

Ontario Tourism Sector Organization Information Guide



Prepared by the Culinary Tourism Alliance

Table of Contents

Cover page/Introduction	1 - 2
Attractions Ontario	3
Boating Ontario Association	4
Camping In Ontario	5 - 6
Culinary Tourism Alliance	7 - 8
Festivals & Events Ontario (FEO)	9 - 10
Indigenous Tourism Ontario (ITO)	11 - 12
Northern Ontario Tourist Outfitters Association	13 - 14
Ontario Restaurant Hotel & Motel Association (ORHMA)	15
Ontario Snow Resorts Association (OSRA)	16
Ontario By Bike	17 - 18
Resorts of Ontario	19 - 20

The Ontario Tourism Sector Organization Information Guide is a comprehensive resource designed to provide valuable insights and key details about various voluntary sector organizations within the tourism industry in Ontario, Canada. This guide aims to assist both government agencies and tourism operators in understanding the offerings and roles of these organizations. Voluntary tourism sector organizations are often charities or not-for-profits. They are funded mainly through their members, entrance fees to attractions, fundraising, sponsorship and donations. The aims of the voluntary sector are to preserve, protect and promote their cause.



ATTRACTIONS ONTARIO



 Troy Young, CEO

 tyoung@attractionsontario.ca

 344 Bloor St W, Toronto ON M6G 2P5

Not-for-profit



Est. 1983

VISION:

Be the lead organization to grow, promote and champion a thriving Ontario attractions sector.

MISSION:

Supporting the Ontario attractions sector through innovative partnerships, programs, expertise and trust.

MANDATE:

Attractions Ontario offers information on a wide range of activities, places to visit, and events. We also provide resources like coupons, event listings, and guides for attractions in Ontario, for both tourists and residents looking for leisure activities and sightseeing options in the province. We also advocate for the attractions sector, ensuring their contributions to tourism are recognized.

ATTRACTIONS ONTARIO IS MEMBERSHIP BASED

LIST OF BENEFITS OFFERED:

- Listing on website <https://attractionsontario.ca/> and in Passport Magazine
- Monthly newsletters
- See list of programs and services

LIST OF PROGRAMS ATTRACTIONS ONTARIO OFFERS TO THE TOURISM INDUSTRY

- Passport Magazine and Coupon Book
- Field Trip Planner
- Social media and newsletter opportunities
- Offer a reciprocal admissions program (most popular program)

SERVICES ATTRACTIONS ONTARIO OFFERS TO THE TOURISM INDUSTRY:

Attractions Ontario is venturing into consulting. They deliver workshops on a variety of subjects for DMOs and RTOs, as well as, services including business plan reviews, strategic plan facilitation, and drafting. They review members' marketing, do an environmental scan of operators' competition, and audit your attraction. Additional services include surveying membership and their 40,000+ consumer database to discover trends.

Does Attractions Ontario advocate on behalf of their members: **YES**

BOATING ONTARIO ASSOCIATION

 Rick Layzell CEO

 rlayzell@boatingontario.ca

 15 Laurier Road, Penetanguishene, ON, Canada

Boating
Ontario

Not-for-profit



Est. 1967

VISION:

Delivering effective solutions in Business Development, Workforce Development, Government Relations and Membership Value while actively working to Increase Boating Participation.

MISSION:

Boating Ontario provides an ethically-based foundation to support and grow the recreational boating lifestyle while protecting the environment and enhancing the sustainability of it's members.

MANDATE:

To be a consistent and professional voice at the table on behalf of Ontario's \$4B recreational boating industry.

BOATING ONTARIO ASSOCIATION IS MEMBERSHIP BASED

LIST OF BENEFITS OFFERED:

Workshops, training, marketing and business supports

SERVICES BOATING ONTARIO ASSOCIATION OFFER TO THE TOURISM INDUSTRY:

Our members provide over 40,000 boat slips across the province while winterizing and storing over 100,000 family dreams. We actively encourage families to get out on the water and to tour our rural Ontario towns. We also sell and service the boats that fulfill families' dreams and to create memories.

Does Boating Ontario Association advocate on behalf of their members: **YES**

CAMPING IN ONTARIO



 Alexandra Anderson

 aanderson@campinginontario.ca

 230 Westney Rd Ajax ON

Not-for-profit



Est. 1969

VISION:

To be recognized as the leading authority for all campgrounds in Ontario.

