

Exploring Tourism Opportunities



Presented to: The Municipality of Temagami
Presented by: Steve Bruno
Thursday, December 10, 2015

TOURISM IN ONTARIO

- Generated \$28 billion in receipts
- 141 million visitors
- Tourism is the largest employer of young workers in Ontario

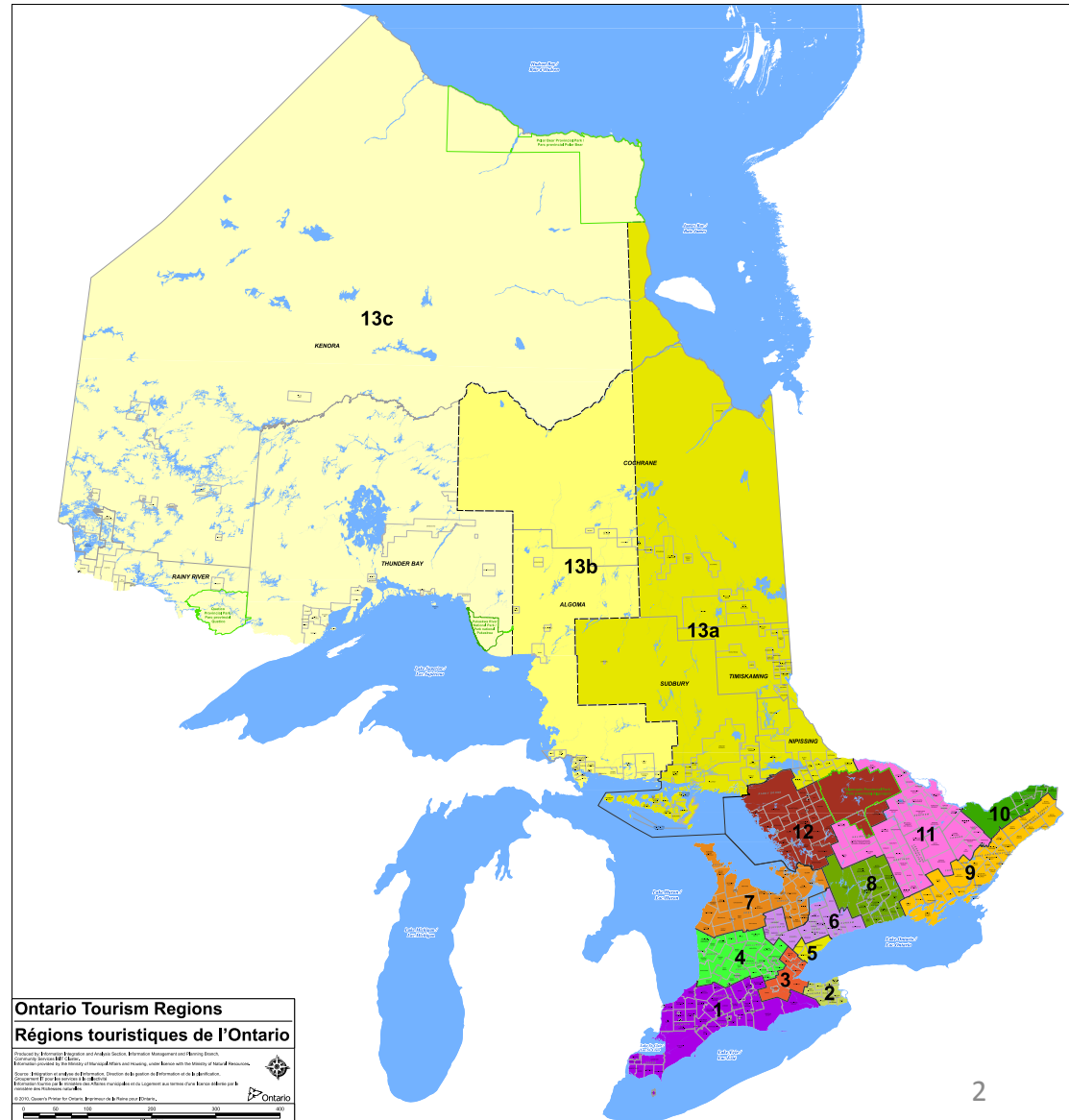
Northern Ontario (RTO 13a, 13b & 13c)

- Generated \$1.5 billion in receipts
- 8.1 million visitors
- 40% of the Northern Ontario workforce
- 25% of businesses are tourism related

Northeastern Ontario (RTO 13a)

- \$699 million in receipts
- 2.08 million overnight visitors
- 2.16 million same-day visitors

Note: Based on 2012 Statistics



ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

VISION

To position Ontario as a preferred global destination.

