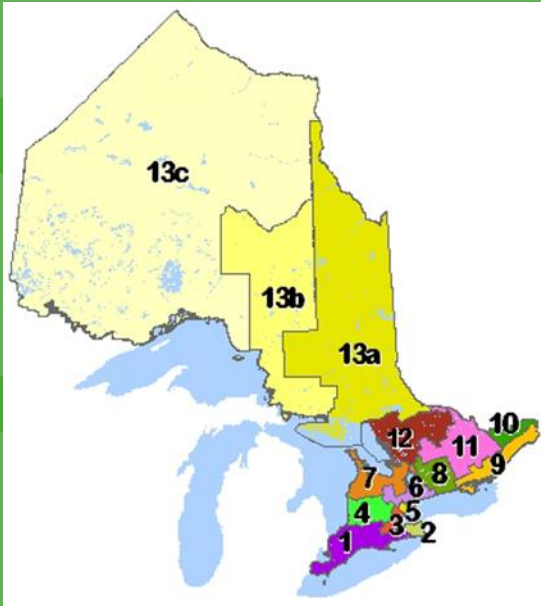


Tourism Northern Ontario

Thunder Bay District Municipal League Update
February 28, 2015



Who is Tourism Northern Ontario?



- Tourism Northern Ontario is the regional tourism management organization, one of thirteen in Ontario
- Responsible for coordinating:
 - Product development
 - Investment attraction
 - Marketing
 - Workforce development
- Developed from the 2010 Ontario Tourism Competitiveness Strategy
- Industry/community partnership
- \$5.4 million annual operating budget

Why Tourism is Important to Communities



- Part of a diversified community economy
- Generates \$604 million annually for the Northwest Ontario economy
- Welcomes 2.536 million visitors annually
- Supports over 3000 businesses

Tools to Help You Grow Tourism



- Partnership Program
- Planning and Research Education
- On Line Reservation System
- Marketing
- Travel Media Support
- Travel Trade Development
- NorthernOntario.travel

Partnership Program



50% matching investment fund from Ministry of Tourism, Culture and Sport

\$600 000 million Pan-Northern and sub-regional partnership budget in support of RTO priorities
Northern Ontario budget

Leverage a minimum of \$1.2 million

Northwest Ontario - \$300 000 + potential funding envelope \$150 000 for Northwest Ontario – leveraging an additional \$150 000 from partners

Next intake begins April 2015



Partnership Program



Pan-Northern Initiatives:

- Way finding strategy
- Aboriginal tourism development
- CTV Stay and Play campaign
- Northern Ontario Magazine

Northwest

- **Tourism Matters** awareness program
- Fly, ski and stay partnership
- Geo caching partnership
- Fall Lake of the Woods marketing program
- Northwest Ontario Festival and Event tabloid

Planning Tools



- Product development
- Industry education forums
- Access to online sectoral and consumer insights research
- 2015 Northern Ontario Tourism Summit – Sault Ste Marie

Meridian Reservation System



- Online reservation system enhances e-commerce capabilities and package development for businesses and communities
- Makes it easy to convert consumer interest to sales
- Currently includes 56 regional hotels and lodges, 16 attractions and events
- Northwest roll out continuing slowly
- Program Coordinator (internship program) in place to expedite regional engagement

Marketing

Sub-regional Marketing:

- \$696 000 for hunt and fish program
- \$464 000 for touring and outdoor adventure
- Align and coordinate with OTMPC northern priorities
- Leverage resources and opportunities

Northern Web Portal:

- Partnership with OTMPC
- Regional, francophone and experiential components
- \$550K investment
- Shared costs portal maintenance and content management
- Five sub-regional content providers
- Improved ROI

New Northwest Brand Identity



- Unified marketing umbrella for Northwest Ontario for the touring and outdoor adventure segments
- Northwest Ontario common visual identity rolled out in February 2014 – vintage look and positions the region for its core water experiences and relative ease to get to.
- Bookended by Lake of the Woods, Lake Superior and Arctic Ocean
- Programs cross promote and link to and with existing programs – Sunset Country, Ride Lake Superior, COTB, communities, etc

