



destinationnorthernontario.ca

2023-24

Media Relations Kit

Ontario





2023-24

Media Relations Kit

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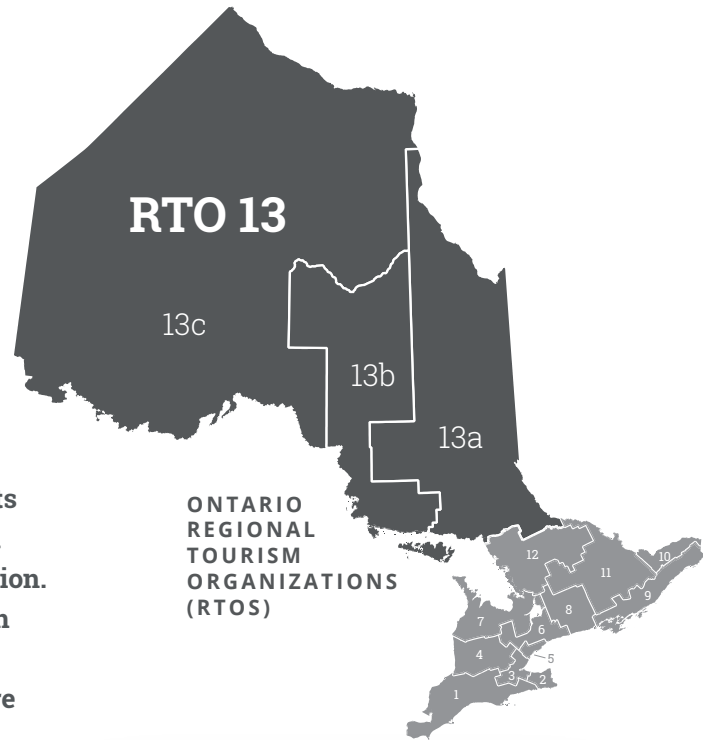




Overview



For decades, Northern Ontario has inspired individuals with its spectacular natural beauty and tales of adventure and exploration. There is an extensive collection of products and experiences in Northern Ontario to help inspire your storytelling.



Destination Northern Ontario is one of 13 Regional Tourism Organizations (RTOs) and operates in the area north of the French River, West of the Ottawa River to the Manitoba Border and North to the Salt-Water Coast. Destination Northern Ontario directly supports tourism businesses and communities to build quality experiences that resonate with consumers to grow the industry by increasing visitation and yield. Destination Northern Ontario is aligned with the priorities of the Ministry of Tourism, Culture and Sport and works collaboratively with Destination Ontario.

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

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 Destination Northern Ontario's Board of Directors is comprised of representatives from private sector businesses.

FIVE CORE PILLARS

Destination Northern Ontario focuses on the development and programming in five pillars mandated by the Ministry of Tourism, Culture and Sport:

- 01 Product Development**
- 02 Investment Attraction**
- 03 Workforce Development & Industry Training**
- 04 Marketing & Communications**
- 05 Partnerships**

Vision

Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional, and global connections for the entire region.

Mission Statement

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

Values

Destination Northern Ontario's Board is committed to focusing on the vision in an "innovative, results-based, effective and fiscally responsible manner, with a foundation of strong governance and management leadership." Destination Northern Ontario's Board also recognizes the following values as important aspects of the strategic plan:

- Accountability
- Leadership
- Collaboration
- Integrity
- Transparency
- Innovation
- Teamwork



Covid-19

EFFECTS OF COVID-19 ON TOURISM

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.

In 2019, tourism receipts in the region accounted for \$1.5 billion in spend, contributing \$400 million to Ontario's GDP. Demand for accommodations in region 13 has increased by 31% from 2012-2017, at a compound rate of almost 7%.

COVID-19 had an unprecedented impact on the tourism industry during the 2020 and 2021 seasons, and therefore completely reshaped the regional profile of RTO13.

In order to track the impact to the region, Destination Northern Ontario undertook impact surveys in partnership with Nature and Outdoor Tourism Ontario (NOTO), shared and supported impact surveys from the Tourism Industry Association of Ontario (TIAO) and continued tracking fixed roof accommodation performance throughout the year.