MISSION

To generate increased visitation by Ontario, Canadian and international tourists, enhance tourism expenditures in Ontario, and contribute to provincial economic prosperity through impactful marketing and results oriented investment partnerships.



OTMPC: OUTDOOR ADVENTURE PROGRAM

- Increase awareness of nature & adventure tourism
- Increase incremental visitor spending
- Increase visitation to Outdoor Adventures website
- Engage and connect adventures with Ontario's experiences and operator packages with the goal to increase yields in 2015/2016



2015/2016 MARKETING CAMPAIGN

- 2 key target markets – Domestic/US and UK
- Use the “Find Your Great” theme & Ray Mears with a contest centered on Temagami & the legend of Grey Owl
- Work with key partners



WHO IS RAY MEARS?

- World's authority on bushcraft and survival
- TV – Tracks; World Of Survival, Trips Money Can't Buy, Wild Britain, How The West Was Won and more
- Woodlore - UK's premier school of Wilderness Bushcraft
- Author of 11 books



2016 CONTEST – WIN an EPIC Trip with Ray Mears



UK MARKETING CAMPAIGN

- Ontariotravel.net/ukadventure
- Ray Mears Contest
 - Article in London Times
- Packages, Destinations, Activities
- E-newsletters (70K UK consumers)
- Social Media
- Tour Companies
 - Holidays Active
 - Wild Treks
- Media & Other Partners
 - The Independent
 - Adventure Travel
 - Ramblers
 - Timeoutdoors.com
 - British Canoeing
 - Mountain Warehouse (Retailer)

ONTARIO CANADA

WIN AN EPIC ADVENTURE IN ONTARIO WITH RAY MEARS

ENTER HERE ▶

Choose your adventure:

- CLASSIC: Hiking**
Romantic Hiking Getaway
2 Days - Lake Superior
£119 per person
Hike the infamous Sleeping Giant Provincial Park trails to see stunning views of the lake. Retreat to your secluded hand-crafted log cabin nestled along the Lake Superior shoreline. Savour local flavours. See moose, deer, eagles and more.
- CLASSIC: Whitewater Rafting**
Thrilling Whitewater Rafting Adventure
2 Days - Ottawa River
£140 per person
After 5 fun-filled hours of waterwater thrills in Class III and IV rapids in a Big Boat (13 person raft), you'll enjoy a delicious sunset BBQ dinner cruise before returning to the resort to see an apéis rafting video that relives the day's highlights.
- CLASSIC: Sailing**
Thunder Bay Fly n Sail Tour
2 hours - Lake Superior
£85 per person
Choose from a variety of 2 hour to half day themed sailing tours on a magnificent 40' or 32' sailboat in Thunder Bay. The Fly n Sail includes a 20 minute aerial tour over the city and harbour and a 90 minute sailing tour gets you up close to the lighthouses and lakes.
- EPIC: Canoeing**
Train In, Paddle Out
6 Days - Wabakimi Provincial Park
£775 per person
Travel by train deep into the vast wilderness where your paddling adventure in the Boreal Forest begins. Canoe through fish filled pristine waterways. See elusive woodland caribou, Canadian moose, beavers, otters or wolves.

Packages by Activity +
Packages by Category +
Packages by Location +
Ontario Adventures
Signature Experiences
WIN a trip with Ray Mears
Ray Mears in Ontario
The Legend of Grey Owl
The Planet D Adventure Travel Blog on Ontario
Tour Operator Deals
Blogs
Home

WIN AN EPIC ADVENTURE IN ONTARIO, CANADA WITH RAY MEARS

WELCOME TO ONTARIO
your adventure starts here...