New Northwest Brand Identity



Experience based Print, radio and digital campaigns

- GTA - Porter
- US Midwest – Cook County
- Canadian and US avid media – Paddling.net, Explore, Gripped, Canoe and Kayak, Motorcycle Mojo, Roadrunner, Motorcycling.com
- Winnipeg/southern Manitoba
- Inner-regional
- OTMPC digital and print partnerships
- Consumer touch points
- www.visitnorthwestontario.com lure site
- Strong social media presence – 10 035 likes and 125 000 post likes since spring roll out www.facebook.com/visitnorthwestontario

Touring and Adventure Programs



- AAA and CAA media partnerships
- Avid North American outdoor media
- Select consumer and industry events
- Minnesota, Manitoba and Ontario media programs – touring and outdoor experiences
- Strong digital media presence
- OTMPC marketing partnerships
- OTMPC partnered photo and video shoots
- Cruise shipping development
- CTC/OTMPC travel media partnership events
- Travel Trade support
- German and UK market development
- Product development investments

Motorcycle Tourism Development



Continued expansion of Award Winning Ride Lake Superior program

Mapping of Ride Northwest Ontario assets and motorcycle ready product

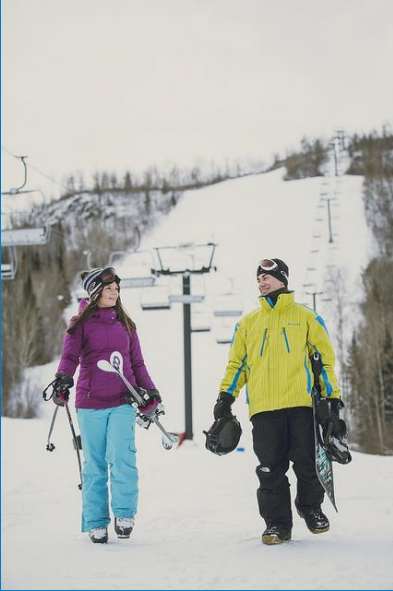
Co hosted first Lake Superior Motorcycle Tourism summit in Bayfield Wisconsin – June 2014

Continuing Motorcycle readiness community workshops

Partnership program expanding to include more US partners

Strong consumer show, travel trade, print and digital media and motorcycle travel media

Winter Program Development



- Snowbetterplace.com Northwest Ontario winter marketing program enters its second year
- Designed to bring together collective of niche winter experiences under one marketing brand umbrella
- \$35 000 on-line marketing investment inner-regionally, Winnipeg, Northern Minnesota and North American avid winter sport publications
- \$32 000 fly, ski and stay packages targeting Winnipeg

Angling and Hunting Program



- Managed by Sunset Country Travel Association on behalf of entire northwest product suppliers and communities
- Marketing programs targeting Manitoba, U.S. Midwest and GTA
- Opportunities for Thunder Bay district partners to engage and participate
- www.northwest-ontario.com

Travel Media

Strong Travel Media investments

- Canada Media Marketplace and GoMedia participation
- PBS Travelscope film shoot
- Freelance bloggers from China, India and Brazil
- Motorcycle media – Mike Jacobs, Planet D, Dustin Woods,
- Cook County, Duluth and Minneapolis based Media tours
- Toronto and Winnipeg based media
- Ray Mears Bushcraft – UK market development



NorthernOntario.travel



- **Digital lure portal**
- **Organic search engine driven performance**
- **Generates over 1 million visits annually**
- **Annual operating partnership between OTMPC and Tourism Northern Ontario, utilizing contracted content managers**
- **Opportunities for communities to submit content, story ideas and related assets.**

TNO 2015-16 Planning



- **Planning Cycle:**
 - Review of current program performance
 - Marketing planning with OTMPC
 - Submission of 2015/16 plans
 - Refresh of the 5 year Northern Marketing strategy – Spring 2016

How Your Community Can Get Involved



- Submit Northernontario.travel content
- Help sponsor media FAM trips
- Social media engagement
- Partnership program participation
- Meridian reservation system
- Send visitor info to consumer events
- Participate in and access product & workforce development tools

Thank You!



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