



# International Business Development Report

A partnered approach for building International Travel to Northern Ontario.





# International Business Development Report

## CONTENTS

<b>03</b>	.....	Introduction
<b>04-05</b>	.....	2022-23 Goals & Objectives
<b>06-27</b>	.....	2022-23 Activities & Results
06-07	.....	Covid-19 Impact
08-10	.....	U.K.
12-14	.....	Germany
15-16	.....	Japan
17-19	.....	China
19	.....	South Korea
20-21	.....	Other International
22	.....	Canada
23-25	.....	United States
<b>26-27</b>	.....	Joint Marketing Agreements
<b>28-31</b>	.....	FAM Tours
<b>34-36</b>	.....	Other Components
<b>37-38</b>	.....	2022-23 Program Results
<b>39</b>	.....	Attractions Ontario – Partnership Program

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📷 Cover – Agawa Canyon Tour Train – Tourism Sault Ste. Marie / Colin Field

## INTERNATIONAL MARKET

## Overview

Since the development of the International Market Development Program in 2017, Destination Northern Ontario has endeavored to establish brand awareness in key International destinations.

Additionally, as the program became established, developing relationships with International buyers, with a focus on having Northern Ontario products and experiences included in their respective tariffs became the goal.

From 2018-2020 Destination Northern Ontario attended a number of annual marketplaces and participated in Sales Missions in the key markets of Germany, England, Japan, Korea and China.

A significant level of success was realized, as a result of these efforts. As of 2020, there were **144 International Tour Operators and Receptives** that had Northern Ontario products in their respective tariffs. A number of invested private sector partners across the north indicated that they had seen an increase of International visitation.

This incremental growth stalled in 2020 as a result of the impacts of COVID. International travel was either curtailed or cancelled all together for almost 2 years. Additionally all in-person marketplaces and sales missions were also cancelled.

However, the International buyers were aware that they needed to maintain contact with their key destinations, so as to maintain product knowledge for when travel started up again and they were ready to start sending customers on vacations.

As a result, between 2020 and 2022 online “virtual” meetings and presentations became the norm, allowing for ongoing communications with International buyers.

Destination Northern Ontario developed a versatile audio/video presentation that highlighted key assets, while at the same time introduced new products and experiences.

It became obvious quite early, from a Northern Ontario perspective, that this constant contact with the International Tour Operators was critical, as they clearly indicated that once world travel resumed, they would be looking for destinations that were outside of crowded cities and focused more on outdoors, nature, heritage and culture. This had Northern Ontario written all over it, and presented an opportunity for significant growth.

Maintaining a strong partnership with Destination Ontario enabled DNO to receive important “In-Market” updates on a regular basis, which helped in the decision making process, moving forward.

The 2022/23 Business Plan reflected the changing dynamics that COVID significantly impacted. And while virtual meeting still made up a portion of the tactics, a gradual reopening facilitated a number of in-person marketplaces, bringing back a sense of “normalcy”.

Destination Northern Ontario remained a key partner with Destination Ontario and Destination Canada, and partnered on several initiatives that helped keep brand awareness and new product developments in the forefront with International Buyers.

# 2022-23 Goals & Objectives

## OBJECTIVES








With a return to normal, the key objective was to re-establish Northern Ontario as a viable destination for International buyers to consider when developing travel itineraries for their respective customers.

With an increased focus on outdoors, fresh air, nature and uncrowded travel, Northern Ontario is well positioned to develop and introduce new products that fit the changing demands of the International travelling public.

Enhanced partnerships with industry, Destination Ontario and Destination Canada, DNO will become increasingly important to be able to reach those key markets. Specific market focus will be on: U.K and Germany, with the Asian countries of Korea, Japan, China, receiving a more peripheral approach. These markets continue to show the greatest potential for Northern Ontario, and research shows they remain strong feeder markets for Canada and Ontario overall.

Appropriate tactics will be undertaken and industry partnerships will be enhanced, relating to Group Travel, working closely with DMO partners in Northern Ontario. Focus for this market segment will be on Domestic and U.S. based operators.

→	Continued Areas of Focus & Activities
a	Ongoing product development, working with sub-regional partners, DMOs and private sector.
b	In-person Marketplaces and Trade Missions (co-ordinated with Destination Canada and Destination Ontario).
c	Joint Marketing agreements with key Tour Operators and Receptives.
d	Familiarization Tours (co-ordinated with Destination Ontario and Destination Canada).
e	Coordination, monitoring and measuring performance, and reporting.
f	Partnership with Destination Ontario for a presence at Rendezvous Canada.
g	Further enhancement of Travel Trade web portal for Northern Ontario.
h	Continued development of "touring routes" linking Northern Ontario cities/attractions/ experiences with key International arrival hubs.
i	Identify and work directly with the private sector, for the development of unique and quality products available for International markets.

	<b>New Areas of Focus &amp; Activities</b>
<b>a</b>	Enhance partnership with Northern DMOs for a collective approach to Group Travel in Canada and the U.S.
<b>b</b>	Create a “Team Northern Ontario” approach to attending key marketplaces.
<b>c</b>	Develop a themed approach to a Northern Ontario booth at marketplaces.
<b>d</b>	Target adult, seniors and student groups from Canada and border U.S. States.
	<b>Outputs</b>
<b>a</b>	1 new itinerary developed.
<b>b</b>	1 Industry workshop hosted.
<b>c</b>	ITT Marketing Assets <ul style="list-style-type: none"> <li>• ITT print collateral.</li> <li>• ITT digital assets including website.</li> </ul>
<b>d</b>	3 “virtual” ITT Marketplaces and 2 “in-person” Marketplaces with 400 travel trade interactions. (U.K, Germany, Japan).
<b>a</b>	2 “in-person” Canadian “International” Marketplaces (Rendezvous Canada, CITAP).
<b>b</b>	3 Group Travel Marketplaces (Domestic and U.S.).
<b>c</b>	2 ITT Familiarization Tours.
<b>d</b>	Host 3 “virtual” Product Team meetings/input sessions.
<b>e</b>	Release of Final Progress Report.
	<b>Performance Measures</b>
	Number (%) compared to target of virtual and in-person marketplaces attended
	Number (%) compared to target of Tour Operator interactions
	Number (%) of product team, advisory group and partner meetings held
	Number of new touring routes and itineraries developed



**2022-23**

## Activities & Results

### Covid-19 Continues to Impact

Even though COVID diminished in 2022, and the world opened its doors to International travel, it still had an impact on how the industry did business.

Traditional marketplaces and sales missions were still mostly put on hold, and virtual training sessions and presentation opportunities provided the best direct contact with International buyers.

Destination Canada announced it would be cancelling its participation in the World Travel Market (U.K.) as well as the ITB Berlin Marketplace (Germany). Therefore, the Canada Pavilion was not available to industry partners. Following suit, Destination Ontario also announced a cancellation of participation at each marketplace. As a result, Destination Northern Ontario was not able to participate in these marketplaces.

Destination Canada did host a Canada Showcase Europe event in London, England on November 14-17, 2022. This acted as a replacement for WTM, and afforded the opportunity to meet one on one with a number of key buyers from England, Germany and France.

Destination Canada also hosted a virtual Canada Specialist Xpo for the second time, on July 21, 22, 2022. Destination Northern Ontario was a featured partner in the event.

Destination Ontario did not organize any Sales Missions in 2022/23. However they did host a webinar for Japanese Buyers on November 28, 2022, that Destination Northern Ontario was one of only 3 destinations invited to participate in. 54 buyers participated in the webinar.

The Tourism Industry Association of Canada (TIAC) hosted Rendezvous Canada as a in-person event for the first time since 2019 in Toronto on May 24-28, 2022. Destination Northern Ontario was a Gold Sponsor at the event.

The Group Travel marketplaces all returned to in-person events in 2022/23.

Ontario Motorcoach Association (OMCA)	November 12-15, 2022
National Tour Association (NTA)	November 12-15, 2022
American Bus Association (ABA)	February 4-8, 2023

Destination Northern Ontario, in partnership with Destination Ontario, undertook Joint Marketing Agreements with 2 key German Tour Operators: SK Touristik and CRD. In both cases, the partnership entailed a home page takeover for a month on each of the Tour Operator's web sites, with a focus on Northern Ontario as a destination, highlighting products and experiences.

A partnership with Jonview Canada saw Destination Northern Ontario take a full page ad in their 2022/23 Tariff, once again highlighting Northern Ontario as a destination for International travellers.

Destination Northern Ontario hosted one Travel Media FAM tour, with an influential writer from Germany. A Travel Trade FAM tour was hosted post Rendezvous Canada, which attracted 6 Tour Operators and one media. DNO also assisted in hosting a FAM Tour with the Great Lakes Cruise Association, which attracted 8 cruise ship owner/operators and tour companies that are looking to bring cruise ships onto the Great Lakes.