MISSION:

Camping In Ontario/OPCA, as a vital and active stakeholder in the tourism industry, supports member campgrounds in the Province of Ontario by: • Advocating to government. • Educating campground owners; and • Marketing to the public.

MANDATE:

Camping In Ontario/OPCA, as a vital and active stakeholder in the tourism industry, supports member campgrounds in the Province of Ontario by: • Advocating to government. • Educating campground owners; and • Marketing to the public.

CAMPING IN ONTARIO IS MEMBERSHIP BASED

LIST OF BENEFITS CAMPING IN ONTARIO OFFERS:

MARKETING:

- Digital & Print Camping In Ontario Directory; which features the listing of our over 380+ members. We distribute around 65,000 physical copies annually.
- Listing on our CampON App, which boasts over 31,000 downloads.
- Listing on our website, where members can post vacancies, post special offers and events and trailer and campground sales.
- Numerous social media channels promote the use of our member campgrounds.

BUSINESS DEVELOPMENT & NETWORKING:

- Complimentary membership to partners, Canadian Camping & RV Association and TIAO
- Discounted insurance, through our partnership program.
- Access to our extensive resource library, including our lawyer-approved License of Occupation and Winter Storage Agreement.
- Newsletters featuring articles catered to education, government relations and business development.
- Exclusive members-only Facebook group to connect with like-minded business owners.

LIST OF PROGRAMS CAMPING IN ONTARIO OFFERS TO THE TOURISM INDUSTRY

EDUCATION

- The first in Canada, Campground & Outdoor Hospitality Management program for campground operators and managers.
- Virtual and in-person educational webinars and events.

SERVICES CAMPING IN ONTARIO OFFERS TO THE TOURISM INDUSTRY:

MARKETING

- Opportunities for additional paid advertising through our directory, website, and app.
- Brochure distribution at consumer shows in Ontario and Quebec.

ADVOCACY

- Voice of the campground industry at all three levels of government.
- Individualized support for businesses dealing with specific issues at the local level.

BUSINESS DEVELOPMENT

- Two annual in-person events via our convention and spring meeting.
- Consumer shows to promote camping and our member campgrounds to the public.


Does Camping In Ontario advocate on behalf of their members: **YES**

CULINARY TOURISM ALLIANCE



 Rebecca Mackenzie, President & CEO

 rebecca@culinarytourismalliance.com

 260 Adelaide Street East, Suite 153, Toronto ON M5A 1N1

Not-for-profit



Est. 2006

VISION:

Our vision is for culinary and agritourism to be a meaningful and sustainable contributor to local economies throughout Canada.

MISSION:

Our mission is to bring people together from across the culinary tourism industry to support the creation of shared food and drink experiences that celebrate the history, heritage, and culture of a destination.

MANDATE:

Operating as a not-for-profit food tourism development organization, our mandate is to:

- Be a global leader in diverse and inclusive culinary and agritourism destination development
- Build destinations' taste of place by supporting agriculture, viticulture, and aquaculture industries across the culinary tourism value chain
- Foster stakeholder engagement and relationship building resulting in new and/or enriched food and agritourism experiences that are mindful of the natural resources and cultural manifestations showcase
- Seek and encourage mutually beneficial partnerships to increase capacity, leverage audiences, promote innovation, and maximize resources
- Promote authentic tastes of place by sharing stories with pride, respectfully honouring the cultures that create these experiences

THE CULINARY TOURISM ALLIANCE IS MEMBERSHIP BASED

LIST OF BENEFITS THE CULINARY TOURISM ALLIANCE OFFERS:

- Comprehensive Membership Newsletter featuring news and opportunities
- Access to the Members-Only Hub featuring Alliance resources for your organization and stakeholders
- Opportunity for Associate Membership with TIAC for only \$25!
- 15% discount to attend the Taste of Place Summit <https://tasteofplace.ca/>
- Representation for you to media, consumers and government

- Representation within TIAC, TIAO, ITAC and the UNWTO including the Gastronomic Tourism Network
- Eligibility to serve on the Board of Directors
- Access to Annual General Meeting with voting privileges
- Annual report on the successes and plans of the Alliance
- Access to “How to Tell your Food Story” webinar content and online delivery, subject to staff availability