FIND ADVENTURES BY ACTIVITY, CATEGORY OR LOCATION



Packages by Activity



Packages by Category



Packages by Location



Ontario Adventures

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Tour Operator Deals

Adventures in Northeastern Ontario

Discover the essence of Ontario's Canoe Culture

If you envision a red canoe travelling serenely across a sparkling cobalt blue lake surrounded by old growth forests and rugged Canadian Shield, then you're thinking of Temagami.

This easily accessible region is known for its prominent canoe culture dating back to the 1830's with the permanent settlement of the Temagami First Nations. The area is home to Keewaydin, the world's oldest canoe-tripping camp and the Temagami Canoe Company, creators of cedar-canvas canoes (established in 1928).

The Temagami region has the most extensive network of canoe routes in Ontario, with some of the best wilderness paddling found in Lady Evelyn-Smoothwater Provincial Park.

Experience the landscapes and culture that inspired Grey Owl, the Englishman (Archie Belaney) who adopted a First Nations persona, to become a well-known conservationist and author.

For an incredible Canadian Heritage river experience, paddle the French River or Mattawa River, where First Nations, French and English explorers, fur traders and voyageurs travelled through ancient Canadian Shield.

Killarney Provincial Park is a mecca for canoe enthusiasts and hikers alike. This enchanted area with bright white quartzite hills, wind-swept pines and red granite shorelines inspired Canada's most famous painters, The Group of Seven, so much, they pushed to have it made into a Park.

ADVENTURE PACKAGES IN NORTHEASTERN ONTARIO



EPIC: Hiking

La Cloche Silhouette Trail

8 Days - Northeastern Ontario
£280 per person

This famous 48 mile challenging backpacking trail in Killarney Provincial Park takes you through the magnificent landscape of white quartzite mountains, topaz lakes and wind-swept pines. Killarney Outfitters will gear you up with (almost) everything you need.

[More Information »](#)



EPIC: Canoeing

A Grey Owl Paddling Adventure

8 Days - Northeastern Ontario
£322 per person

Experience the landscapes and culture that inspired Grey Owl to love the wilderness. Paddle serenely across sparkling lakes surrounded by old growth pine forests and rugged Canadian shield. Begin and end your trip in comfort at Smoothwater Ec lodge.

[More Information »](#)



CLASSIC: Canoeing

Paddle to the Crack and Back

3 Days - Northeastern Ontario
£135 per person

"The Crack" on top of the Blue Ridge in Killarney Provincial Park provides the most breathtaking view of the magnificent wild landscape with white quartzite mountains and turquoise lakes, captured in the paintings of The Group of Seven.

[More Information »](#)



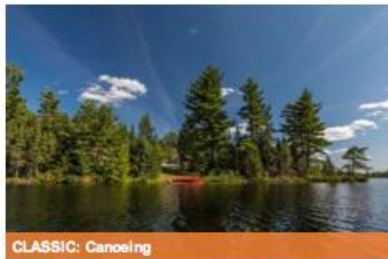
RACES, FESTIVALS & EVENTS: Canoeing

Temagami Canoe Festival

3 Days - Northeastern Ontario
Free

Come celebrate the Canadian canoe culture at this family-friendly festival. See Ray Means up close as he demonstrates bushcraft skills. Enjoy Aboriginal music, local foods and guided old growth forest hikes.

[More Information »](#)



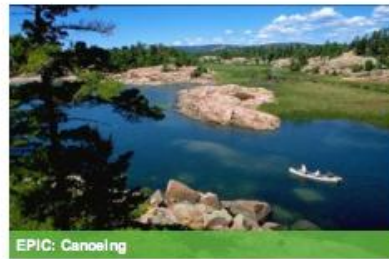
CLASSIC: Canoeing

Discover Ontario's Canoe Culture

5 Days - Northeastern Ontario
£227 per person

Discover the essence of Ontario's canoe culture. Begin and end your 3 day canoe trip in comfort at the Smoothwater Ec lodge where you'll be fully outfitted with quality gear and tasty food before setting out for an expertly planned wilderness route geared for your experience level.

[More Information »](#)



EPIC: Canoeing

The Ultimate Killarney Park Paddle

9 Days - Northeastern Ontario
£380 per person

Paddling the "Big Loop" lets seasoned canoe trippers experience the true essence of the "jewel" of Ontario Parks. Be immersed in a magnificent wild landscape with white quartzite mountains and turquoise lakes.