# United Kingdom



## MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of May 2022:



### CONSUMER TRENDS

- › High value travelers represent 41% of the U.K. long haul travel market (7.9 million)
- › Luxury travelers are spending 2-3X more than the average traveler
- › Higher likelihood to stay longer and disperse further in the destination, with 46% of consumers spending more
- › Since the pandemic, 20% more likely to buy sustainability
- › Rising cost of living
- › Shorter booking window (8 months average)
- › Increase in multi-stop travel
- › Bucket lists



### TRAVEL TRADE SNAPSHOT

- › 85 million in unspent notes still to be redeemed with travel trade before September 20, or customers lose financial protection
- › Surge in industry growth – grew 33% in February as restrictions eased and customer demand increased.
- › Resurgence of the importance of the travel agent by 30% (ABTA survey)
- › Ongoing recovery and restructuring of tour operators
- › Further focus on tailormade travel to increase margins



### POTENTIAL FOR ONTARIO

- › Opportunity to leverage new routes from the U.K. into Ontario, including Glasgow and Edinburgh with Westjet
- › Opportunity to target U.K. audiences who love Canada and have been before
- › Opportunity to target U.K. audiences who would normally travel long haul elsewhere globally (i.e. Asia)
- › Harness potential on growth themes of interest to the market i.e.: value, music, culture, outdoors, food, history, adventure and sport





## Marketplaces & Webinars

In 2022/23, Destination Northern Ontario did not coordinate a U.K. Sales Mission, and Destination Canada did not coordinate a Canada Booth at WTM. Destination Canada did host a “virtual” marketplace, as a way to connect with U.K. German and French Tour Operators and Travel Agents.

### CANADA SPECIALIST EXPO | VIRTUAL | JULY 21-22, 2022

Coordinated by Destination Canada, this unique online event took place for 4 hours (9:00 am – 2:00 pm) on July 21 and 22. This event was by invitation only.

### Participants included:

#### PROVINCES & TERRITORIES

- Newfoundland Labrador Tourism
- Tourism New Brunswick
- Tourism Prince Edward Island
- Tourism Yukon
- Travel Manitoba
- Northwest Territories Tourism
- Tourism Nova Scotia
- Tourism Saskatchewan
- Travel Alberta
- Destination Nunavut
- Destination British Columbia
- Bonjour Quebec
- Destination Ontario
- Destination Northern Ontario
- Destination Vancouver

#### CITIES

- Banff Lake Louise
- Destination Greater Victoria
- Destination St. Johns
- Explore Edmonton
- Ottawa Tourism
- Tourism Calgary
- Tourism Canmore Kananaskis
- Tourism Jasper
- Tourism Saskatoon
- Tourism Sun Peaks
- Tourism Whistler
- Tourism Winnipeg

#### AIR & RAIL

- Air Canada
- Air Transat
- British Airways
- Rocky Mountaineer
- VIA Rail Canada
- Westjet

#### PARTNERS

- Indigenous Tourism Association of Canada
- Parks Canada
- Pursuit

### Virtual Booth:

Each participant had to set up a personalized virtual booth prior to the event. It allowed for a brief welcome video message by the representative, along with uploads of video and brochure materials.

#### DNO had the following uploaded to its booth:

- “I am Northern Ontario” video
- Explore Northern Ontario RV Guide
- Discover Northern Ontario Guide

There were also links to the DNO Travel Trade Web Portal as well as all of the Social Media channels.

During the 4 hours of the event each day, DNO representative Ian McMillan staffed the booth and engaged in conversations with booth visitors via the chat format provided. This proved successful in that it allowed for questions to be answered from the buyers as well as generating conversations about products and experiences in Northern Ontario.

Tour Operators and Travel Agents from the U.K. Germany, and France attended the virtual marketplace. The following analytics were provided by Destination Canada at the conclusion of the event, specific to the Destination Northern Ontario Virtual Booth and event participation.

✓	Results	
✓	Total Booth Visits	236
✓	Total Video Views	323
✓	Total Brochure Views	33
✓	Total Brochures Shared	42
✓	Total Booth Chats	279
✓	Total Times "Favorite"	11

This virtual event proved very successful in that DNO had exposure to hundreds of key buyers from around the world. And the interest shown in Northern Ontario products and experiences was very encouraging.

Just the fact that Northern Ontario is considered a key international partner by Destination Canada is reflective of how far we have come in a short time.



## CANADA SHOWCASE EUROPE | LONDON, ENGLAND NOVEMBER 14-18, 2022

Since Destination Canada did not coordinate a “Canada Booth” at the World Travel Mart, they organized a 2-day event at Canada House in London, England.

This event brought provincial and regional representatives from across Canada to meet one on one with key Tour Operators from the U.K Germany, Switzerland, Netherlands and France. Destination Northern Ontario requested and received the **maximum number of appointments**, including:

- |  |                                 |
|--|---------------------------------|
| 1. America Unlimited – Germany         | 19. Meso Reisen – Germany       |
| 2. Argus Reisen – Germany              | 20. Para Tours – Switzerland    |
| 3. Audley Travel – U.K.                | 21. Premier Holidays – U.K.     |
| 4. Bon Voyage – U.K.                   | 22. Purely Canada – U.K.        |
| 5. Canusal – Germany                   | 23. SK Touristik – Germany      |
| 6. CRD Touristik – Germany             | 24. 333 Travel – Netherlands    |
| 7. Destination Canada – Germany        | 25. THG Holidays – U.K.         |
| 8. Destination Canada – France         | 26. Tioga Tours – Netherlands   |
| 9. Discover the World – U.K.           | 27. Trailfinders – U.K.         |
| 10. Doets Reizen – Netherlands         | 28. Travco – U.K.               |
| 11. Dnata Travel Group – U.K.          | 29. Tour Canada – Netherlands   |
| 12. Faszination Fernweh – Germany      | 30. Tourlane – Germany          |
| 13. First Class Holidays – U.K.        | 31. Tropical Sky – U.K.         |
| 14. Freedom Destinations – U.K.        | 32. TUI – Germany               |
| 15. Government of Canada – U.K.        | 33. Turquoise Holiday Co – U.K. |
| 16. Journey Latin America – U.K.       | 34. Van Verre – Netherlands     |
| 17. Lernidee Erlebnis Reisen – Germany | 35. Voyageurs Du Monde – France |
| 18. Little America – Germany           |                                 |

Destination Northern Ontario had a 51-page presentation book that highlighted Touring Routes, Cities, attractions and experiences across the north that was used for each 10 minute appointment.

There was considerable interest from the Tour Operators that DNO met with, and each contact received a follow up email with a link to the Northern Ontario Travel Trade web site, along with additional information that was requested during each appointment.

There are a number of possible FAM trips and Joint Marketing Agreements that are being considered as a result of participation in this event.



# Germany



## MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of May 2022:



### CONSUMER TRENDS

- › 2022 long haul holidays are the second most important consumption priority with a trend to longer trips, also for sustainability reasons (fewer flights).
- › Canada/Ontario is high on the list for long haul travel – considered to be safe, good handling of COVID, fewer people/crowds, lots of nature and outdoor experiences.
- › Increase of high value travelers and overall spending per traveler (better hotels, flight upgrades, extra activities etc).
- › Increase of longer trips, RVs or rental cars instead of group coach tours, self-catering accommodations (lodges, vacation homes), non-stop flights.
- › Travel themes are sustainability, luxury, outdoors, nature, sports.
- › People rethink the meaning of travel, sustainability is an issue, especially with the younger generation, and it goes beyond just not changing towels. Topics include: inclusion, waste management, salaries, etc.
- › Luxury travel is changing – not just champagne and oysters anymore, now it is quality time, outstanding service, authentic experiences like a sunset dinner, with the Chef talking about the organic ingredients, a hiking trip with a personal guide etc.
- › New target groups are rising, such as sports enthusiasts. They might use slightly different channels for inspiration and information, but can be reached easily.





## TRAVEL TRADE SNAPSHOT

- › Flights are running on very high load factors, pre-COVID capacity on most European routes restored.
- › Condor (Frankfurt/Toronto) planning on year-round service to Toronto (4 weekly summer, 2 weekly winter).
- › Increased importance of Travel Agencies and Tour Operators, but struggle to get staff. About 90% of travelers do their research online, but the majority still book through a Travel Agency. Your Operator packages remain the preferred booking option for long haul trips.
- › Number of Travel Agencies decreased by 25% in 2020, but now seeing comebacks.
- › Majority of consumers have made their destination choice before contacting any booking provider or sales instrument (importance of direct consumer marketing to compete against other destinations).
- › Fewer Tour Operators working with print brochures, but with inspirational “Magalogues” online guides, inspiring the customer, but no pricing. Online products will continue to become more important, also in order to make changes more easily.
- › Niche Tour Operators for Canada are seeing more repeat clients (voucher holders from 2020 bookings) come back strong for bookings and for more personalized service.
- › Substantial increase of rates in 2022, especially rental cars and flights (worldwide).
- › More bookings are being confirmed last minute (2-3 months before travel, compared to 6-12 months pre-pandemic).



## POTENTIAL FOR ONTARIO

- › Focus on fly/drives and longer trips (purchased through Receptives by Tour Operators).
- › Focus on luxury trips and outdoor products (can also be purchased directly from suppliers by Tour Operators).
- › Great flight connectivity from around the world – Canada/Ontario high on the list for future travel.
- › Remember the cities – there is an appetite for concerts, theatre visits, sports, games, restaurants and bars etc.



