

# REGIONAL TOURISM ORGANIZATION (RTO13)

Under the Provincial government's new direction for regional tourism in the Province of Ontario, one region has been established to represent Northern Ontario called RTO 13.



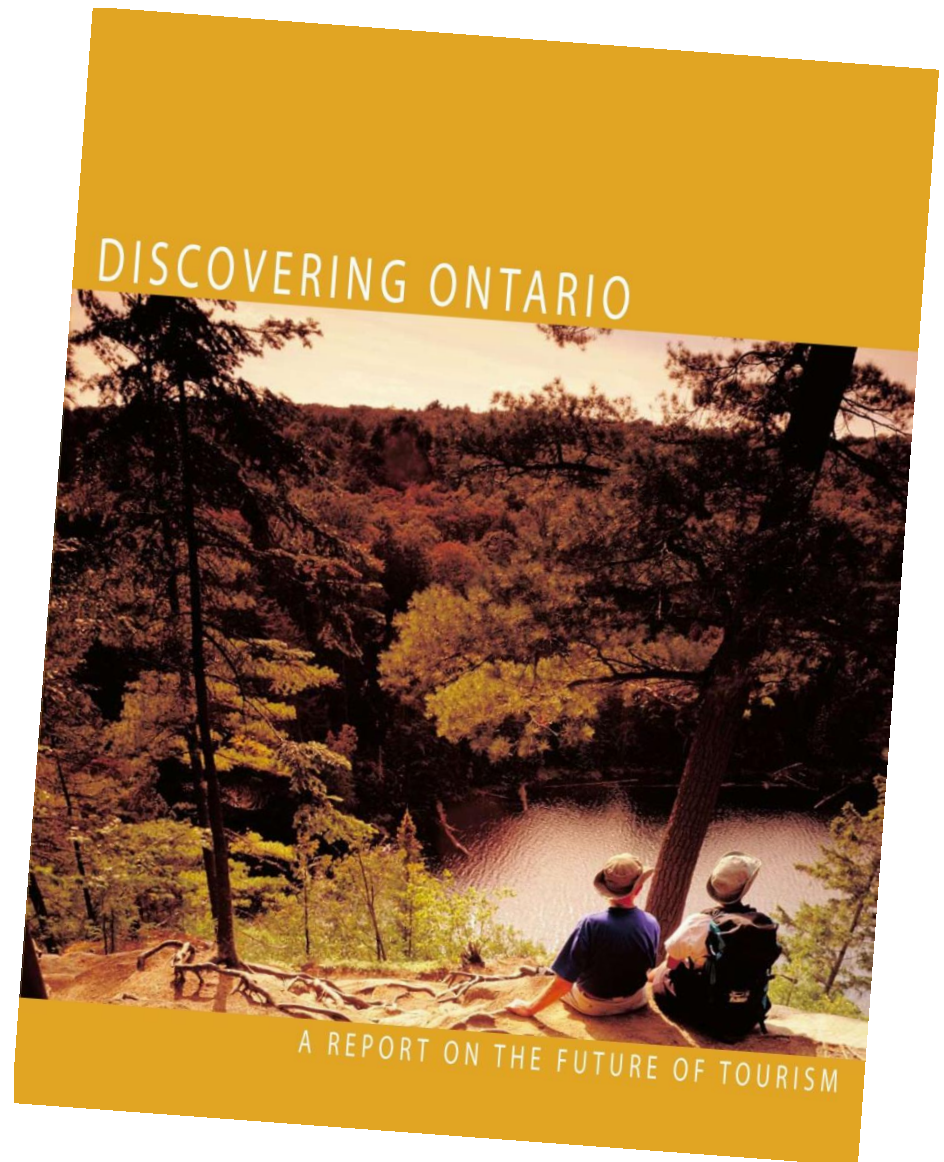
# Why RTO's

In February 2009, the Government of Ontario released Discovering Ontario: A report on the future of tourism.

Discovering Ontario is the result of the comprehensive Ontario Tourism Competitiveness Study led by Greg Sorbara, the MPP for Vaughan and former Finance Minister.

One of the twenty recommendations in the report was to develop tourism regions.

13 Regions created for the province.



# *Discovering Ontario Report Objectives*

Ontario will become one of the world's preferred places to visit. To get there, Ontario will aim to double tourism receipts by 2010.

1. Change how government and industry work together to develop tourism and foster economic growth.
2. Set new standards for success to become more internationally competitive.
3. Maximize the impact of private and public tourism investments on new and revitalized product across Ontario.
4. Reach out to consumers before they get here and once they arrive so that we can welcome more tourists to Ontario destinations and experiences.