MARKETING BENEFITS

- Logo presence on OntarioCulinary.com
- Customizable destination profile page on OntarioCulinary.com including interactive map, dynamic Instagram gallery, and itinerary inspiration (Destinations and Sector Orgs. with consumer-facing content only)
- Full-year of ad space on OntarioCulinary.com (Members receive 52 weeks of complimentary ad space. Artwork must be provided by the member.)
- Destination feature in Do Something Delicious! Newsletter (Destinations and Sector Orgs. with consumer-facing content only)
- Periodic destination features on @OntarioCulinary social channels (Destinations and Sector Orgs. with consumer-facing content only)
- Exclusive access to the online Culinary Calendar for you and your stakeholders
- Opportunity to provide sponsored content for all platforms Social media love when you tag @OntarioCulinary or use #FeastOn

FEEL GOOD BENEFITS

- Grow culinary and agritourism in Ontario
- Support stakeholders in your region interested in accessing our knowledge base and promotional channels
- Contribute to the collective voice building Ontario's diverse foodways
- Support the annual Ontario Culinary Tourism Awards of Excellence program
- Access the wealth of expertise in food tourism development
- Stay in the know on who is doing what in food and tourism across Ontario

LIST OF PROGRAMS THE CULINARY TOURISM ALLIANCE OFFERS TO THE TOURISM INDUSTRY:

- Feast On® certification program
- Taste of Place Summit

SERVICES THE CULINARY TOURISM ALLIANCE OFFERS TO THE TOURISM INDUSTRY:

Destination development services:

- Asset mapping and assessment
- Strategy development and implementation
- Stakeholder engagement and community mobilization
- Partnership development
- Capacity building and business coaching
- Experience development
- Education
- Feasibility studies & business planning
- Best Practice Missions

Does the the Culinary Tourism Alliance advocate on behalf of their members: **YES**

FESTIVALS & EVENTS ONTARIO



 Dave MacNeil

 dave@festivalsandeventsontario.ca

 155-59 Ottawa Street South, Kitchener, Ontario N2G 3S7

Not-for-profit



Est. 1987

VISION:

Festivals and Events Ontario aspires to facilitate the development of an exemplary festival and events industry in Ontario and be a recognized resource to champion excellence.

MISSION:

Festivals and Events Ontario supports a lively, engaged and dedicated festival and events industry by sharing knowledge, enabling networking, and providing leadership on education, advocacy, and promotion.

MANDATE:

FEO aims to captivate and inspire visitors and residents alike to travel and explore Ontario's uniqueness through festival and event celebrations. We make sure communities continue to produce unique, quality festivals and events in all corners of the province. Providing education, professional development and networking while fostering a community of passionate people invested in the festival and events industry. FEO works hard to deliver membership benefits that support the growth of the industry. Our membership includes festivals, events, suppliers, municipalities, schools, RTO's, DMO's, students, BIA's and everyone in between. Each member contributes to our growing community of people who know what it's like to run successful festivals and events. Together with FEO, our members have an active role in the growth of travel and tourism as well as the festival and events community in Ontario.

FESTIVALS & EVENTS ONTARIO IS MEMBERSHIP BASED

LIST OF BENEFITS OFFERED:

- FEO Guide + Advanced Marketing & Promotion Access:
 - Enhanced website features for streamlined membership processes and audience engagement <https://festivalsandeventsontario.com/>
- Supplier Access and Discounts:
 - Discounts and savings from participating suppliers for FEO members
- FEO Conference and Marketplace:
 - Annual conference with relevant education, awards, and networking

- Marketplace exclusively for Supplier Members and Sponsors during the conference
- FEO Members Awards Program:
 - Opportunities to apply for various awards, including Top 100 Festivals and Events, Volunteer Awards, Municipality of the Year awards, Achievement awards, and Service Excellence Awards
- Master Class & Online Education:
 - Up to 2 regional masterclasses per year with face-to-face education by experts in industry-specific topics, along with member discounts
- Risk Management Tools:
 - Online e-Learning of Risk Management facilitated by Peter Ashwin, offering 15 self-paced online modules and a standardized approach to risk management.
 - Possible preferred rates for Eventinsure upon course completion.
 - Festival & Events Operations and Administration Resources:
 - Robust self-managed database for member-to-member business, marketing, and support, accessible 24/7.
- Detailed Listing of Members Events Online:
 - New FEO website features detailed event listings with additional information, up to 5 images, website links, extended descriptions, and a photo library.
- Value is in the Vault:
 - FEO's Online Resource Library for members to access templates, samples, presentations, and tip-rich documents on various topics.
- FEO Instagram Takeover for Members:
 - Opportunity to "Takeover" the FEO Instagram account during festivals, sharing photos with social media contacts.
- Canadian Sport Tourism Alliance Partnership with FEO:
 - Access to Fest Pro service at CSTA member rates, providing economic impact assessments for festivals and events since 2002.
- Festivals & Events Ontario + International Festivals and Events Membership (IFEA):
 - New membership fees include an IFEA membership, saving between \$245 to \$1205 USD plus a \$50.00 admin fee.
 - Offers additional networking, educational, and award opportunities. Visit www.IFEA.com for more information.