## Marketplaces & Webinars

In 2022/23, Destination Northern Ontario did not coordinate a German Sales Mission, and Destination Canada did not coordinate a Canada Booth at ITB Berlin. Destination Canada did host a “virtual” marketplace, as a way to connect with U.K. German and French Tour Operators and Travel Agents.

### CANADIAN SPECIALIST EXPO | VIRTUAL | JULY 21-22, 2022

\*\* See U.K. Market Segment of report for details and results

### CANADA SPECIALIST ROAD TRIP WEBINAR | VIRTUAL | JUNE 9, 2022

Destination Northern Ontario was one of only 3 destinations across Canada (Manitoba and Alberta being the others) that were invited by Destination Canada to do a virtual online presentation to German Tour Operators, specifically about RV touring routes.

Destination Northern Ontario had a 5 minute presentation and focused on the Fur Trade Route and Prospector Route, along with key attractions and experiences along each route.

There were **68 participants** on the webinar, including representatives from the following companies:

- |   |   |   |
|---|---|---|
| 1. ADC Reisebüro                          | 16. Die Flugreisen GmbH                     | 34. Reisebüro Glück                           |
| 2. Alternativ Tours                       | 17. Explorer Fernreisen GmbH                | 35. Reisebüro Kaddur                          |
| 3. Amondo Reiseberater                    | 18. FIRST Reisebüro Wilmering GmbH & Co. KG | 36. Reisebüro Übersee LCC                     |
| 4. BCD Travel Germany GmbH                | 19. Galeria Reisen                          | 37. Reiseservice Haberle                      |
| 5. BCD Travel Suisse                      | 20. Gastager Weltreisen                     | 38. Reisetraum Karlsruhe                      |
| 6. Boomerang Reisen                       | 21. Gebeco GmbH & Co KG                     | 39. Schauinsland Reisen GmbH                  |
| 7. Canada Dream Tours                     | 22. Go - Canada by Zanetti                  | 40. Schusters Reisen8                         |
| 8. CANUSA                                 | 23. Hagen Alpin Tours                       | 41. STUDIOSUS REISEN MUENCHEN GMBH            |
| 9. CRD Touristik                          | 24. Herrmann Touristic GmbH                 | 42. TerraVista-Erlebnisreisen GmbH            |
| 10. Derpart Reisebüro Droste GmbH & Co KG | 25. IFT Reiseagentur                        | 43. Tourlane GmbH                             |
| 11. DER Reisecenter TUI GmbH              | 26. MaxAdventures GmbH                      | 44. Travel Essence GmbH                       |
| 12. DER Tour                              | 27. Meiso Reisen                            | 45. Travelwide Reisen GmbH                    |
| 13. DER Touristik                         | 28. Meridia                                 | 46. TUI Reisecenter                           |
| 14. Destination Canada                    | 29. MES Marketing                           | 47. Universal Reisen und Kreuzfahrten Agentur |
| 15. DIAMIR Erlebnisreisen GmbH            | 30. MyTravel Experts                        | 48. Vianova GmbH                              |
|   | 31. Outdoor Adventures                      | 49. Vila Vita Hotel und Touristik GmbH        |
|   | 32. REISEBUERO FULDA GMBH                   |   |
|   | 33. Reisebuero Schaefer                     |   |

There was considerable interest from the Tour Operators that DNO met with, and each contact received a follow up email with a link to the Northern Ontario Travel Trade web site, along with additional information that was requested during each appointment.



# Japan



## MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of May 2022:



### CONSUMER TRENDS

- › Overseas travel is an important component of Japanese lifestyle and travel intent remains high
- › Increased demand for luxury and higher end products; travelers will pay more for authenticity, quality and safety
- › Research indicates that females and those under 30 will resume travel before the senior market (60+)
- › Overseas programs for private school study trips and student exchange
- › Nature (i.e. Provincial Parks, wildlife, wildflowers, fall colours)
- › Outdoor activities (i.e. hiking, cycling, boat cruise, paddling, night skies)
- › Culinary (i.e. local specialty, farm to table, organic, wine, food trails)
- › Culture and history (i.e. UNESCO heritage, museum, Group of 7, Indigenous)
- › Sustainable development goals – SDGs (i.e.: sustainability/responsible travel, community relations, Eco-tourism, education)
- › Workation (work and vacation)



### TRAVEL TRADE SNAPSHOT

- › Japan is – and will continue to be – a very traditional market in terms of booking through the Trades
- › Shift to online consultation services (i.e. JTB)
- › Tour Operators see a shift to more online sales
- › Tour Operators are using travel sites and social media to introduce destinations and experiences instead of relying on traditional paper brochures
- › Major Travel Agencies have started to sell package tours to Hawaii. This occurred after the Japanese government lowered the travel warning from Level 3 to Level 2 for the U.S.
- › Package Tours including Ontario fall colours and Niagara Falls are being sold by various Tour Operators
- › FIT and small group tours are expected to grow
- › Travelers will look for themed itineraries based on their own hobbies and interests (i.e. local food experience and hiking), therefore Trade are looking for more themed experiences
- › Traditional average one week trip length will remain the same
- › “New Normal” and safety protocols very important



### POTENTIAL FOR ONTARIO

- › Confidence in Canada’s handling of the Pandemic
- › Reputation as safe and secure, health conscious and welcoming destination
- › Canada is known to have a low-density population and to be filled with beautiful nature
- › Continue to strongly emphasise the messaging above
- › Strong sales potential of tours which combine Niagara Falls and other Ontario destinations

DESTINATION ONTARIO JAPAN WEBINAR | VIRTUAL  
NOVEMBER 28, 2022

Destination Ontario coordinated an online webinar for Japanese Tour Operators and Receptives and invited 3 Ontario destinations to present New Product updates.

DNO did a 15 minute presentation to the **71 participants**, that included representatives from the following companies:

- |   |                                  |
|---|----------------------------------|
| 1. Aeon Compass                           | 21. Maple Fun Tours Ltd          |
| 2. Air Canada                             | 22. Miki Tourist                 |
| 3. Asahi Aviation Corporation             | 23. MLI                          |
| 4. Asahi Shimbun Publications             | 24. Morishita Travel             |
| 5. Aviation Newspaper                     | 25. New Creative Tours           |
| 6. Canada Tour System Inc.                | 26. Nippon Express               |
| 7. Canadian Network                       | 27. Okinawa Tourist              |
| 8. FERROW TRAVEL                          | 28. OSAKA TRAVEL                 |
| 9. Hankyu Travel International            | 29. Shonan Travel Plaza          |
| 10. Harukaze Travel Agency                | 30. Skyland Tours Ltd.           |
| 11. Heiwa ITC                             | 31. Sogo Tour System             |
| 12. HIS Canada                            | 32. S Planner                    |
| 13. ISM                                   | 33. Tobu Top Tours Co.,LTD.      |
| 14. JALPAK Co.,LTD..                      | 34. Tour Planner K               |
| 15. Japan Pacific Travel Service, Inc.    | 35. Toyota Tourist International |
| 16. JTB Corp.                             | 36. Travel Pro International     |
| 17. KIE CANADA                            | 37. Travel Wee                   |
| 18. Kinki Nippon Tourist                  | 38. VELTRA Corporation           |
| 19. Kintetsu International Express Canada | 39. Web Travel                   |
| 20. Maple Fun Enterprises                 | 40. WORLD EXPRESS                |

A formal follow up to each participant enabled DNO to provide a link to the travel trade web portal, along with more detailed information about the new products and experiences that were presented.







# China



## MARKET OVERVIEW

The following market updates were provided by Destination Ontario as of May 2022:



### CONSUMER TRENDS

- › Strong desire for outbound travel, supported by the large population base, urbanization and better economic conditions
- › Travel is the second most popular leisure activity among Chinese high net worth individuals, and it ranks as one of the top areas that this target group plans to increase spending in the next 3 years
- › Trends observed in the domestic travel segment
  - Customized travel, luxury, quality travel
  - Increased emphasis on privacy, fly/drive, RV and camping are increasing in popularity
  - Increased interest in nature, outdoors and healthy lifestyle
  - Family travel increasing exponentially
- › When International travel resumes, a high priority will be placed on safety, handling of the Pandemic and hospitality to Chinese visitors
- › Technology enables travel
  - Contactless consumption
  - Mobile payment
  - Apps – mini program
  - Virtual travel, short video
  - Livestream
  - Online travel booking users (367 million)
- › Generation Z
  - Major driver of consumption growth (260 million)
  - Significant influence from TV shows, movies and celebrity idols
  - DAKA: check-in style travel and online sharing
  - Social media oriented, social-worthy and influenced by personal interests
  - Booking on smart phones