# Regional Tourism Organization 13

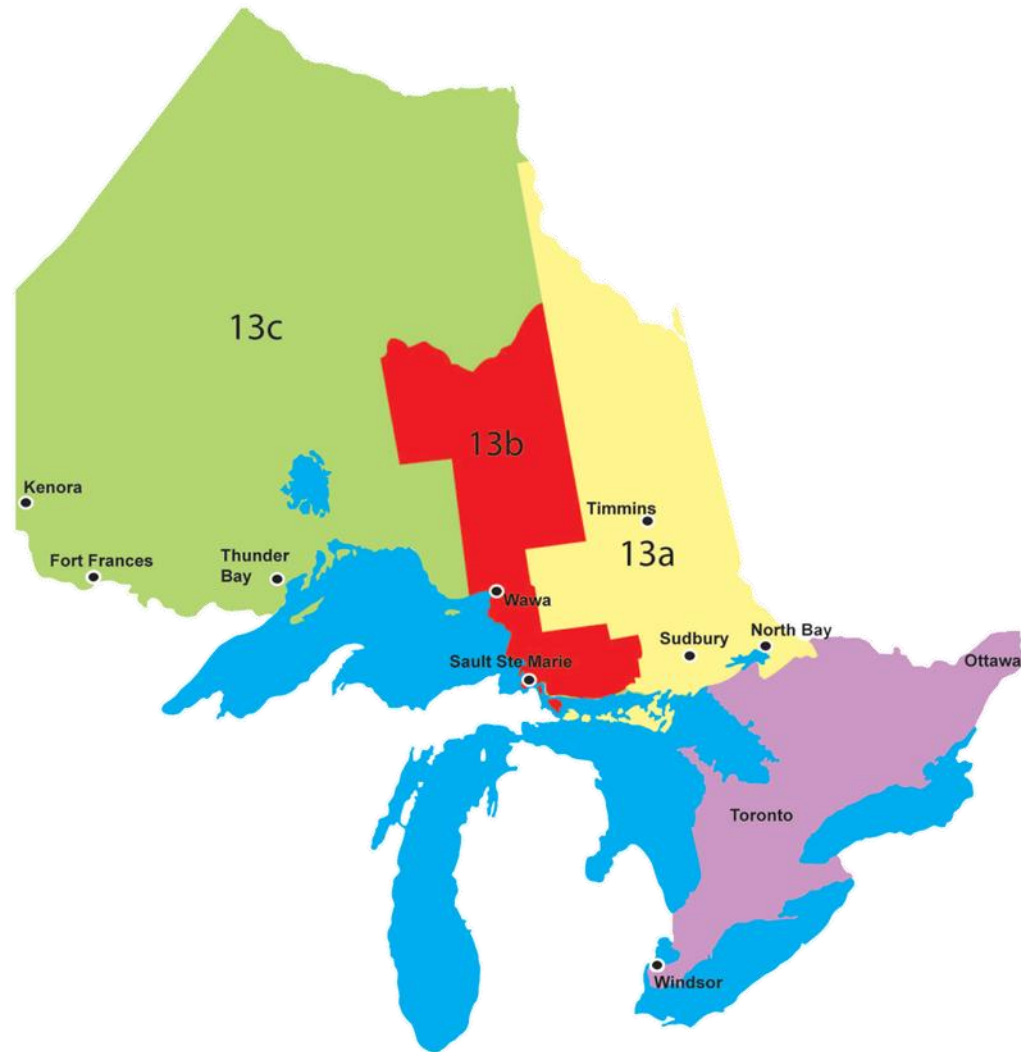
Northern Ontario is one region (RTO 13) with three sub regions.

Largest RTO in Ontario and only one in the province with sub-regions.

Allows for coordination of activities at a regional level yet programs can be tailored to sub-regions.

Rationale for three sub regions

- Geography – size
- Difference in product
- Distinct travel corridors



# ***RTO 13 SIGNATORY ORGANIZATIONS***

**13A** Ontario's Near North  
City of North Bay  
Ontario's Rainbow Country  
City of Greater Sudbury  
Ontario's Wilderness Region  
City of Timmins

**13B** Ontario's Algoma Country  
City of Sault Ste. Marie

**13C** North of Superior Tourism  
City of Thunder Bay  
Ontario's Sunset Country  
City of Kenora

## **SECTORS**

NOTO –Doug Reynolds  
Direction Ontario  
–Louise Lacroix  
Great Spirit Circle Trail  
–Kevin Eshkawkogan

## **SUPPORT**

Graham Campbell- MNDMF  
Gerry Webber- MTC  
Chris Milner – OTMP  
Nancy Rosset - FedNor

