



# Executive Director Report

★ Algonquins of Pikwàkanagàn  
First Nation





23,840 square km  
6 Counties  
45 Municipalities

# Ontario's Highlands by the Numbers

## Economic Impact

Visitor Spending = \$0.6B

Total GDP = \$0.4B

Total Tax Revenues = \$184M

*\$76M Federal, \$92M Provincial,  
\$16M Municipal*

## Visitation

5.7M Visitors

*Ontario 77%*

*US 15%*

*Other Canada 5%*

*International 3%*

## Trip Motivation

Visiting Friends & Relatives

Any Outdoor/Sports Activity

Canoeing/Boating

Going to the beach

Shopping



# Poised for Growth

Numbers are encouraging  
More awareness of the region  
Greater collaboration within our sector  
Greater local involvement

☆ Dorset Lookout Tower



☆ Temple's Sugar Bush

# Rebound Responsibly

*Harmonize Prosperity  
with Preservation*





# Challenges

Financial support  
Housing  
Labour Shortages  
Climate Change

☆ Silent Lake



# Our Approach

Strengthen our communities through responsible tourism.

## Wander Sustainably



**Inclusivity**



**Community**



**Sustainability**

## Operational Pillars

Marketing  
Product Development  
Skills Development  
Research  
Industry Engagement

## Partners

MHSTCI  
FedDev Ontario  
Destination Canada  
Destination Ontario  
RTOs  
6 County Partners  
TIAO  
TIAC  
ITO



# *Build the destination through our people*

Our Brand Story in 2022-23

**573,997 Comewander.ca pageviews**  
**20M Impressions Digital Advertising**  
**53K Referrals to operators**



Railway Museum of Eastern  
Ontario, Smiths Falls

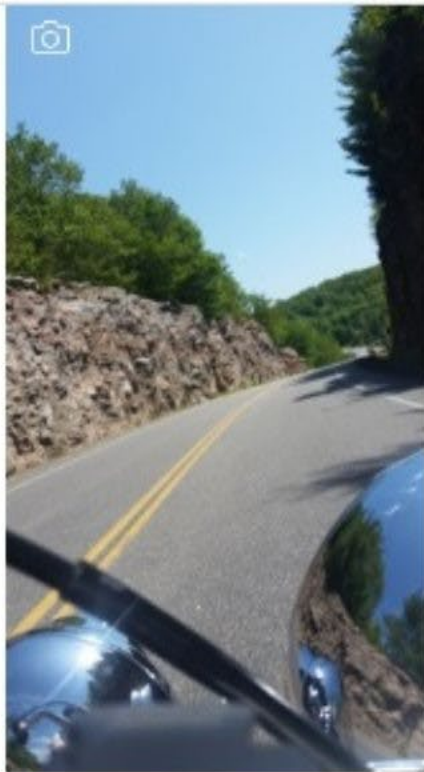


# Marketing in 2023

☆ Re.Planted Farms by Akos Asare

LOCALLY  
*Inspired*







# ONTARIO

*Yours to discover*

# 7

Things to do this Fall in

# Calabogie



msurlaroute and ontariotravel

Paid partnership with **ontariotravel**

sametgorgozfilms • Original audio



msurlaroute 🍁🍂 Here are 7 things to do in Calabogie this Fall!

- 1 - Hike to the Eagle's Nest Lookout
- 2 - Spend the Night at @somewhere.inn Inn
- 3 - Have dinner at @OntheRocksCalabogie
- 4 - Take a coffee break at @ohellacafe
- 5 - Enjoy the view of the Wabun Lake Lookout
- 6 - Do a beer tasting at @calabogiebrewingco
- 7 - Hop on the chairlift at @calabogiepeaks

Leave a 🍁 in the comments if you too want to visit Calabogie !

FR La version française de ce texte est dans les commentaires!