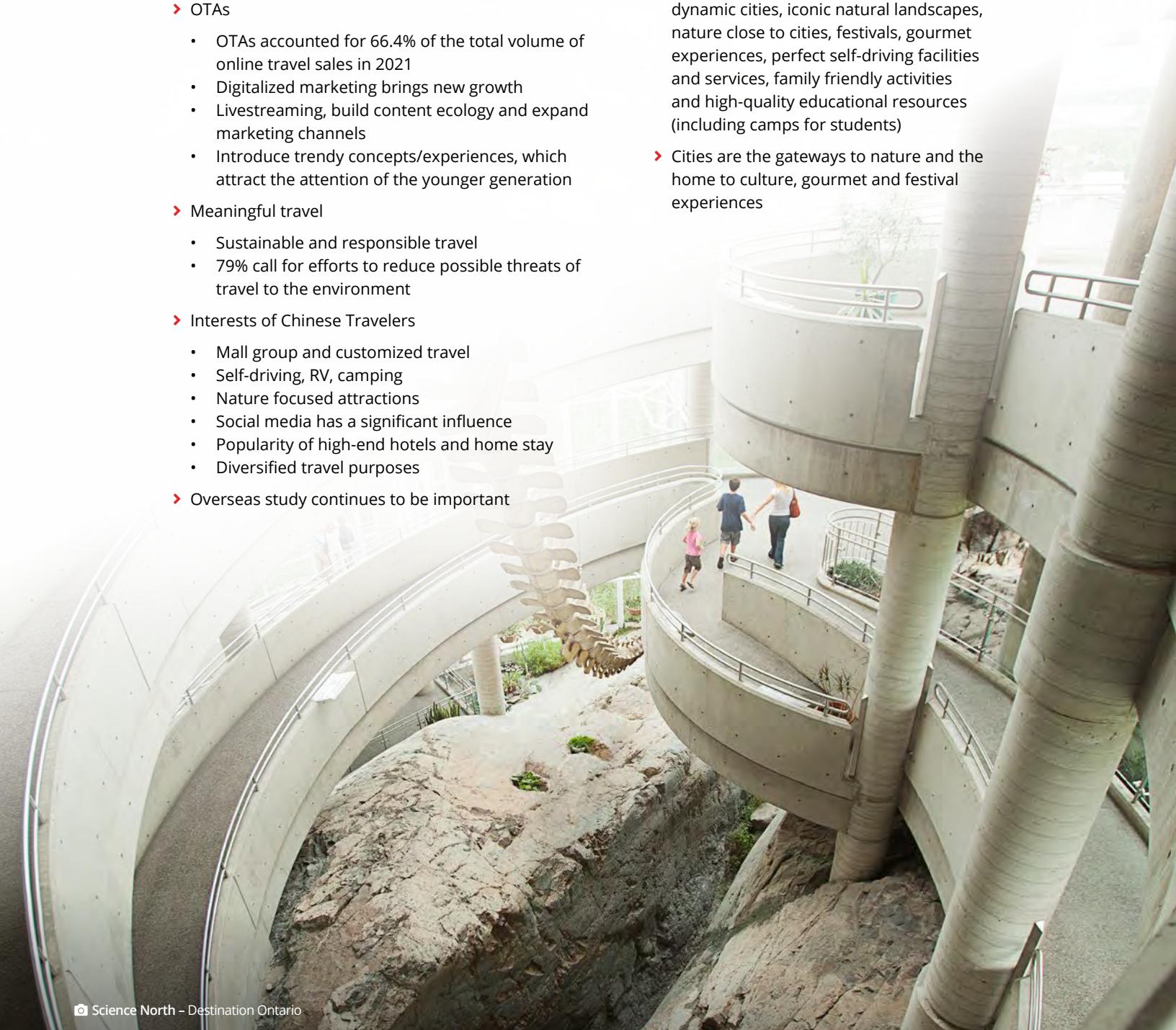
TRAVEL TRADE SNAPSHOT

- › Traditional Tour Operators
  - “Self-survival” mode, optimized outbound department by minimizing their core team
  - Shift to domestic tourism, developing side businesses
  - Developing new products related with new “field”
- › OTAs
  - OTAs accounted for 66.4% of the total volume of online travel sales in 2021
  - Digitalized marketing brings new growth
  - Livestreaming, build content ecology and expand marketing channels
  - Introduce trendy concepts/experiences, which attract the attention of the younger generation
- › Meaningful travel
  - Sustainable and responsible travel
  - 79% call for efforts to reduce possible threats of travel to the environment
- › Interests of Chinese Travelers
  - Mall group and customized travel
  - Self-driving, RV, camping
  - Nature focused attractions
  - Social media has a significant influence
  - Popularity of high-end hotels and home stay
  - Diversified travel purposes
- › Overseas study continues to be important



POTENTIAL FOR ONTARIO

- › Canada has a reputation as a friendly and safe destination
- › Flights between Ontario and 3 gateway cities have gradually returned
- › Ontario offers diverse experiences that are of interest to Chinese tourists, such as dynamic cities, iconic natural landscapes, nature close to cities, festivals, gourmet experiences, perfect self-driving facilities and services, family friendly activities and high-quality educational resources (including camps for students)
- › Cities are the gateways to nature and the home to culture, gourmet and festival experiences



## Marketplaces & Webinars

### DESTINATION CANADA/CITAP PRESENTATION | VIRTUAL OCTOBER 20, 2022

This was a virtual training webinar, coordinated by Destination Canada and CITAP. Destination Northern Ontario provided new products and experiences as part of the Destination Ontario presentation to Chinese Tour Operators.

### DESTINATION ONTARIO | VIDEO PRESENTATION DECEMBER 8, 2022

Destination Northern Ontario was invited to be part of an Ontario video presentation to Chinese Tour Operators. Other Ontario participants included: Toronto, Ottawa and Niagara Falls.

DNO developed four 1-minute videos highlighting: Touring Routes, Heritage and Culture, Outdoor and Cities/Attractions. These videos were shared with **over 150 Chinese buyers**.



## South Korea



### MARKET OVERVIEW

\*\* Destination Ontario did not prioritize this market for the 2022/23 fiscal year. As such, there was no market data provided and there were no marketplaces or trade missions undertaken.

This market will be revisited in the 2023/24 fiscal year.

# Other International

## Marketplaces & Webinars

RENDEZ-VOUS CANADA | TORONTO | MAY 24-28, 2022

Destination Northern Ontario was a Gold Sponsor at the first “in-person” Rendezvous Canada since 2019. Working with TIAC, the sponsorship was for one of the Networking Zones on the marketplace floor, which included a 20’ x 40’ booth space.



The booth had a distinct Northern Ontario flavour, with a backdrop featuring images from across the north, and various sitting areas with Muskoka Chairs, so that buyers could visit the booth throughout the event. Attracting visitors to the booth was ongoing coffee service, food and refreshment service throughout the day.

A 70” touch screen TV monitor enabled DNO to highlight the Travel Trade web portal and allowed buyers to scroll through the various touring routes and get detailed information about products and experiences for use in future itineraries.

Specially made coffee mugs with Northern Ontario attractions were distributed to booth visitors, along with the wooden key fobs. These items became popular items with the buyers.



↑ Custom Northern Ontario themed mugs



↑ Wooden key fobs

Copies of the Northern Ontario Travel Trade guide and the RV Touring guide were distributed at the booth.

Over the course of the event, over 250 buyers and suppliers visited the booth and had a chance to interact with the DNO staff that worked the event.

Regional DMO partners, including Northeastern Ontario, Tourism Sault Ste. Marie, Algoma Country, and Tourism Thunder Bay all sent representatives to RVC, and each of them had a combined 140 one on one appointments with key buyers, allowing them to provide detailed information about products and experiences across the north.

Additionally, DNO worked with Baxter Travel Media to co-host the “Office Event”, which was one of the opening receptions held at the new Toronto attraction – Little Canada. The event attracted over 400 participants and provided a good branding opportunity for Destination Northern Ontario.

Follow up with additional information will help build relationships with these companies, and ultimately generate business to Northern Ontario and a number of private operators that are market ready for International visitors.



↑ Northern Ontario ITT Guide



↑ Ontario RV Touring Fact Sheets



↑ Explore Ontario RV Touring Guide



# Canada

OMCA – ONTARIO MOTORCOACH MARKETPLACE  
 NIAGARA FALLS | NOVEMBER 12-15, 2022



This annual marketplace brings together about 60, mostly Ontario based Group Tour Operators and 200 suppliers from across the province, for a series of one-on-one meetings. For 25 years, a collaboration of Northern Ontario DMOs have been attending the marketplace and sponsoring a “Buyers Breakfast”, which provides an opportunity to present new and unique Northern Ontario products and experiences to the attending Tour Operators.

For the first time since 2019, this marketplace was held as a live event. From Northern Ontario Sudbury Tourism, Thunder Bay Tourism and Tourism Sault Ste. Marie participated as appointment takers.

Destination Northern Ontario continued to support these DMOs and collectively hosted the annual “Buyers Breakfast”. This still allowed for a 15 minute video/slide presentation, once again highlighting Northern products. The feedback from the Operators was very positive and the Sault Ste. Marie, Thunder Bay and Sudbury representatives indicated that the Tour Operators that they had meetings with all appreciated the ongoing support from Northern Ontario, and had considerable interest in the products and experiences in the north.

As part of the sponsorship, DNO had a booth on the marketplace floor for the duration of the event. Copies of the Northern Ontario Travel Trade guide and the wooden key fobs were distributed at the booth.

Between the two DMOs, they met with 42 Tour Operators, throughout the course of the marketplace.

Email follow up to each Tour Operator contact was undertaken within 2 weeks of the marketplace, providing additional details about Northern Ontario experiences, and a link to the new Travel Trade web portal, as well as answering any questions Tour Operators may have had during their appointment.