[More Information »](#)



EPIC: Canoeing

Obabika Old Growth Paddle

6 Days - Northeastern Ontario
£263 per person

Unforgettable Old Growth Forest, cultural heritage, sand beaches and clear water combine to make this a popular route, especially for first time visitors.

[More Information »](#)

SAMPLE OF UK CAMPAIGN PROMOTIONS

Start your Ontario Adventure
at www.ontariotravel.net/ukadventure

ONTARIO CANADA

Go North

The Canadian province of Ontario is an ideal destination for a wild yet easy to reach adventure – particularly the north. Here's why...

“The North is what makes Canada unique among nations. We have something here that no other country has – it offers Canadians a dual existence: to walk city streets and paddle forest rivers. The North provides the world-weary with an antidote to civilization, an antidote no longer available in much of the Western world.” These words were spoken in 1936 about northern Ontario by one of Canada’s most famous personalities, Grey Owl, and they ring just as true nearly 80 years later.

The province of Ontario is the size of France and Spain combined, and it’s an ideal place to escape the grind and have a back-to-nature adventure. Canoeing is the obvious transport of choice – a staggering 33% of the world’s fresh water is in Ontario’s lakes and rivers. Paddle in the Temagami region, home to Ontario’s longest network of canoe routes, on Canadian Heritage Rivers such as the French and Missinabi, or canoe in Algonquin Provincial Park, the size of Devon, with 950 miles of canoe routes. Camp under the stars after a day on the water, no people for miles.

If you prefer on-land adventures, Ontario is home to 1,800 hiking trails, like the 500-mile Bruce Trail, Canada’s oldest, longest footpath. And this is accessible adventure. You can be in the wilderness within just a couple of hours of Toronto, Ottawa and Niagara Falls. Grey Owl is a controversial figure. Using a fabricated Native identity, he made significant contributions as a conservationist, in a time when it was presumed that Canada’s wilderness was simply doomed to disappear. After his death it emerged that he wasn’t Native American at all, and had been brought

up in Hastings, leaving England for Canada at the age of 17. Despite an initial outcry, it’s now acknowledged that without Grey Owl’s efforts and passion, Canada might have lost a better part of its natural beauty. A more recent champion of Ontario, and indeed Grey Owl, is adventurer and survival expert Ray Mears, who’s drawn to the region because of the Boreal Forest landscape and the canoeing. “In short, Grey Owl was 100 years ahead of his time,” says Ray. “Even today no popular naturalist has been able to enthrall an audience while also explaining the

negative impact of human society on wild lands in the way that he did.” Adventures in the province range from half a day out to multi-day guided and unguided trips. With over 280 national and provincial parks, there are endless opportunities. And don’t just take our word for it. “Canadian canoe journeys are always special. They have a unique ability to purge the spirit of unwanted static that accumulates in our technological lives,” says Ray. To find out more about Ray Mears in Ontario and the Grey Owl story, go to www.ontariotravel.net/ukadventure

PROMOTIONAL FEATURE



WIN!
an epic adventure
in Ontario with
RAY MEARS

Plus £300 of Mountain Warehouse Gear and flights with Air Canada rouge.

Fly to Toronto with Air Canada rouge from London Gatwick before embarking on the trip of a lifetime in Northern Ontario! Guided by Ray Mears, you’ll journey deep into the spectacular backcountry of Northern Ontario where you’ll be immersed in Canada’s canoe culture and the legend of Grey Owl. Paddle, camp, fish and learn bushcraft skills from the master himself. This is an adventure like no other!

Enter at:
www.ontariotravel.net/ukadventure

ONTARIO CANADA

AIR CANADA rouge

MOUNTAIN WAREHOUSE

SAMPLE OF UK CAMPAIGN PROMOTIONS

OFFERS



Win an epic adventure for two in Ontario with Ray Mears

Plus £300 of Mountain Warehouse gear and flights with Air Canada rouge

Fly to Ontario with Air Canada rouge before embarking on a trip of a lifetime.

