO recognizes that the transborder closures may continue throughout what is usually the busiest time of the year for northern tourism operators. The organization is preparing marketing plans that will shift focus to domestic markets to make up for potential lost visitation across the Canada – U.S. border.

DNO will continue to share data and market intelligence with its partners to ensure that it is promoting meaningful, relevant content to its audiences. Survey results will continue to be posted on [www.destinationnorthernontario.ca/covid-19/](http://www.destinationnorthernontario.ca/covid-19/). DNO encourages the industry to keep up to date by signing up for its newsletters via the website and/or through social by following the handle [destinationnorthernontario](https://www.facebook.com/destinationnorthernontario) on Facebook and [@DestNorthernOnt](https://twitter.com/DestNorthernOnt) on Twitter.



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**Q: Can you provide more information about the #DREAMON campaign?**

**A:** In cooperation with DNO's marketing partners Sunset Country, Northeastern Ontario, Algoma Country, and Superior Country, as well as local tourism operators, the #DreamON campaign aims to connect with seasonal visitors using inspiring images, stories, and updates from the places they cherish, while inviting them to share their own memories.

**The campaign has three key elements:**

1. Destination Northern Ontario invites operators in Northern Ontario to join the campaign and post their own inspiring stories, photos, and videos with the hashtag #DreamON. These will be shared on social media.
2. Destination Northern Ontario invites loyal guests, residents, and lovers of all things Northern Ontario to participate, encouraging them to share their stories and photos about their best trips to Northern Ontario. These stories will be shared on social media using the hashtag #DreamON.
3. Destination Northern Ontario and its marketing partners Sunset Country, Algoma Country, Northeastern Ontario and Superior Country will be posting a series of in-depth, inspiring stories, first-person accounts, and updates from its partners on its websites, and sharing them via social media using the hashtag #DreamON. Additionally, the campaign will support local businesses with a virtual marketplace resource. For each city or region in Northern Ontario, the virtual marketplace will provide a comprehensive, updated list of open businesses offering in-store service, curbside pickup, or delivery, facilitating an awareness of businesses operating in the region.

**Q: What is Tourism Excellence North (TEN)?**

**A:** Through strong relationships at the federal and provincial level, Destination Northern Ontario implemented a "quality shift", launching the Tourism Excellence North program to increase visitor appeal and create better products and higher-quality tourism experiences. The program is delivered by trained specialists through a combination of **self-learning, group learning** and **personalized coaching**.

Tourism Excellence North will continue to act as Destination Northern Ontario's training vehicle. A minimum of 30 **fast track to success** programs will be delivered annually. Tourism Excellence North provides choice tourism products for product teams to consider in their planning process.



For more information, visit:  
**[www.tourismexcellencenorth.ca](http://www.tourismexcellencenorth.ca)**

A group of people, including children and adults, are sitting around a campfire at night in a forest. The fire is bright and glowing, illuminating the scene. The background shows dark trees and a clear night sky.

**Destination Northern Ontario** is an instrumental part of the overall tourism industry in the North, acting as a conduit among local tourism organizations (such as Destination Marketing Organizations) and tourism businesses, and the Ministry of Heritage, Sport, Tourism and Culture Industries and its agencies.





**Tourism** as an industry is a key part of the overall economic health of Northern Ontario and the rest of the province. Tourism is a revenue generator and contributes a large portion of Northern tax revenue to Ontario and its GDP. Destination Northern Ontario is vital to the partnerships created between private and public organizations and individuals in order to make significant and impactful investments into the tourism industry in Northern Ontario.

**In order to** continue to grow tourism as an economic driver in the North, Destination Northern Ontario will align its self with the provincial tourism framework, while engaging tourism businesses at the local level to ensure exceptional tourism products are developed and marketed to best-bet markets. Destination Northern Ontario's end goal is to significantly increase visitor spending in Northern Ontario.



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