# United States

NTA-NATIONAL TOUR ASSOCIATION MARKETPLACE  
RENO, NEVADA | NOVEMBER 12-15, 2022



The NTA Marketplace is held annually at a different U.S. city, and brings together over 800 suppliers from across North America, with over 400 Tour Operators and Motorcoach companies, mainly from the U.S. and Canada, but also a included several International Operators as well.

The 2023 Marketplace was held in Reno, Nevada, and had a real sense of renewal and hope, as the tourism industry started to collectively put the Pandemic behind them and reflected a confidence level in travel returning.

Destination Northern Ontario entered into a Sponsorship Agreement with NTA, which saw DNO sponsor the delegate “Refreshment Station”. This sponsorship provided DNO with a 10’ x 20’ booth on the marketplace floor in a key high traffic area. The refreshment station ensured a high level of daily visitation to the booth.

The sponsorship also included DNO logo placement on a variety of promotional materials, as well as on signage throughout the marketplace floor. Additionally Northern Ontario was mentioned in the NTA online publication “Courier Magazine”.

An eye-catching 20’ x 8’ mural was developed for the booth space, featuring hi res images of key

Northern Ontario attractions and experiences. Although options were quite limited, a “Northern” theme was utilized for the booth, that included Muskoka Chairs.

An updated Northern Ontario Group Tour guide was distributed at the booth, and the Northern Ontario wooden key tags were also given away to the Tour Operators that visited.

Two DNO staff representatives worked the booth throughout the event.

During the course of the marketplace over 230 Tour Operators and Motorcoach Company representatives visited the Northern Ontario booth. There was considerable interest in the products and experiences available in Northern Ontario.

Follow up with those that visited allowed for DNO to e mail a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.

AMERICAN BUS ASSOC. MARKETPLACE  
DETROIT, MICHIGAN | FEBRUARY 3-7, 2023



The American Bus Association Marketplace is held annually, and hosted by a different U.S. city each year. The 2023 version was held in Detroit, Michigan. And similar to the NTA marketplace, held a few months earlier, there was a real sense of hope and renewal among tourism industry members, as the impact of the Pandemic was rapidly diminishing and interest in travel was renewed.

This is the largest of the Group Tour marketplaces and traditionally brings together over 1,800 suppliers from around North America, with over 500 Tour Operators and Motorcoach companies from both Canada and the U.S.

Destination Northern Ontario sponsored the Opening Reception on the marketplace floor. During this event, Destination Northern Ontario received brand recognition as a sponsor. The sponsorship also provided DNO with a 10' x 20' booth on the marketplace floor. With more decorating options, there was the ability to carry on with the "Northern" theme that was used at Rendezvous Canada and to a lesser degree at the NTA Marketplace.

The DNO logo was also featured throughout the Marketplace, as well as in all ABA communications prior to and during the event.

The 20' x 8' photo banner was utilized as a backdrop and the black and red plaid theme was used on the booth chairs and tables.

Once again, the newly published Group Tour Guide was distributed at the booth, along with the wooden Northern Ontario key tags.

Two DNO staff representatives worked the booth throughout the event.

During the course of the marketplace over 300 Tour Operators and Motorcoach Company representatives visited the Northern Ontario booth.



There was considerable interest in the products and experiences available in Northern Ontario. Follow up with those that visited allowed for DNO to email a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.

Shortly after the conclusion of the marketplace, the Editor of Group Tour Magazine contacted DNO to develop a full page article about Northern Ontario experiences that will be featured in the April/May edition. This magazine is distributed in hard copy and online to hundreds of Tour Operators and Motorcoach companies around North America.

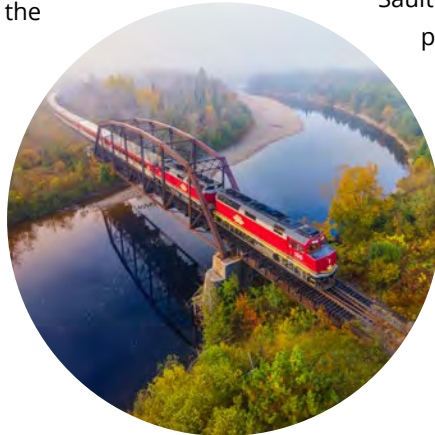
During the marketplace Ian McMillan did an online interview with the Executive Director of the Colorado Model Railroad Museum, who stopped by the DNO booth when she saw the

large photo of the Agawa Canyon Tour Train and instantly recognized the equipment as coming from Colorado.

The interview touched on how Tourism Sault Ste. Marie worked with CN Rail to purchase the Denver "Ski Train" and bring it to Northern Ontario to be refurbished.

Follow up with those that visited allowed for DNO to email a link to the Northern Ontario Travel Trade Web Portal, along with providing digital versions of the sub-regional brochures.

Shortly after the conclusion of the marketplace, the Editor of the ABA Magazine "Destinations" contacted McMillan to develop a full page article about Northern Ontario experiences that will be featured in the April/May edition. This magazine is distributed in hard copy and online to thousands of Tour Operators and Motorcoach companies around North America.



↑ 1/2 page ad in Group Tour Magazine



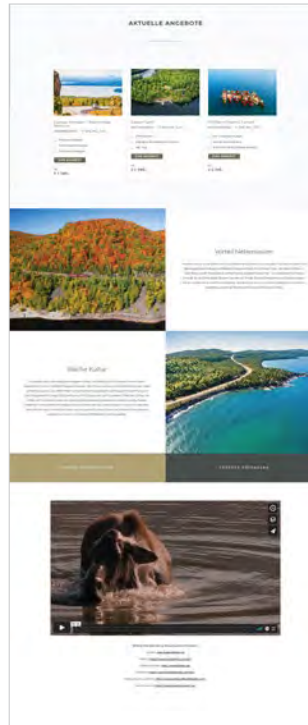
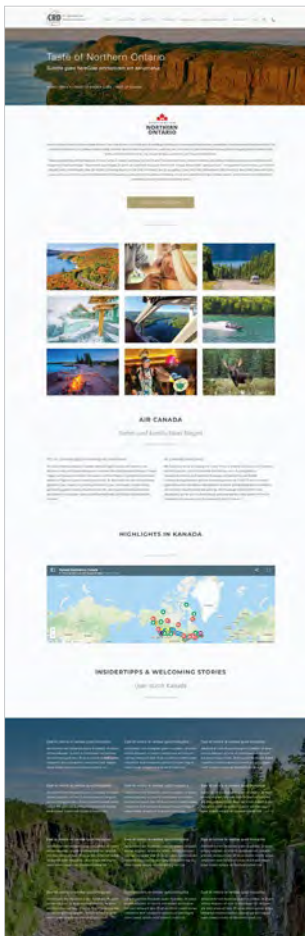
↑ Destination Northern Ontario article in "Destinations" magazine

# Joint Marketing Agreements

## CRD & SK TOURISTIK

**CRD and SK Touristik:** In partnership with Destination Ontario, Destination Northern Ontario entered into a Joint marketing agreement with two of Germany's top Tour Operators - CRD, and SK Touristik, so as to collaboratively feature Northern Ontario products and experiences in their future itineraries.

This unique opportunity enabled Northern Ontario to be featured on the home page of these Tour Operator's web portals for a full month (April), showcasing Touring Routes, products and experiences that are unique to the north.



↑ CRD Campaign

The online marketing campaign, under the slogan “A Taste of Northern Ontario” was a comprehensive sub-page that provided a lot of interesting and inspiring content about Northern Ontario. With the help of creative web tools, as well as relevant web channels, Northern Ontario was presented in an interactive and outstanding way. Moreover, emotions were created and travellers were virtually transported via breathtaking images as well as an amazing video and insider tips. Several product offers that served as samples to explore Northern Ontario were also added as a call to action and sales incentive.



## Objectives



Increase/raise awareness of Northern Ontario as a great and varied travel destination



Generate requests for further information from German consumers



Raise awareness of private sector partner products and experiences



Increase number of bookings, room nights and length of stay in Northern Ontario

This web portal page contained multiple sections (text passages, mouse overs, product offers, video, image gallery and a map of Northern Ontario).

Both Operators indicated significant interest from their respective customers about future trips to Northern Ontario as a result of these partnerships. Future tariffs from both companies will be monitored to gauge how many Northern Ontario products and experiences will be featured.

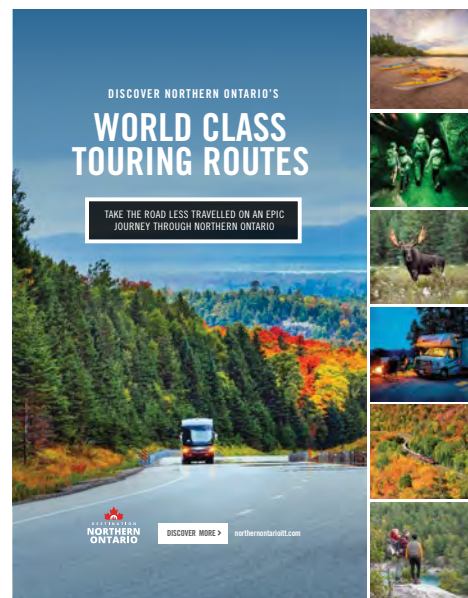
## JONVIEW CANADA

For a second year, Destination Northern Ontario entered into an agreement with the largest inbound Receptive Operator in Canada – Jonview, who represent clients from the key markets of Germany and the U.K. as well as several other European countries.