 **\$1.5
BILLION
IN TOURISM
RECEIPTS**

 **30%
INCREASE IN
DEMAND FOR
ACCOMMODATIONS**

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

**TOURISM = #1
EMPLOYER
OF YOUNG WORKERS
IN ONTARIO**

COVID-19 RESOURCES

Since the beginning of the pandemic, Destination Northern Ontario has tailored and adapted its programming to focus on mitigation and relief for the industry. Destination Northern Ontario works to share relevant resources, has developed a webinar series to help operators navigate funding programs, insurance and new policies and procedures and has undertaken awareness marketing.

Destination Northern Ontario continues to work hand-in-hand with the Tourism Industry Association of Ontario, Nature and Outdoor Tourism Ontario, Northern Destination Marketing Organizations, Tourism Industry Association of Canada, sector organizations and private tourism operators.

Recognizing the restrictions along the U.S border through out the past two years, which normally is a key market for northern tourism operators, Destination Northern Ontario prepared marketing plans that shifted focus to domestic markets to make up for potential lost visitation across the Canada – U.S. border.

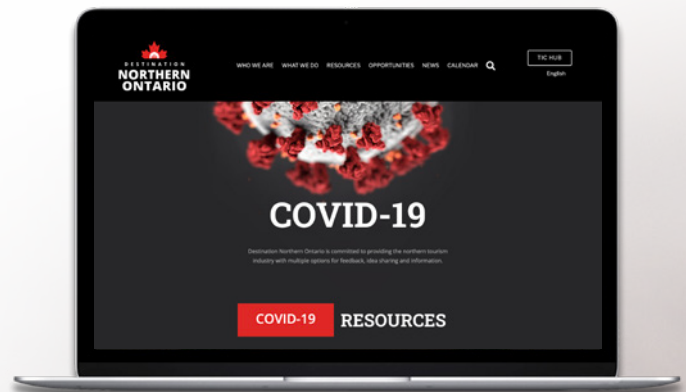
Destination Northern Ontario is committed to providing the Northern Ontario tourism industry with multiple options for feedback, idea sharing and information. Staff continue to work in their dedicated areas and is constantly reviewing the current climate around the COVID-19 pandemic to prepare for recovery.

ACCESS RESOURCES

Destination Northern Ontario has compiled a list of Provincial and Federal resources for your business on our website.

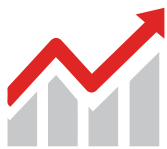
[> PROVINCIAL RESOURCES](#)

[> FEDERAL RESOURCES](#)



Facts

NORTHERN ONTARIO TOURISM FACTS



100% of Destination Northern Ontario expenditures support tourism growth in Northern Ontario.



10% of Destination Northern Ontario's core budget is dedicated to administration costs.



75% of expenditures support local organizations, businesses and partnerships, growing capacity in Northern Ontario.



An average of **70 tourism businesses** and organizations partner with the organization annually to **leverage** our partnership fund by **nearly 500%**.



50% of the organization's budget is allocated to non-marketing pillars to improve tourism products, develop the tourism workforce, and increase capital investments.



40% of the workforce in the region, as well as **one-in-five** businesses are **tourism-related**.

Successes



Destination Northern Ontario is the **largest** of the 13 RTOs in terms of its geography and the second largest by budget.



Destination Northern Ontario leverages its core budget by more than **50% each year**, resulting in an additional **5 million dollars** invested in tourism programming.



Destination Northern Ontario engages consumers resulting in over **4.3 million visits to websites** annually.



Destination Northern Ontario's annual Northern Ontario Tourism Summit has engaged over **1,500 tourism representatives** and business owners since its inception in 2014.



An average of **70 tourism businesses and organizations** have partnered with Destination Northern Ontario annually to leverage our partnership fund by nearly **500%**.



**Northern
Ontario**
CANADA

Would you like to write a story about this beautiful region?

Are you seeking specific information related to tourism in Northern Ontario area? We can help.

Visit www.northernontario.travel to explore the region.

FAQ

FREQUENTLY ASKED QUESTIONS





Who is Destination Northern Ontario?

Originally named Tourism Northern Ontario, Destination Northern Ontario is an organization formed at the direction of the northern Ontario tourism industry and funded by the Ministry of Tourism, Culture and Sport. Destination Northern Ontario is one of 13 Regional Tourism Organizations (RTOs) and operates in the area north of the French River, West of the Ottawa River to the Manitoba Border and North to the Salt-Water Coast. Destination Northern Ontario directly supports tourism businesses and communities to build quality experiences that resonate with consumers to grow the industry by increasing visitation and yield. Destination Northern Ontario is aligned with the priorities of the Ministry of Tourism, Culture and Sport and works collaboratively with Destination Ontario.

