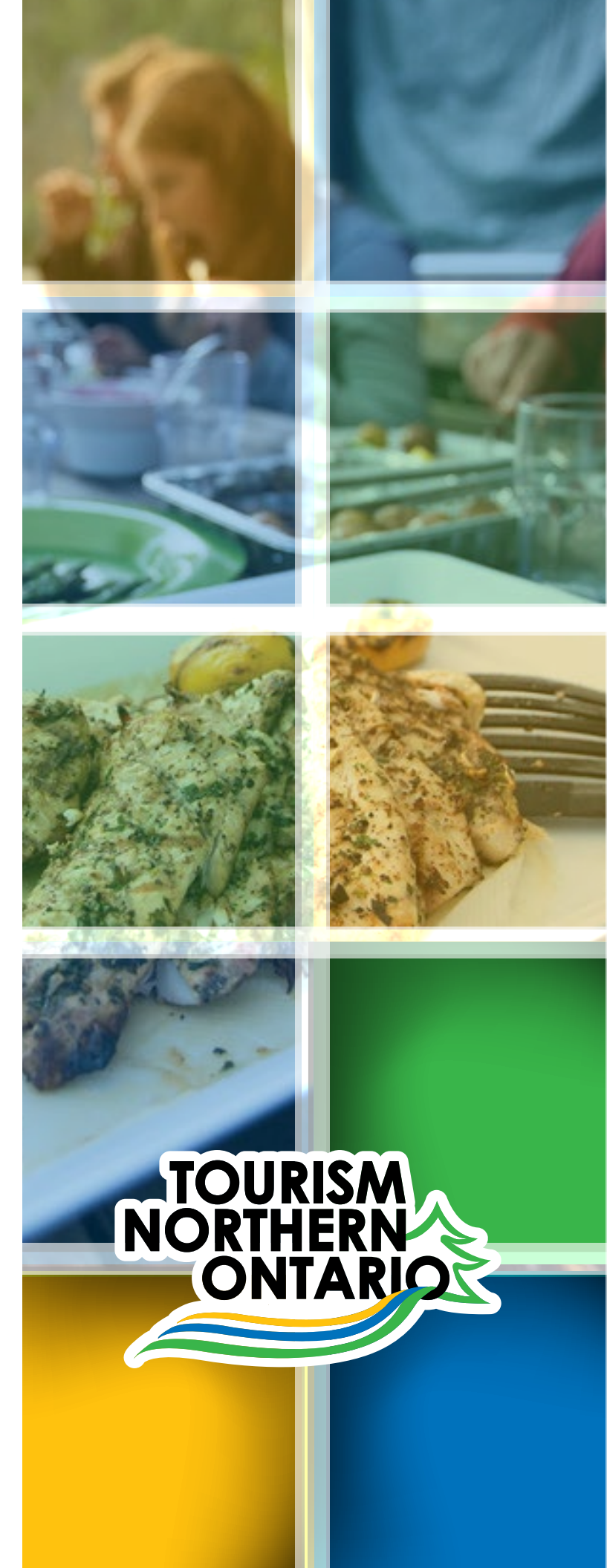


TOURISM
NORTHERN ONTARIO'S
**PARTNERSHIP
PROGRAM**

2017-2018

CLOSE TO 100 PARTNERSHIPS
OVER 4 YEARS!

\$10 MILLION LEVERAGED!




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“Quite simply, Tourism Northern Ontario’s partnership program allowed Atikokan to take its first real crack at tourism as an economic development tool in almost 30 years. By supplying the AEDC, in partnership with the Town of Atikokan the financial resources, the mentorship and the partnerships needed to make getting into tourism development a reality, we made real strides in our first year with the program. Thanks to their program and their assistance, for the first time in decades we are able to positively make an impact in people’s lives when it comes to improving their tourism-based businesses. We can say with certainty in just one year we are moving forward with both our businesses and our community at-large, and we look forward to doing more with TNO in the future.”

Gord Knowles, Ec.D, CEcD, APEC-CBC

Community Development Advisor, Atikokan Economic Development Corporation

The Partnership Program - Overview

Since 2013, Tourism Northern Ontario (TNO) has had the opportunity to access additional funds from the Ministry of Tourism, Culture and Sport (MTCS) to encourage partnerships, strategic coordination and leveraging of regional resources. This has enabled TNO to reach out to dozens of partners across the North to work on a wide range of exciting tourism projects.

The objectives of the partnership program are:

- Enhance tourism across the province
- Support coordination in the region or sub-region
- Maximize support for tourism at a pan-Northern and sub-regional level by encouraging strong partnerships, expanding the breadth and diversity of partnerships
- Encourage engagement of industry partners to broaden the financial base to extend reach
- Support a coordinated approach that aligns planning, marketing, product development, investment attraction and workforce development in the region or sub-region

Definition of Partnership?

A partnership is defined as “the agreement of the Regional Tourism Organization (RTO) to work with one or more entities on a specific project in support of the RTO’s business plan”.

Focus

Partnership initiatives may encompass the following areas of TNO’s mandate:

- Product Development
- Workforce and Industry Training
- Investment Attraction
- Marketing.

Partnerships can also focus on:

- Research
- Planning
- or Performance

With respect to product development, TNO has most recently focused on:

- Tourism Wayfinding (communities and trails)
- Culinary Tourism
- Cycling
- Touring

TNO’s marketing partnerships focus on pan-Northern initiatives such as campaigns with Porter Airlines, CTV’s Stay2Play program and digital marketing. Marketing projects align, co-ordinate, cascade and support the Northern Ontario Tourism Marketing Strategy 2012-2017.

TNO also looks to support other provincial priorities such as Indigenous and Francophone tourism.

All partnerships support priorities identified in the TNO 2017-18 Business Plan, Northern Ontario tourism industry strategies, identified sub-regional priorities and recommendations made in the *Discovering Ontario* Sorbara report.

“Through Tourism Northern Ontario’s partnership funding initiative Northeastern Ontario and our partner communities and businesses have been able to reach further and dig deeper into product development. This funding enabled not only expansion and growth of existing product offerings but provided the opportunity to research and create new product development opportunities. Both have, and will continue to, positively affect the economic impact of tourism in the Northeastern region of Northern Ontario.”

Donna MacLeod

Executive Director, Northeastern Ontario Tourism

Contact Us!

If you are working in one of our priority areas and feel that partnering with us would help you to achieve even more, please contact Tourism Northern Ontario’s Initiatives Coordinator, Pat Forrest at pat.forrest@tourismnorthernontario.com or call her at 807-475-5114.

“Through our partnership with TNO, we were able to enhance our product offering on the Agawa Canyon Tour Train by further developing the audio/video presentation throughout the tour. This commentary provides insight into the history of the rail line, as well as the important connection to the painting exploits of the Group of 7. For 2016 Korean was added to the languages available on the train (including German, French, Japanese and Mandarin). As a result of this project, the Korean-based tour companies that have been offering packages on the train, have increased their capacity to almost 500 passengers, which is a marked growth over the previous year. Continued growth from this market is anticipated in the coming year”.

Ian McMillan

Executive Director, Tourism Sault Ste. Marie