A full page advertisement, highlighting Northern Ontario was taken out in their 2022/223 tariff, which is widely distributed throughout the key markets.

One of the main itineraries that Jonview featured in their Tariff was a 14-day fly/drive program called ‘Great Lakes Treasures’. This itinerary, starts in Toronto and includes overnight stops in Killarney, Timmins, Wawa, Sault Ste. Marie, Manitoulin Island and features Northern Ontario products and experiences such as: the Agawa Canyon Train Tour, Lake Superior Provincial Park, Cedar Meadows Resort, Wikwemikoong Unceded Territory, and hotel/motel properties all along the way.

Additionally, as part of the partnership, Destination Northern Ontario representatives provide updates to key Jonview staff on a regular basis, and discuss developing new product offerings for coming years.



↑ Full Page Jonview Ad

# FAM Tours

[ Familiarization Tours ]



## RENDEZ-VOUS CANADA – POST EVENT FAM MAY 28 – JUNE 2, 2022

Immediately following the Rendezvous Canada event in Toronto, Destination Northern Ontario hosted a multi-day FAM tour that included the following participants:

The Group Travel marketplaces all returned to in-person events in 2022/23.

Jonview Canada	Inbound Receptive (representing Germany, U.K. France)
ICONN Travel	Tour Operator – Mexico
Major Travel	Tour Operator – U.K.
TPI Global	Inbound Receptive (representing China)
Pitch By Magazine	Travel Media – Korea



<p><b>DAY 02</b>   SUDBURY   MAY 28, 2022   Science &amp; Innovation</p> <p><b>SUDBURY</b></p> <p><b>7:30 a.m.</b> Breakfast at Hotel (Hampson Inn)</p> <p><b>8:30 a.m.</b> Depart for Sudbury</p> <p><b>10:00 a.m.</b> Arrive at Science North Science North is an interactive science museum, and consists of two wood-frame buildings on the southwestern shore of Ramsey Lake, just south of the downtown core, offering interactive displays and an IMAX Theatre. The wood-frame buildings are connected by a rock tunnel, which passes through a billion-year-old granite rock.</p> <p>Contact: Laura Helling / Tel: (705) 875-1980 or Johanna Galvin / Tel: (416) 230-2172</p> <p><b>11:30 a.m.</b> Depart for Lunch at Di Gusto Restaurant</p> <p><b>1:00 p.m.</b> Board Bus for departure</p> <p><b>1:15 p.m.</b> Stop at Big Nickel for Photo The Big Nickel is a nine metre (29 ft) replica of a 1951 Canadian nickel, located at the grounds of the Ontario Earth Science Museum in Greater Sudbury, Ontario, Canada, and is the world's largest coin.</p> <p>Contact: Julia Raska / Tel: (705) 562-5122</p>	<p><b>DAY 02</b>   SUDBURY   MAY 29, 2022   Sudbury / Manitoulin Island</p> <p><b>MANITOULIN ISLAND</b></p> <p><b>1:30 p.m.</b> Depart for Manitoulin Island</p> <p><b>3:00 p.m.</b> Check into Manitoulin Hotel &amp; Conference Centre Contact: Cindy Chiswell - General Manager Tel: (705) 369-9988 ext 200 / Email: gm@manitoulinhotel.com</p> <p><b>3:30 p.m.</b> Depart Hotel</p> <p><b>3:30 p.m.</b> Wiiswaning Indigenous Tourism Experience Manitowish Art Gallery Manitowish (Anishinaabe) Artist: James Simon Manitowish, who will provide an introduction to his gallery and original art works.</p> <p><b>4:00 p.m.</b> Delightful Dining Centre Welcome by Delightful dining staff and guided tour of facility.</p> <p><b>4:30 p.m.</b> Rainbow Ridge Golf Course Watch your performance and enjoy playing including with Anishinaabe inspired custom teepee games.</p> <p>Contact: Naima Manitowish, Tourism Park Administrator / Tel: (705) 282-7789</p> <p><b>6:00 p.m.</b> Depart for Hotel (Manitoulin Hotel &amp; Conference Centre)</p> <p><b>7:30 p.m.</b> Dinner at Hotel (North of 46 Restaurant)</p>
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↑ Printed RVC FAM Tour Itinerary

## ITINERARY DETAILS

### DAY 1 – MAY 28

Depart Hotel (Royal York)	8:00 a.m.
Arrive at Voyageur Quest	12:00 p.m.

Voyageur Quest offers award winning Algonquin Park canoe trips and lodge based eco adventures. Algonquin canoe trips focus on wildlife viewing, camping, outstanding gourmet meals, superior guides and memorable campsites. Algonquin lodge based canoeing, hiking and wildlife interpretation takes place out of our three lodges, the Algonquin Log Cabins and Algonquin Park Cottages. Visitors can have an active and fun Algonquin adventure, with the comfort of a lodge at the end of the day.

Lunch	
Depart for North Bay	3:30 p.m.
Arrive in North Bay	5:00 p.m.
Check into Hotel (Hampton Inn)	5:00 p.m.
Brewery Tour (Gateway City)	6:00 p.m.
Dinner (Lot 88 Steak House)	7:00 p.m.
Back to Hotel	8:30 p.m.
** Optional Cascades Casino	8:30 pm – 10:00 p.m.

### DAY 2 – MAY 29

Breakfast (Hampton Inn)	7:30 a.m.
Depart for Sudbury	8:30 a.m.
Arrive at Science North	10:00 a.m.

Science North is an interactive science museum, and consists of two snowflake-shaped buildings on the southwestern shore of Ramsey Lake, just south of the downtown core, offering interactive displays and an IMAX theatre. The snowflake buildings are connected by a rock tunnel, which passes through a billion-year-old geologic fault.

Depart for Lunch (Gusto's)	11:30 a.m.
Board Bus for departure	1:00 p.m.
Stop at Big Nickel for Photo	1:15 p.m.
Depart for Manitoulin Island	1:30 p.m.
Check into Manitoulin Hotel & Conference Centre	3:00 p.m.
Depart for Wikwemikong Tourism	3:30 p.m.

ITINERARY DETAILS

**WIKWEMIKONG TOURISM EXPERIENCE**

**1836 Historic Site (2 o'clock lookout)**

Welcomed by Wikwemikong Tourism step-on guide  
 Guide provides introduction to "The Unceded Journey" historical tour with the 1836 and so-called 1862 treaties of Odawa Mnis (Manitoulin Island). Explanation.

**Holy Cross Mission Church and Ruins**

Guests stay on the bus and view church and ruins. Guide explains what tour guests can expect to see/hear/do while at the ruins and church.

**Bebamikawe Memorial Trail site visit**—guides will provide overview of our clan systems and what visitors can expect on the Making Footprints Guided Hike, and Culinary Tours where you forage for fresh ingredients cooked over an open fire at the Outdoor Kitchen Facility.

**Mishibinjima Art Gallery.** Meet world renowned Anishnaabek Painter, James Simon Mishibinjima, who will provide an introduction to his gallery and original art works. **Debajehmujig Creation Centre**—Welcomed by Debajehmujig staff who provide guided tour of facility.

1645 Move to meet our partners at Rainbow Ridge Golf for a hand drum performance and storytelling concluding with Anishnaabek inspired cuisine sampler platters with explanations of various menu options that are available.

Depart for Hotel	6:00 p.m.
Dinner (at Hotel)	7:30 p.m.

**DAY 3 - MAY 30**

Breakfast (Manitoulin Hotel)	7:30 a.m.
Depart for Sault Ste. Marie	8:30 a.m.
Arrive in Sault Ste. Marie / Lunch (Canal District Restaurant)	12:00 p.m.
Tour of Agawa Train Depot	1:30 p.m.
Parks Canada Canal Tour	2:00 p.m.
Canadian Bushplane Heritage Centre / Entomica	3:00 p.m.
Check into hotel (Quality Inn)	5:00 p.m.
Dinner (Ermatinger-Clergue site)	6:30 p.m.
Return to Hotel (Quality Inn)	8:30 p.m.



## ITINERARY DETAILS

### DAY 4 - MAY 31

Breakfast (at hotel)	7:30 a.m.
Depart for Wawa	8:30 a.m.
Stop at Lake Superior Visitor Centre	10:00 a.m.
Lunch at Naturally Superior Adventures	12:00 p.m.
Afternoon paddling on Lake Superior	1:00 p.m.
Depart for Wawa	4:30 p.m.
Check into hotel (Wawa Motor Inn)	5:00 p.m.
Dinner (Kinniwabi Pines)	6:00 p.m.
Back to hotel (Wawa Motor Inn)	7:30 p.m.

### DAY 5 - JUNE 1

Breakfast (Wawa Motor Inn)	8:00 a.m.
Wawa Tour (Soul of Superior)	9:00 a.m.
Depart for Sault Ste. Marie	10:00 a.m.
Arrive at Agawa Pictographs	11:00 a.m.
Depart for Batchawana Bay	12:30 p.m.
Lunch at The Voyageurs' Lodge	1:30 p.m.
Depart for Sault Ste. Marie	2:30 p.m.
Check into Hotel (Quality Inn)	4:00 p.m.
Dinner (Peace Restaurant)	6:00 p.m.
Back to Hotel (Quality Inn)	8:00 p.m.