#sponsored #DiscoverON

@ONHighlands @ontariotravel







# ONTARIO'S HIGHLANDS *Travel Trade*






# Looking Ahead 2024

- *Wander Sustainably*
- *Building upon our foundations*
- *Storytelling and short videos*



# Booker



**Sur Lodge**  
Fiction Lake, T6N 0Q 3A872

You've never experienced calm quite like this. With lakefront cabins, endless hiking trails, and a variety of boats, kayaks, and canoes for rental, we guarantee you'll leave this quiet corner of paradise completely refreshed.


[Book Now!](#)

[Photos](#)

26443

Embark on an exhilarating river rafting trip with our premier rafting company. Our expert guides ensure a safe and unforgettable experience for all skill levels. Get ready to paddle, splash, and create lifelong memories.

[Book Now!](#)



**Hilton Hikes**  
4558 Peak Street, Trailtown ON  
23923

Explore the wonders of nature on foot. From gentle walks to challenging trails, our carefully curated tours cater to all levels of hikers. Lace up your boots and embark on a memorable journey through nature's playground.

[Book Now!](#)

[Photos](#)



**Rapid Rafting**  
333 Raft Place, Sudbury  
26443

Embark on an unforgettable rafting trip with our premier rafting company. Our expert guides ensure a safe and exhilarating experience for all skill levels. Get ready to splash, paddle, and create lifelong memories.

[Book Now!](#)



**Carpenter Cycle**  
12 Bike Lane, Trailtown ON  
23923

Unleash the power of your mountain bike with Carpenter Cycle. Explore the finest trails, conquer thrilling descents, and experience the freedom of two wheels. Our expert guides and experienced riders will ensure you have the most memorable mountain biking experience.

[Book Now!](#)

[Photos](#)



# Stay Connected & Engaged

## comewander.ca - Consumer website

- Become a content contributor
- Learn about Crowdriff collector
- Consumer Newsletter

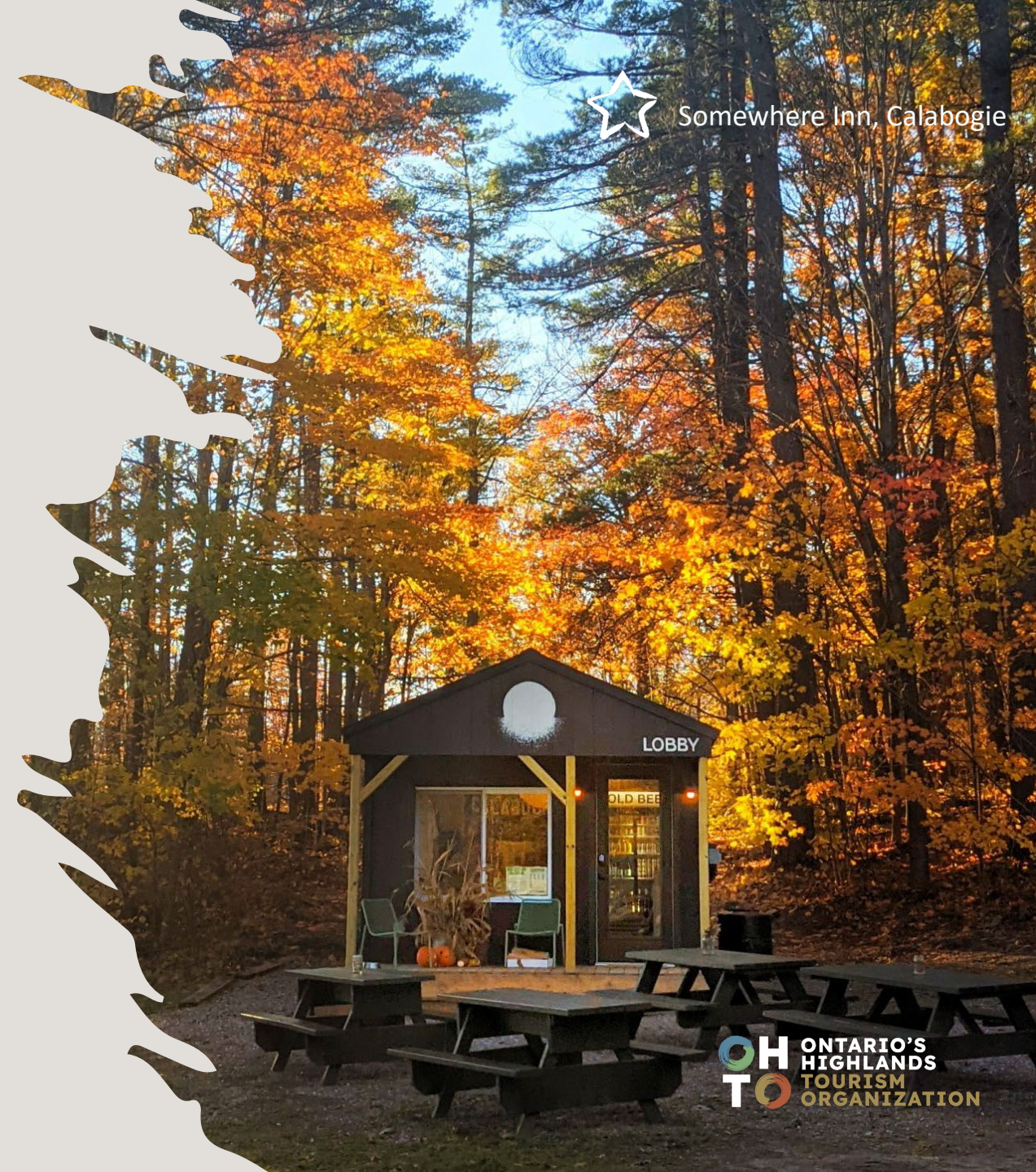
## Follow and engage with Consumer Social