# RTO13 Board of Directors

## 13A

DONNA MACLEOD  
GEORGE STIVIRINS

IAN WOOD  
TERRY VACHON

## 13B

CAROL CAPUTO  
MARTY KALAGIAN  
DAVID MACLACHLAN

IAN MCMILLAN  
DONNA HILSINGER

## 13C

TIM LUKINUK  
TOM PEARSON

LISA BECKWICK  
GERRY CARIOU

## SECTOR ORGANIZATIONS

DOUG REYNOLDS  
LOUISE LACROIX

KEVIN ESHKAWKOGAN  
HEATHER PATERSON

## SUPPORT

Gerry Webber - MTC  
Chris Milner - OTMP  
Nancy Rosset – FedNor  
Gillian Schultze - MNDMF



@North of Superior Tourism

# *RTO13 Transition Group*

A Transition Working Group with industry representatives from across Northern Ontario to lead RTO13 through the transition period to incorporation and until a permanent board is in place.

RTO13 is funded by the Province, through the Ministry of Tourism & Culture, from net proceeds of the HST. Our funding is \$4.225 million in each of the 2010 and 2011 fiscal years which begin April 1<sup>st</sup> and \$4.4m in 2012.

Each region in the province was allocated a base of \$500,000 with the balance based on performance, a share of receipts. With three sub-regions the North was allocated a base of \$1.5 million.

# *RTO13 Transition Working Group Vision Statement*

The Northern Ontario RTO Transition Group will begin to build a competitive and sustainable tourism industry in Region 13 that maximizes the region's potential to successfully attract visitors, grow spending and to achieve the goals and objectives of “Discovering Ontario a report on the future of tourism” and the Northern Tourism Marketing Strategy.

# *Work Together*

- Set targets and open our doors
- Set standards for success**
- Encourage service and quality standards
- Invest wisely**
- Actively attract investment
- Reach out**
- Market strategically
- Focus on our unique products**
- Increase E-marketing and online booking

# *Current Project Objectives*

1. Build on previous success and retool, refresh and reposition the marketing strategy for the next five years.
2. Define framework for tourism marketing with stakeholders
3. Identify inter-regional marketing opportunities based on existing and planned stakeholder initiatives
4. Develop a pan-Northern marketing strategy.
5. Provide an effective approach to implementing recommendations
6. Expect stakeholders to use the strategy as a framework when planning and funding marketing strategies/efforts.

# *What has been accomplished*

- Adopted Terms of Reference, transition plan, transition budget and priority projects plan
- Appointed Algoma Country as the accountable body for the transition
- Transition staff hired
- Beginning to implement priority projects
- Implement a strategic planning process for the region (November)
- Continue to develop the RTO with a tentative incorporation date of December

# *Priority Projects*

- The RTO is not a flow through funding organization
- The RTO Transition group has allocated \$3.825 M for priority projects with \$1.391 M in 13A, \$880,000 in 13B and \$1.554 M in 13C
- In August RFEI's were advertised.
- The successful 3 projects in 13C are:
  - Hunting and Fishing – led by Sunset Country
  - Meetings and Conventions/IT/Sports Tourism – City of Thunder Bay
  - Touring and Adventure – City of Kenora and City of Thunder Bay

# RTO13 2011-2012 Marketing

- ❖ Consultations with Sub-Regions to establish 11 Market Segments:

13A	13B	13C
<i>Leisure, Touring, Awareness Campaign</i>	<i>Touring</i>	<i>Touring, Adventures</i>
<i>Outdoor &amp; Motor Sports</i>	<i>Fishing &amp; Hunting</i>	<i>Fishing &amp; Hunting</i>
<i>MC &amp; IT/Sports Tourism</i>	<i>MC &amp; IT/Sports Tourism</i>	<i>MC &amp; IT/Sports Tourism</i>
	<i>Attractions</i>	
	<i>Outdoors</i>	

- ❖ Working with organizations in each sub region to manage tourism marketing
- ❖ Organizations will represent industry at large
- ❖ 13C sub regional leads, Sunset Country, City of Kenora and City of Thunder Bay

# *Region 13 Priority Projects*

- North Bay – Euro-North Feasibility
- Sudbury – Northern Awareness and 511 Pilot
- Rainbow Country Near North Ontario`s Wilderness Region – Trade Shows
- Georgian Bay Coastal Route Signage Project
- Sunset Country – Big Game Web and Marketing
- TransCanada Trail – Top of Superior Voyageur Trail
- Thunder Bay – Gateway City
- ..... and more

## Final Thoughts

- ❖ Collaboration and Partnerships are key
- ❖ Focus on new relationship models around common values, goals and visitor experiences
- ❖ Change thinking from geo-political boundaries to an experiential view of tourism marketing
- ❖ Utilize consumer based research to determine new areas of development
- ❖ Create a strong digital and social media strategy for northern Ontario
- ❖ Let`s celebrate our differences while honouring our successful brands



@Lake Superior Visits



*Thank you!*

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City of Thunder Bay*

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