### DAY 6 - JUNE 2

Breakfast at Hotel (Quality Inn)	8:00 a.m.
Depart of Saut Ste. Marie Airport	



GERMAN TRAVEL MEDIA FAM – STEFAN NINK | AUGUST 5-10, 2022

In cooperation with Destination Canada and Destination Ontario, Destination Northern Ontario hosted an influential German Travel Media representative – Stefan Nink from August 5-10, 2022.

ITINERARY DETAILS

**DAY 1 – AUGUST 5**

10:22 am Arrive in Sault Ste. Marie – Air Canada Flight # AC 8197

Pick up rental car at airport / Check into hotel – Quality Inn

Lunch with local tourism (review next day's activities)

Visit Art Gallery of Algoma

Dinner and Overnight at local hotel – Quality Inn

**DAY 2 – AUGUST 6**

Breakfast at Hotel

7:30 am arrive at Agawa Canyon Tour Train Depot (full day on train)

6:00 pm arrive back in Sault Ste. Marie

Dinner and Overnight at local hotel – Quality Inn

**DAY 3 – AUGUST 7**

Breakfast at hotel

9:00 am – drive north on Highway 17 (Trans Canada Highway)

Variety of Group of 7 painting sites along the route

Mid afternoon – arrive at Naturally Superior Adventures (afternoon kayaking option)

Dinner and Overnight in Geo- Dome





**ITINERARY DETAILS**

**DAY 4 – AUGUST 8**

Breakfast at lodge + optional kayak paddle

10:00 am depart for Forest the Canoe

Arrive at Lake Mijinimungshing (Lake Superior Provincial Park)

Depart on canoe camping excursion

Overnight in tent at backcountry campsite

**DAY 5 – AUGUST 9**

Paddle back to Hwy 17 parking area

Drive back along Lake Superior to Sault Ste. Marie (with stops along the way)

Suggested stops: Agawa Rock Pictographs / Voyageur Cookhouse and Lodge

Arrive back in Sault Ste. Marie

**DAY 6 – AUGUST 10**

Return flight to Toronto



↑ As a result of the FAM trip, several media articles were published in key German magazines and newspapers. These articles have a PR value of over \$650,000.00 Cdn.

# Other Components

## Travel Trade Web Portal:

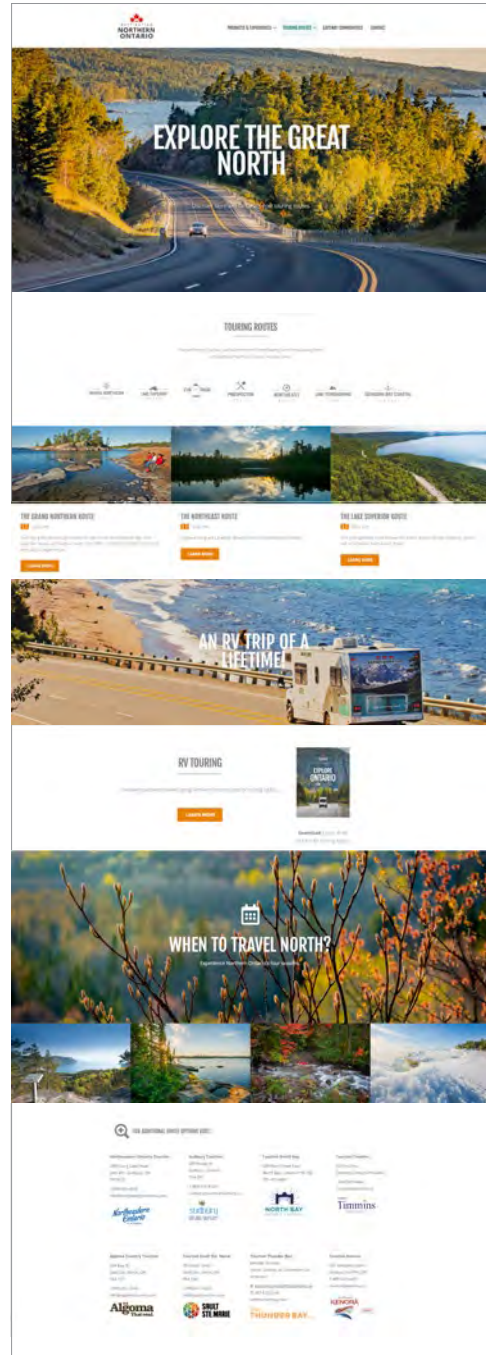
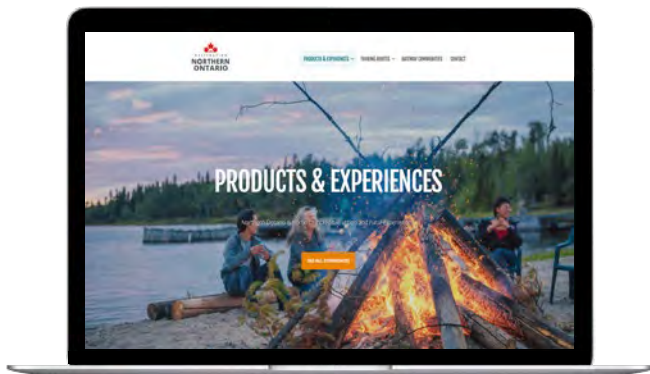
Enhancements of the Northern Ontario International Travel Trade Web Portal continued in 2022/23, highlighting the key destinations, products and experiences across the north.

A key focus of the portal was on the Touring Routes, and to that end, over the past two years, themed touring routes were developed. These routes established detailed itineraries that link International travellers coming into Toronto, Detroit or Chicago with Northern Ontario.

High resolution photos and video clips populate the site, allowing Tour Operators use for their respective catalogues and web sites.

Experiences across the North are featured with a focus on Ontario Signature Experience and Canadian Signature Experience products, which have been certified as “export ready” for the International markets.

Northern Ontario cities are also featured with accommodations, dining and attractions. In the coming year, Indigenous and Francophone experiences will also be highlighted along each touring route.



↑ [northernontarioitt.com](http://northernontarioitt.com)

## RV Touring Itineraries Guidebook:

The RV Touring Guidebook was originally produced in 2019, specifically for the RV touring market in partnership with the RV Rental Association of Canada. It has become a critical collateral piece for distribution at Travel Trade Marketplaces in Germany and the U.K. and was used as a major collateral piece at Rendezvous Canada.

It has since been reproduced with additional routes included, and is now expanding to include Southern Ontario routes, in partnership with Destination Ontario.

### THE GUIDE NOW FEATURES 3 MAIN NORTHERN ONTARIO TOURING ROUTES:

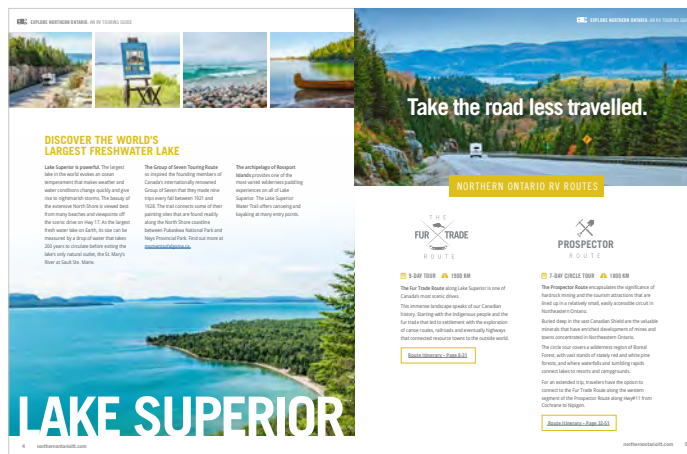
**The "Fur Trade" Route** – a 9-day itinerary that starts in Toronto and routes through; Parry Sound, Sudbury, Sault Ste. Marie, Wawa, Nipigon, Thunder Bay, Fort Francis and Kenora.

**The "Prospector" Route** – a 7-day itinerary that starts in Toronto and routes through; Huntsville, North Bay, Temagami, Temiskaming Shores, Iroquois Falls, Timmins and Killarney. An optional extension has been added to this route connecting the Prospector Route from Cochrane to the Fur Trade Route in Nipigon.

**The "Heart of Canada" Route** – is the newest route to be added to the guide and features a multi-day itinerary from Winnipeg, Manitoba to Thunder Bay, Ontario.

**The guide also features several optional alternative routes + side routes throughout the region** – Including new routes in Northwest Ontario that cover the far northern reaches of the highway network between Thunder Bay and Kenora. A new connecting route was also developed between North Bay and Ottawa.

These routes highlight attractions, experiences and communities, along with camping sites and Provincial Parks along the way. Ongoing discussions with the RV Association of Canada to establish an RV staging station in Northern Ontario will augment this program considerably moving forward.