LIST OF PROGRAMS FEO OFFERS TO THE TOURISM INDUSTRY

- Work with the Ministry of Tourism, Sport and Culture, Destination Ontario, RTOs, and DMOs to help support and grow tourism in Ontario.
- Delivering messaging to members and educating them on the relationship of travel and tourism to the festival and event world.

SERVICES FEO OFFERS TO THE TOURISM INDUSTRY:


- Newsletter, webinars, website

Does FEO advocate on behalf of their members: **YES**

INDIGENOUS TOURISM ONTARIO (ITO)



 Sherry Mayer, VP Operations

 smayer@indigenoustourismontario.ca

 1300 Hwy 540 - 4 Directions Complex Unit 4
Aundeck Omni Kaning, ON P0P 1K0

Not-for-profit



Est. 2016

VISION:

Indigenous Tourism Ontario (ITO) is the province's first and only dedicated Indigenous tourism organization that focuses on uniting communities, organizations and industry leaders to support the growth of Indigenous tourism in Ontario.

MISSION:

Our mission is to assist Indigenous communities and entrepreneurs with programs that build capacity to produce high quality products and services. Our success will be guided by the positive impact on our people, the environment and the economy. For our welcomed visitors and tourists we will ensure that our products and services provide a meaningful and memorable Indigenous experience.

ITO does its best work while collaborating with various partners. Its model is inclusive of the 4 Directions: Tourism Providers, Indigenous Leadership, Provincial Partners and Allies, National Partners & Allies

MANDATE:

TO is well executed/guided through its Strategic Plan and the Four Pillars of tourism development: Cultural Authenticity, Product Development, Workforce Development and Marketing and Branding. Indigenous tourism organization that focuses on uniting communities, organizations and industry leaders to support the growth of Indigenous tourism in Ontario. ITO is well executed/guided through its Strategic Plan and the Four Pillars of tourism development: Cultural Authenticity, Product Development, Workforce Development and Marketing and Branding.

ITO IS MEMBERSHIP BASED

LIST OF BENEFITS ITO OFFERS:

Membership benefits for Indigenous businesses include workforce development, marketing and branding, product development and cultural authenticity. ITO's Indigenous Business Advisor's offer customized business supports that help entrepreneurs reach business goals. More information is located on our website.enefits to ITO members fall under our four pillars of tourism development: Product Development, Workforce Development, Marketing & Branding, and Cultural Authenticity.

LIST OF PROGRAMS ITO OFFERS TO THE TOURISM INDUSTRY

SKODE, full suite of workforce development training workshops that help upskill the workforce of the tourism sector, Indigenous sport tourism initiatives, business networking opportunities, business mentorship, business listings on ITO's Indigenous Experience Ontario website which includes the Booker app, cultural advisory, partner training and more.

SERVICES ITO OFFERS TO THE TOURISM INDUSTRY:


As mentioned above

Does ITO advocate on behalf of their members:

YES

NORTHERN ONTARIO TOURIST OUTFITTERS ASSOCIATION (NOTA) O/A NATURE & OUTDOOR TOURISM ONTARIO



 Laurie Marcil, Executive Director

 laurie@noto.net

 386 Algonquin Avenue, North Bay, ON P1B 4W3

Not-for-profit



Est. 1929

VISION:

NOTO is an organization dedicated to proactive planning, development, and promotion of a strong nature and outdoor tourism industry in Ontario.

NOTO is committed to service to its members, protection, and enhancement of resources and environment.

High ethical standards in providing a quality nature-based outdoor experience for our guests, cooperation with other user groups in achieving our goals, and optimum use of the resources of Ontario for the long-term social and economic benefits of all.