Destination Northern Ontario focuses on the development and programming in five pillars mandated by the Ministry of Tourism, Culture and Sport:

- Product Development
- Investment Attraction
- Workforce Development & Industry Training
- Marketing and Communications
- Partnerships

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.



How important is tourism in Northern Ontario?

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.

- Northern Ontario welcomes **8.2 million** visitors who spend **1.6 billion dollars** annually.
- Northern Ontario's tourism industry generates **half a billion dollars** in **tax revenue** each year.
- Northern Ontario is the top destination for high-yield anglers with angling tourism generating over **6000 jobs**.



> What percentage of the workforce in Northern Ontario is connected to tourism?

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.



> How does Destination Northern Ontario work with industry?

Destination Northern Ontario focuses on the development and programming in five pillars, mandated by the Ministry of Tourism, Culture and Sport:

- Product Development
- Investment Attraction
- Workforce Development & Industry Training
- Marketing and Communications
- Partnerships

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.

> How does Destination Northern Ontario engage with tourism industry representatives?

Destination Northern Ontario takes a leadership role by representing the region at conferences, workshops and on advisory groups to ensure that the Northern Ontario tourism industry is at the forefront of decision making and discussion at all levels of government.

Destination Northern Ontario has regularly engaged with organizations as a voice for the tourism industry including on advisory panels and working committees with Destination Ontario, Nature and Outdoor Tourism Ontario, the Tourism Industry Association of Ontario and more. These relationships have been key in keeping the needs of the industry at the forefront of provincial and federal agendas.

Destination Northern Ontario engages **over 150** tourism industry representatives to drive industry development and implementation of **12 priority sector strategies** on various product teams. DNO will continue to make stakeholder engagement a priority in 2022-23.



What is Tourism Excellence North?

Through strong relationships at the federal and provincial level, Destination Northern Ontario implemented a “quality shift”, launching the Tourism Excellence North program through their workforce and industry development pillar 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.



What is Tourism SkillsNet North?

In collaboration with the Ontario Tourism Education Corporation (OTEC), Destination Northern Ontario (DNO), Nature and Outdoor Tourism Ontario (NOTO), District Social Services Administration Boards and Northern Ontario Workforce Planning Boards, Tourism Skills Net North (TSNN) is designed to identify specific workforce labour gaps, train up to 200 potential employees and match them with available job opportunities within Northern Ontario’s tourism sector.

Ultimately, the program will assist in the identification and training of 200 potential employees and match them with employers within Northern Ontario’s tourism sector, as tourism operators scale up for the year of the Ontario Staycation.

Qualified employers will be eligible for a **50% wage subsidy up to \$5,000 per employee**.

For more information, visit www.destinationnorthernontario.ca/tsnn.

> What is Tourism Rocks and how can I get involved?

Tourism Rocks is an industry-wide effort to promote tourism careers, and to elevate the public's knowledge of tourism as an economic driver and job creator. The goal is to build a strong tourism workforce while improving the perception of the tourism sector as a viable, life-long career choice, ultimately filling the growing labour gap the industry faces now and in the coming years.

The Tourism Rocks campaign is focused on recruiting indigenous youth, secondary, post-secondary and transitional job seekers into Northern Ontario's Tourism Industry.

One out of every four businesses in the north is tourism-related; meaning there are many opportunities to find a life long rewarding tourism career right here at home. If you are already working in tourism and want to share your passion for our industry, we want to hear from you! Contact us today to find out more about how you can be a leader and have a positive impact on closing the labour gap in our industry by visiting tourismrocks.ca.



NORTHERN • ONTARIO
**TOURISM
SUMMIT**



I am interested in participating with the Annual Northern Ontario Tourism Summit. How can I help?

The annual Northern Ontario Tourism Summit was developed as a partnership event between Nature and Outdoor Tourism Ontario (NOTO) and Destination Northern Ontario (DNO) to bring 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 Northern Ontario Tourism Summit is quickly becoming a pivotal platform for the advancement of the tourism industry in Northern Ontario. Since its inception, the Northern Ontario Tourism Summit has engaged more than 1,500 delegates.