Guided by Ray Mears, you'll journey deep into the spectacular backcountry of Northern Ontario where you'll be immersed in Canada's canoe culture and the legend of Grey Owl. Paddle, camp, fish and learn bush craft skills from the master himself. This is an adventure like no other.

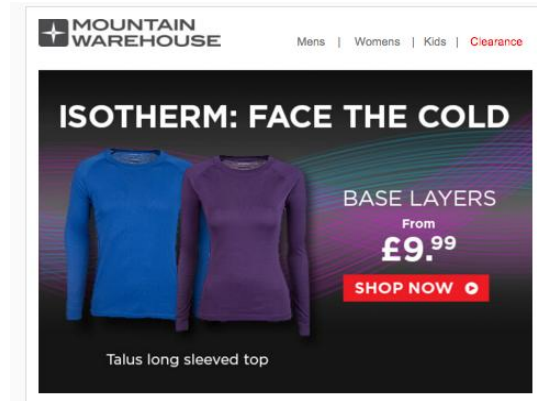


To enter, visit ontariotravel.net/ukadventure

The INDEPENDENT

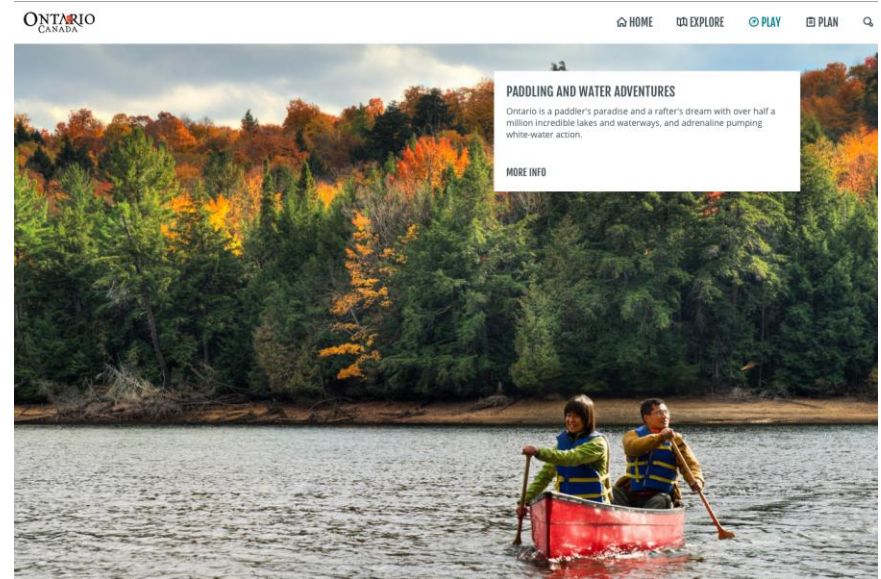
Sample of UK Campaign Promotions

- Mountain Warehouse e-newsletter
- Reach: 700K people



DOMESTIC & US MARKETING CAMPAIGN

- <https://www.ontariotravel.net/en/play/outdoor-adventures>
- Ray Mears Contest
- Packages, destinations, activities
- E-newsletters
- Social Media
- Media Partners
 - Rapid Media
 - 4 magazines
 - Reel Paddling Film Festival
 - Paddling.net (US based)
 - Outdoor Adventure Show, Toronto

An advertisement for a free 1-year digital subscription to four paddling magazines. The top part shows the covers of 'KAYAK', 'Canoe Roots', 'Rapid', and 'Paddling' magazines. Below the covers, the text reads: 'FREE 1-YEAR DIGITAL SUBSCRIPTION'. At the bottom, it says: 'READ CANADA'S BEST PADDLING MAGAZINES on your desktop, iPad and Android. Get your Free Digital Subscription Today at: www.rapidmedia.com/paddleontario'.

TOURISM OPPORTUNITIES FOR TEMAGAMI

- Leverage marketing campaign for Temagami
 - Promote the Ray Mears Contest
 - Support/enhance Temagami Canoe Festival & other tourism experiences (e.g. Grey Owl Exhibit)
 - Encourage tourism businesses to create packages
 - Align Temagami tourism campaigns with OTMPC and Northeastern Ontario
 - Share media releases
 - Other?

