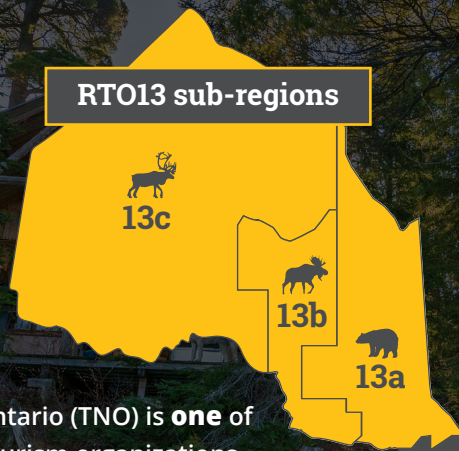




RTO13 sub-regions



Tourism Northern Ontario (TNO) is **one** of **thirteen** regional tourism organizations (RTOs) funded by the Ministry of Tourism, Culture and Sport.

It is the **largest** region geographically in Ontario and the **only** region with sub-regions.

1-12



Over **50%** of visitors to the North come to enjoy the outdoors.

ONE OF EVERY FIVE

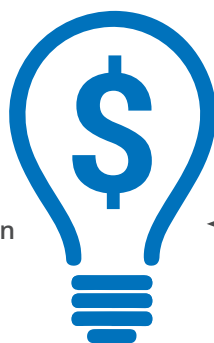


Businesses in Northern Ontario is tourism related

MISSION:

Tourism Northern Ontario's mission is to take a leadership role to strategically guide and champion growth in Northern Ontario's tourism industry, through strong communication, collaboration and partnerships with industry.

TNO invests strategically to deliver development programs to enhance and/or develop new products and experiences in identified priority sectors.

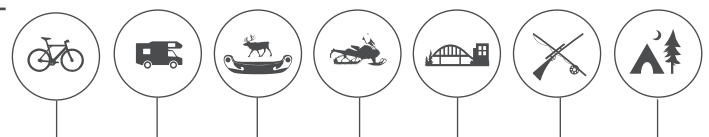


Tourism Northern Ontario works in four areas:

- 01 Marketing and Communications
- 02 Workforce Development and Training
- 03 Product Development
- 04 Strategic Partnerships

These four areas work to advance the sector and the following priority tourism products;

- Nature & Adventure
- Culture & Heritage
- Angling & Hunting
- Touring
- Gateways & Destination Communities



In 2016, Canada was just **.2%** of its best year on record for visitors and tourism receipts.



tourismnorthernontario.com

8.2
MILLION
VISITS



\$1.5
BILLION
TOURISM
RECEIPTS



Northern Ontario accounts for **\$1.5 billion** in tourism receipts and **8.2 million** visits per year. When compared to other jurisdictions the region ranks higher than **five** provincial and **three** territorial tourism economies. (2014)



Tourism is the **largest** sector for young workers in Northern Ontario.

Tourism Northern Ontario leverages its core Ontario Ministry of Tourism, Culture and Sport (MTCS) investment by over **50%** on average per year with both public and private dollars.



90%

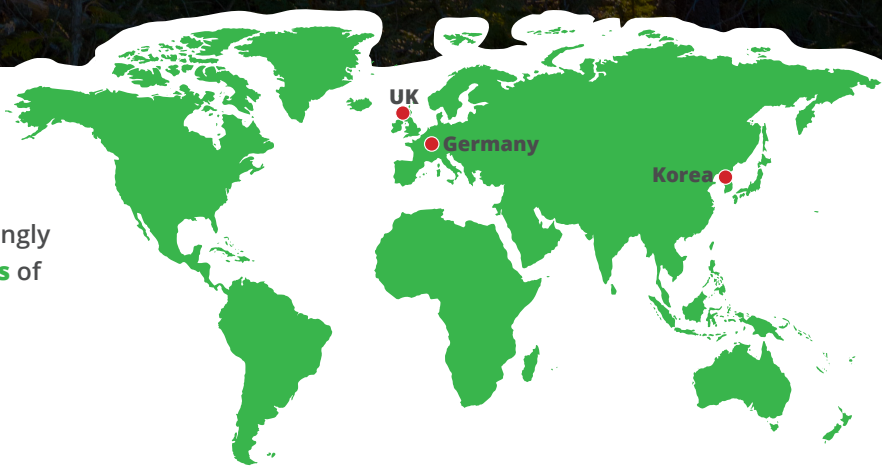


of the economic impact of high-yield anglers **stays within the region.**

Northern Ontario is the preeminent destination for angling in all of Canada. RTO13 attracts high-yield anglers at **4 times** the rate than anywhere else in the province.



International markets are becoming increasingly important; the region attracts **high numbers** of visitors from **Germany**, the **UK** and **Korea**.



In April 2017, U.S. border crossing were up by **12%** while overseas visits were up by **35%**.

U.S. visitors account for **10%** of all visitors, however contribute over **20%** of all tourist spend in the region.

The region has several key markets in the United States including **Minnesota, Michigan, Illinois, Indiana, New York, Pennsylvania** and **Wisconsin**.

Americans account for **74%** of all paid roof angling visitors to the region and spend more than double Canadian anglers.

