

# REGIONAL TOURISM ORGANIZATION

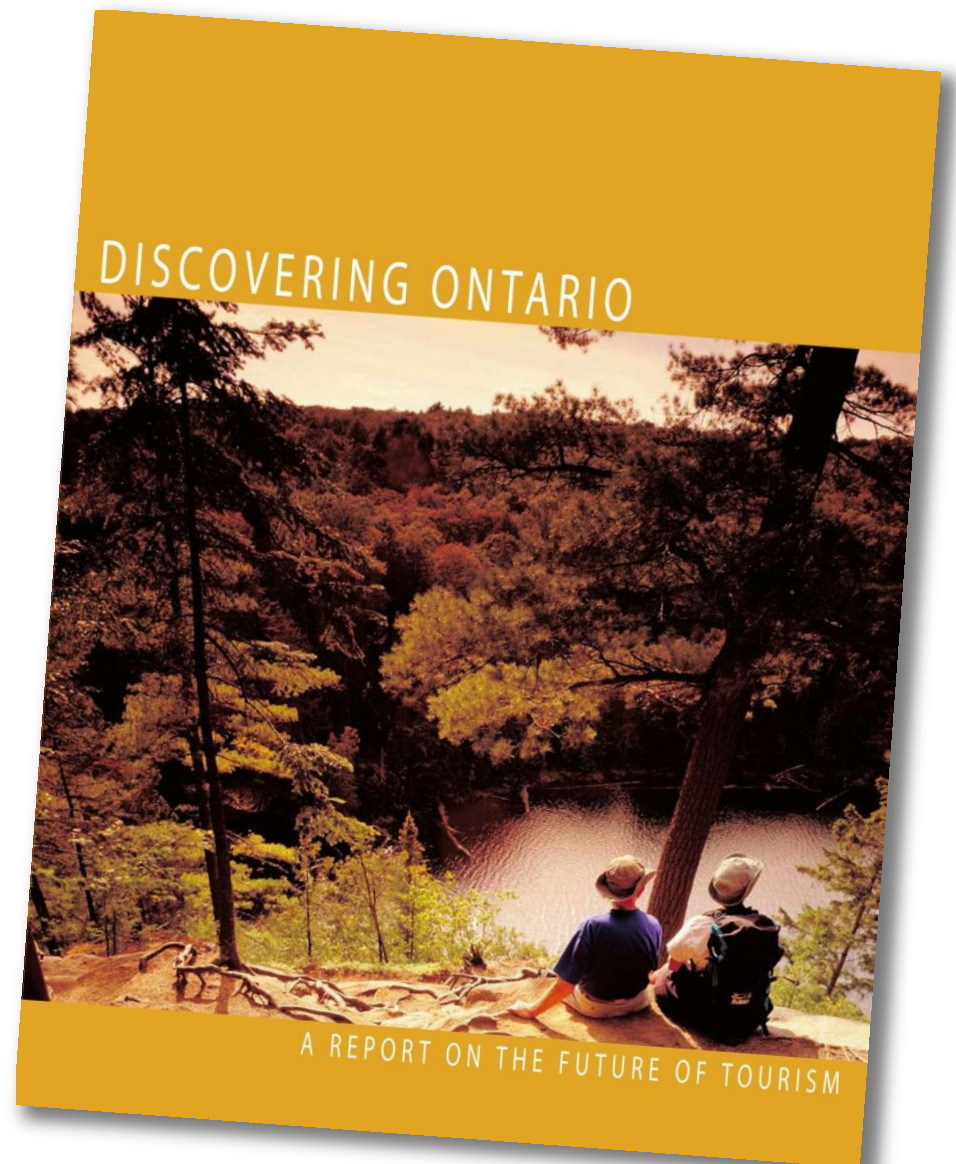


# A New Regional Approach

In February 2009, as a result of the comprehensive Ontario Tourism Competitiveness Study led by Greg Sorbara, the MPP for Vaughan and former Finance Minister, the Government of Ontario released Discovering Ontario: A report on the future of tourism.