- @ontarioshighlands on Facebook
- @onhighlands on Instagram
- Next on TikTok

Email us anytime at [social@ohto.ca](mailto:social@ohto.ca)



Somewhere Inn, Calabogie







**Come In!**  
WE ARE  
**AWESOME**

# Supporting the tourism industry

1. Partnerships
2. Product and experiential development
3. Skills development & education
4. Research and tourism best practices
5. Industry engagement & communications



**\$3.37 million**

Funds Administered

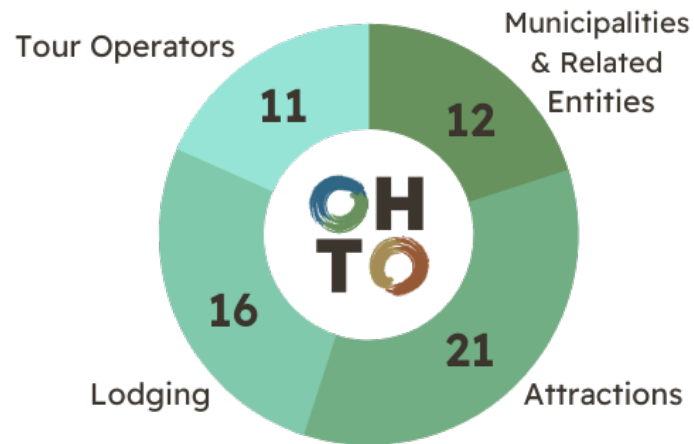
**\$3.9 million**

Funds Leveraged

**325**

Permanent and Temporary Jobs  
Maintained

## Types of Businesses & Organizations Funded



**61**

Ultimate Recipients Funded

**29**

Businesses

**32**

Organizations

**47**

Tourism products adapted or created

Learn about the projects  
these incredible OHTO  
members completed with  
funds from the Regional  
Tourism Relief Fund.