As the steering committee plans for each year's summit, we strategically seek "best-fit" sponsors to collaborate with Destination Northern Ontario and Nature and Outdoor Tourism Ontario. Depending on your level of interest, we can build a sponsorship opportunity to fit your needs. We are more than willing to work with you so that you can get the most out of your sponsorship.

If you're interested in learning more about this event and how your business or organization can help, please contact Destination Northern Ontario at communications@destinationnorthernontario.ca.



Media Library



DIGITAL ASSETS

Destination Northern Ontario's digital asset library offers a diverse collection of images showcasing Northern Ontario's destinations, experiences, and attractions.



Credit must be provided to *Destination Northern Ontario*. To access our Spark Five asset library, [please click here](#).

To request additional images outside of Destination Northern Ontario's digital asset library, please contact us at communications@destinationnorthernontario.ca.



How do I use the Spark Five library?

Search / Filters

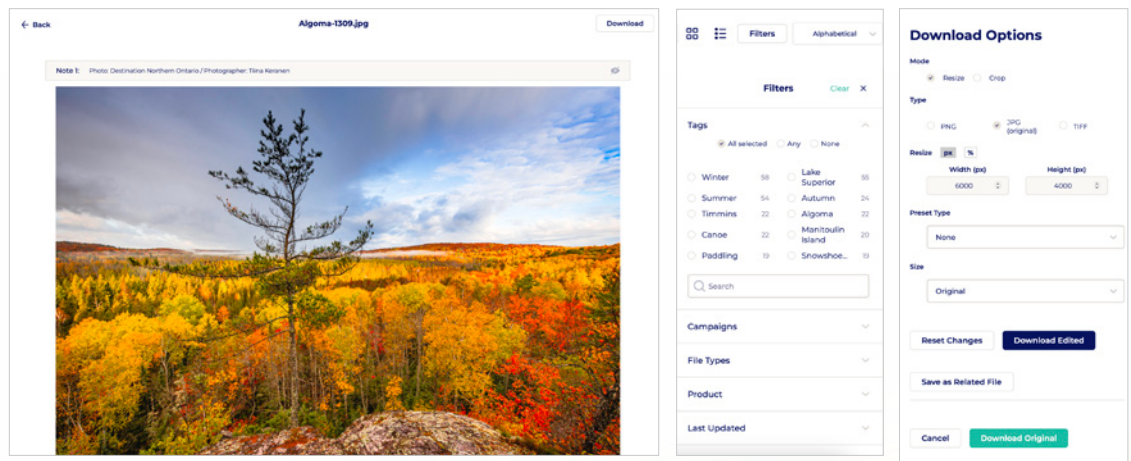
Use the search function and filters to narrow down your image search.

Downloads

The platform will allow you to download images in various sizes and file formats.

Credit

Photographer and image credit info are located at the top of each photo.








INTERVIEW REQUESTS

Interested in learning more about what we do or need more information to cover a story? We'd love to hear from you.

To request to speak with a member of our team, please contact us at communications@destinationnorthernontario.ca.

CONTACT US

Stay up to date with the latest news, resources and growth opportunities for the tourism industry. Learn about Destination Northern Ontario opportunities, programs, activities, inspiring success stories, and more!

-  **Twitter:** DestNorthernOnt
-  **Linked In:** Destination Northern Ontario
-  **Instagram:** destinationnorthernontario
-  **Facebook:** destinationnorthernontario
-  **Website:** destinationnorthernontario.ca

Please contact us directly at communications@destinationnorthernontario.ca if you have questions that have not been included in this document.

BOILER PLATE

Destination Northern Ontario is one of 13 not-for-profit regional tourism organizations funded by the Ontario Ministry of Tourism, Culture and Sport. We are the largest tourism region in geography, the second largest in expenditure and the only region that includes sub-regions.

Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional and global connections for the entire region. Destination Northern Ontario will take a leadership role to strategically guide and champion growth in Northern Ontario's tourism industry, through strong communication, collaboration and partnerships with industry.

For more information on Destination Northern Ontario, please visit www.destinationnorthernontario.ca. Follow us on Twitter at www.twitter.com/DestNorthernOnt or on Facebook at: www.facebook.com/DestinationNorthernOntario for the most up to date news and information.



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