↑ Ontario RV Touring Guide

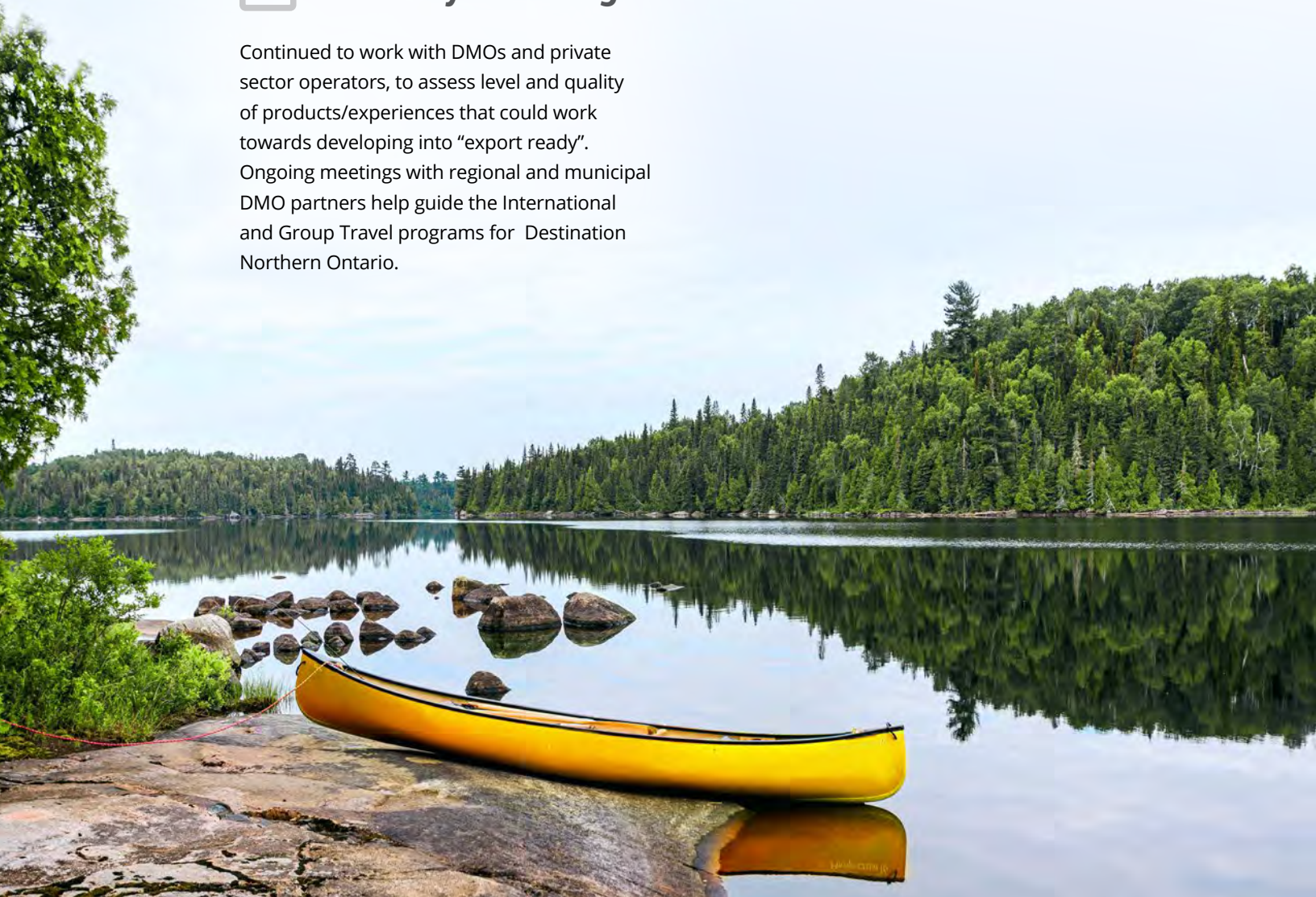
## **Marketplace Follow-up Constant Contact:**

From the Tour Operator data base that was developed from appointments at the various International “virtual” marketplaces attended in 2022/23, a continued “conversation” was developed, so that ongoing information about Northern Ontario products and experiences was provided.

Connecting Tour Operators with private sector partners will be the next step, so that direct discussions regarding rates and availability can be established.

## **Industry Training:**

Continued to work with DMOs and private sector operators, to assess level and quality of products/experiences that could work towards developing into “export ready”. Ongoing meetings with regional and municipal DMO partners help guide the International and Group Travel programs for Destination Northern Ontario.



**2022-23**

# Program Results

The following are results compared to the Outputs and Performance Measures, identified for the 2022/23 fiscal year of the International Market Development Program.

## Output 3 Itineraries Developed

Three new RV specific Itineraries were developed. The “Heart of Canada” route was completed. Two new routes were developed through Northwest Ontario that cover the far reaches of the highway network between Thunder Bay and Kenora. A new connecting route was also developed from North Bay to Ottawa.

🛠️ **Target:** Achieved

## Output 1 Industry Workshops Hosted

Through the TEN program, one International workshop was developed, to be hosted in Toronto, but due to ongoing COVID and travel issues, this was cancelled.

🛠️ **Target:** Not Achieved

## Output All ITT Marketing Assets Updated

1. Updated the RV Touring Itinerary Guide, to include Southern Ontario touring routes and additional Northern Ontario routes + a new connecting route.
2. Developed new pan-Northern Group Tour Guide
3. Updated the Pan-Northern ITT Guide
4. Enhanced and upgraded the dedicated IT Web Portal( [www.northernontarioitt.com](http://www.northernontarioitt.com))

🛠️ **Target:** Achieved

## Output 3 “Virtual” International Marketplaces Attended

**Attended the following “virtual” marketplaces:**

- |  |             |
|--|-------------|
| 1. Canada Specialist Expo (virtual)                | U.K Germany |
| 2. Canada Road trip   Specialist Webinar (virtual) | Germany     |
| 3. DO Japanese Webinar (virtual)                   | Japan       |
| 4. DC/DO Chinese Videos (virtual)                  | China       |

🛠️ **Target:** Achieved

**Output** 2 Canadian based International Marketplaces Attended

**Participated in the following marketplaces**

- 1. Rendezvous Canada. International Tour Operators

⚠ **Target:** Not Achieved

**Output** 3 Group Travel Marketplaces Attended

**Participated in the following marketplaces**

- |  |                           |
|--|---------------------------|
| 1. Ontario Motorcoach Marketplace        | Ontario Tour Operators    |
| 2. National Tour Association Marketplace | U.S. based Tour Operators |
| 3. American Bus Association Marketplace  | U.S. based Tour Operators |

⚠ **Target:** Achieved

**Output** Host 2 ITT FAM Tours

**Participated in the following marketplaces**

- |                        |                        |
|------------------------|------------------------|
| 1. Post RVC FAM Tour   | 4 International buyers |
| 2. German Travel Media | 1 Travel Media         |

⚠ **Target:** Achieved

**Output** Host 3 “virtual” Product Team meetings/input sessions

3 Zoom meetings were held with Regional and Municipal DMO partners, for input in the International and Group Tour programs

⚠ **Target:** Achieved

# ATTRACTIONS ONTARIO Partnership Program

For the third year in a row, Destination Northern Ontario continued its partnership with Attractions Ontario and the Northern Ontario DMOs and sub-regions to increase the number of Northern attractions who were members of Attractions Ontario. This program enabled public and private sector attractions to take advantage of the various marketing opportunities offered by Attractions Ontario. In the past, Northern Ontario was considerably under represented from an attractions perspective.

## Membership Incentive Component

With the help of the Northern Ontario DMOs and sub-regions, Destination Northern Ontario was able to put into place a 3-year incentive program to increase the number of attractions that were members of Attractions Ontario.

The program provided financial assistance in bringing attractions to the table, in the following manner:

Year 1	Destination Northern Ontario and DMO share cost of membership
Year 2	DMO and attraction share cost of membership
Year 3	Attraction pays full cost of membership

By providing this incentive on a 3 year commitment, there were 45 new Northern Ontario attractions that participated in the program and became members of Attractions Ontario.

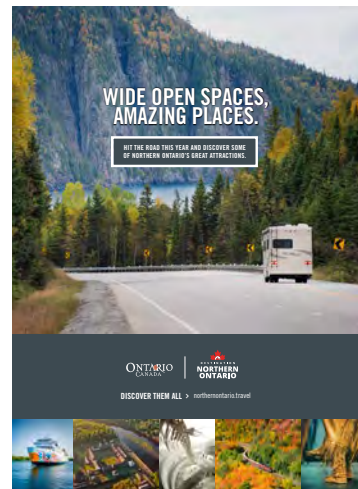
By having a significant increase in Northern Ontario attractions, it helped build out content in both the Attractions Ontario “Passport” as well as their web portal, helping ensure that Northern Ontario was prominently featured in both.

## Co-op Print Advertising Component

To support and bring more attention to the new Northern Ontario attractions that participated in the Attractions Ontario program, Destination Northern Ontario worked with the Northern DMO’s to secure a multiple page print advertising buy in the annual Attractions Ontario Passport, both the printed version and online.

Through this initiative, DNO was able to secure 2 pages in the Passport. The following DMOs participated in the ad campaign:

- Thunder Bay
- Sudbury
- Temiskaming Shores



↑ Attractions Ontario  
Passport Full Page Ad



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