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

13 Regions were created for the province including one region for Northern Ontario with three sub-regions.



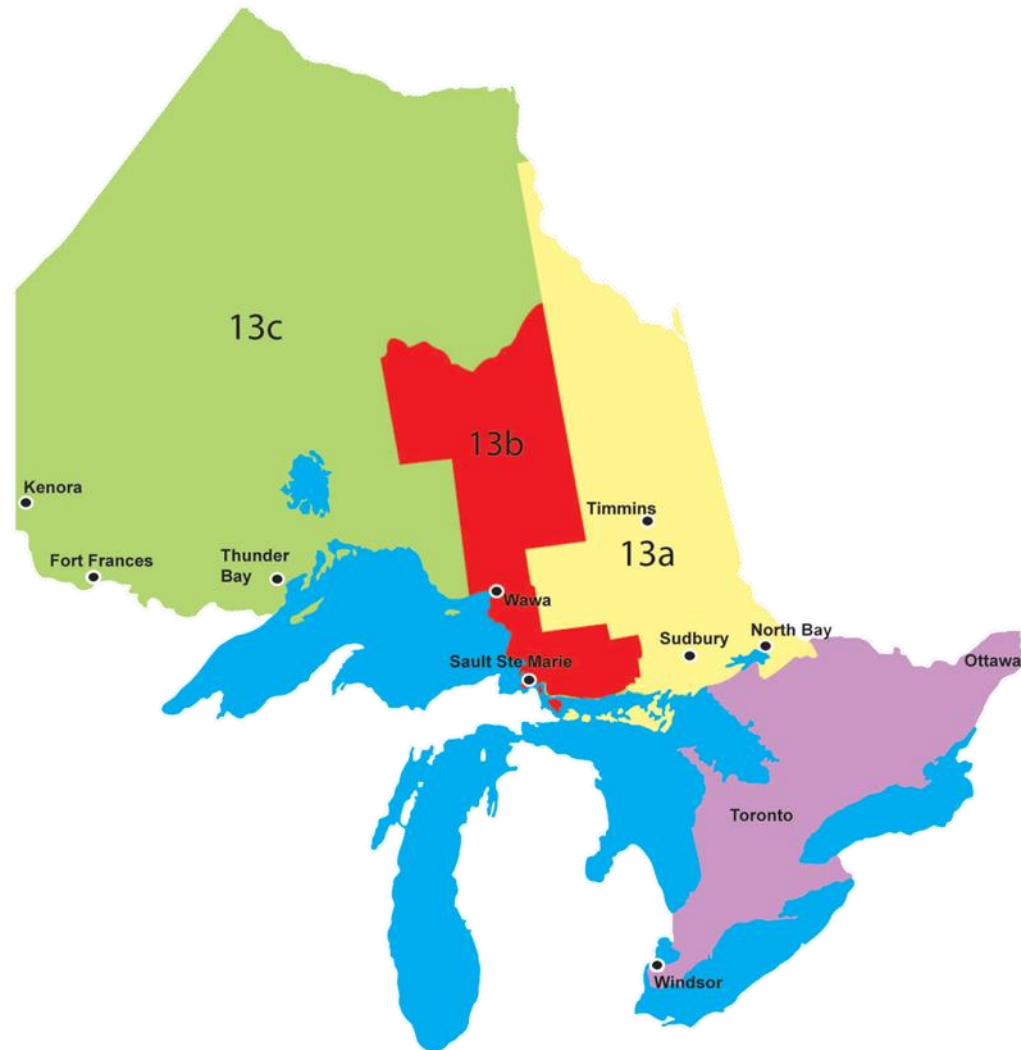
# History



- Consultations took place in the North.
- Various concepts, the majority of which included some form of pan-Northern approach.
- Northern Tourism Marketing Committee passes a resolution expressing industry support for a pan-Northern RTO.
- Regions were announced including the North with three sub-regions.
- Working Group formed by the Northern Committee with balanced representation from each sub-region and including northern focused sector organizations.
- Submitted RFEI and then became the Transition Group. Morphed into first board of directors for the Northern Ontario RTO.
- Northern Ontario RTO incorporated April 2011 and first board meeting held in Sault Ste. Marie.

# Northern Ontario RTO

- Northern Ontario is one region (RTO 13) with three sub regions.
- Largest tourism region in Ontario & third largest in terms of allocation.
- Only organization with sub-regions
  - Geography – size.
  - Difference in product.
  - Distinct travel & marketing corridors
  - Sustain a tourism organization
- Allocated \$4.224 million in 2010-11, 2011-12 and just shy of \$4.5 million for 2012-13.
- Borders are permeable.



# One Region for the North

- As the largest region after Toronto and Ottawa the North is recognized as an important component of the Province's tourism industry.
- Represent a \$1.24 billion tourism industry (2009) to government and potential funding partners *(Source: Table 1.11 – Total Visitor Spending, MTC Regional Tourism Profile, 2009)*.
- Northern Ontario RTO should be a leader for other RTO regions and set a standard of excellence in all endeavours.



# Our Regional Objective



To plan, develop, align, coordinate, invest in and execute strategic plans in terms marketing, product development, workforce & industry training, and investment attraction, with the ultimate goal of increasing tourism revenues in Northern Ontario.

- Work Together
- Set Standards for Success
- Invest Wisely
- Reach Out

# Unique Approach



Northern Ontario has taken a unique approach in that we are working with and investing in northern organizations. By doing so we are building the capacity of the RTO and our industry.

Our programs are built from the ground up and not from the top down.

We will plan together ensuring alignment & coordination of effort, avoiding duplication and ensuring the best for Northern Ontario.

We are building partnerships for a strong tourism industry.

# To Date

- Invested \$3.8million in industry-led priority projects.
- Seconded Graham Campbell from MNDM as Transition Coordinator.
- Completed next Five Year Northern Ontario Tourism Marketing Strategy in partnership with Northern Office OTMPC.
- Board has had two face to face meetings to date and continues to meet on a bi-weekly basis by conference call.



# Immediate Horizon

- Identified market segments & the lead organizations who will build, manage and report on \$3.1M of strategic marketing initiatives including over \$1M in fishing & hunting.
- Investing over \$650,000 in non-marketing activities.
- Begin the development of a Destination Development Plan.
- Finalize our governance structure.
- Build our future business model & plan.

Work and partner with,

- Northern Office OTMPC
- NOHFC
- FedNor



# Long Term

- Board accepted and working with northern partners & OTMPC to implement marketing strategy.
- Complete and implement our Destination Development Plan. Integrate with the marketing strategy.
- Permanent staffing and offices.
- Reach out to our neighbouring regions, Regions 7 & 12.
- End of transition and ready to begin full operations April 1<sup>st</sup>, 2012.





# ENGAGE INDUSTRY

- RTO 13 is committed to informing and engaging industry through information sessions throughout Northern Ontario.
- RTO 13 information and updates can be found on [www.rto13.com](http://www.rto13.com) , follow [@RTO13](https://twitter.com/RTO13) on Twitter or receive our newsletter.
- For more information, please contact Graham Campbell, RTO 13 Transition Coordinator at 705.365.8759 or [graham.campbell@rto13.com](mailto:graham.campbell@rto13.com)
- Contact your regional board members.

# 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 - OTMPC  
Nancy Rosset – FedNor      Gillian Schultze – MNDMF

\*goal is minimum 50% private sector operators





*THANK YOU*

*David MacLachlan, Chair  
Northern Ontario RTO*

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