**Lanark County Tourism  
Association**

**Haliburton Sculpture Forest**

**Anupaya Cabin Co.**

**Padder Co-op**

**Potter Settlement Artisan  
Winery**

**Woodland Priestess**

**Hummingbird Chocolate  
Maker**

## Regional Tourism Relief Fund

Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Canada





# OVTA + Ride the Highlands Partnership



# ONTARIO'S HIGHLANDS ONTARIO, CANADA





# Skills Development & Education

**WE ARE  
RAINBOW REGISTERED**

TODAY. TOMORROW. EVERY DAY.



## **CNECTed**

A mental health certification and training program for hospitality professionals. Get CNECTed certified to have the skills, resources and tools to learn how to identify, understand and respond to crisis situations and equip yourself with vocabulary, tools and coping strategies for improving workplace mental health

 **GreenStep**

**Sustainable  
Tourism**



Registration details  
coming Thursday

Topics include:

- Introduction to OHTO's New Member Portal
- Partnering with OHTO + Come Wander
- Tourism Investment Advocacy
- Ride the Highlands
- Feast On certification
- Booker
- Sustainability Action Planning

# Expand Your Knowledge Series 2023

Brought to you by:



*Come wander.ca*

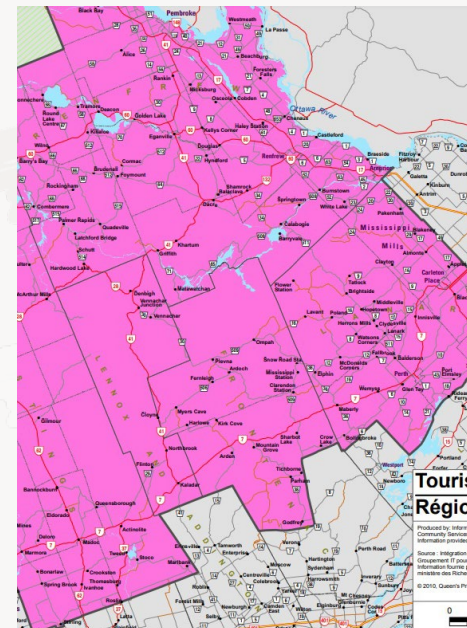
Ontario





# Research & Best Practices

- Visitor Data Geofencing Partnership
- Regional Snapshot from the Ministry of Heritage, Sport & Tourism Industries
- 2SLGBT+ Ontario Tourism Product Development Initiative
- NEW Annual Report released in December







**OHTO On The Go**





## Are you Motorcycle friendly?

### Motorcycle Friendly Checklists

If you are new to the Ride the Highlands program, there are a few ways to quickly determine if you are motorcycle friendly?

1. For new businesses to successfully join the program, you must complete the short, 10 question Scorecard and submit it to the Ride the Highlands team for feedback and approval.
2. You can download and print the Scorecard by clicking on the links below. Be sure to select the right scorecard for your business!
3. Make note of your score and email it (along with an introduction) to the Ride The Highlands team at [ontariohighlands@gmail.com](mailto:ontariohighlands@gmail.com)
4. From here, a member of the team will be in touch to learn more about your business, and make any recommendations needed for you to become more motorcycle friendly and formally



[CLICK HERE TO MARK YOURSELF COMPLETE](#)



**COMPLETE**



COMPLETED RIDE THE HIGHLANDS EARNED!  
This achievement is given once you have completed the Ride The Highlands course.

## Member Portal

- Launching in the coming months
- Accessible anytime, anywhere (with internet!)



# Stay Connected & Engaged

**OHTO.ca**

**Highlands Highlight Newsletter**

**Follow and engage with Industry Social Media Pages:**

**@OHTOInsider Facebook Page**

**Members-only Facebook Group**

**LinkedIn**

**@OHTOInsider Twitter Feed**

**Set up a Discovery Call with the OHTO Team**

**Connect Toll-Free: 1-855-629-OHTO**

**Email us at [info@ohto.ca](mailto:info@ohto.ca)**



Lanark County





# Thank You