MISSION:

The mission of NOTO is to enhance the quality, diversity and economic viability of the resource-based tourism industry in Ontario.

MANDATE:

The Northern Ontario Tourist Outfitters Association (NOTO) was founded by a group of tourism operators in March 1929 to create an organized voice for the resource-based tourism industry in Northern Ontario. Its purpose was to represent the interests of that industry by impressing upon the Government the need to protect and safeguard the attractions that enticed travelers to come to Ontario to our high-quality natural resources base such as our forests, fish, wildlife, clean air and water, and wilderness. More than 90 years after our founding, government relations remain the center of NOTO's focus. NOTO maintains ongoing communications with political leaders and senior civil servants at the local, provincial, and federal levels and lobbies all levels of government to make sure their policies help the outdoor tourism industry in Ontario grow and prosper. Although advocacy remains the prime focus of the Association today, as outlined in our Mission Statement, NOTO has broadened its mandate over the years to keep up with the changing needs of the membership and the sector. In 2000, we adopted the additional operating name of Nature & Outdoor Tourism Ontario to better reflect that our organization is provincial in nature. Although most of the nature and outdoor tourism industry is located in northern Ontario, it is clear that many issues affect the entire industry, and many resource-based tourism operators in southern Ontario felt they had no organized voice and needed one. This led NOTO to shift its focus from being an organization that reflected the needs of its members in northern Ontario to one that works to support the nature and outdoor tourism industry throughout Ontario.

NOTO IS MEMBERSHIP BASED

LIST OF BENEFITS NOTO OFFERS:

- Advocacy
- Advice & business support
- Bi-weekly e-newsletter with updates on any consultations on proposed regulations (Fed or Prov), advocacy work, programs available to the sector, and other important updates impacting tourism businesses
- Money-saving benefits: Exclusive discounts through third parties on insurance, AEDs, credit card merchant rates, marketing, hotels, car rentals, ESSO gas, payroll services, safety equipment, employee manuals, and rental boat safety checklists
- Access to CFIB membership and their benefits Listing on NOTO's consumer-facing website

LIST OF PROGRAMS NOTO OFFERS TO THE TOURISM INDUSTRY

Experience Fishing With support from Destination Northern Ontario, NOTO is offering lodges and resorts the opportunity to access marketing support through the Experience Fishing program.

The Experience Fishing program focuses on attracting new markets; women, youth, and new Canadians to our angling product. Tourism SkillsNet North NOTO is pleased to be a delivery agent for Destination Northern Ontario's Tourism SkillsNet North Program. This program is supported by the Skills Development Fund and in 2023 successfully delivered its third round of the program. NOTO's role is to assist tourism businesses in Northern Ontario in posting their jobs, recruiting staff, signing up their staff for mandatory training, and assisting employers in completing the wage subsidy paperwork and submitting it to Destination Northern Ontario.

SERVICES NOTO OFFERS TO THE TOURISM INDUSTRY:

- Communication: Non-members receive a bi-monthly e-newsletter (Members bi-weekly) with updates on any consultations on proposed regulations (Fed or Prov), advocacy work, programs available to the sector, and other important updates impacting tourism businesses.
- Consultation: NOTO regularly conducts surveys to gain input and stay informed on the issues that are important to the sector. These survey results are used to develop NOTO positions and briefing notes to inform the government. The government often benefits as well as industry from these activities.
- Advice: NOTO helps businesses in the resource-based tourism (RBT) sector weed through regulations and policies that impact their businesses. They connect operators with the proper ministries, funding sources, and suppliers to save them time and money.
- Networking & Learning: NOTO partners with Destination Northern Ontario to deliver the Northern Ontario Tourism Summit annually. Each year this event is held in a different city in Northern Ontario. The event is filled with keynote speakers, information sessions, and interactive workshops as well as countless opportunities to network with peers, government, and partners. This event is usually held in November.

Does NOTO advocate on behalf of their members: **YES**

ONTARIO RESTAURANT HOTEL & MOTEL ASSOCIATION (ORHMA)



 Tony Elenis President and CEO

 info@orhma.com

 2600 Skymark Avenue Suite 8-201, Mississauga On L4W 5B2

Not-for-profit



Est. 1999

VISION:

Strengthen existing base and increase the awareness and visibility of ORHMA's value driven work across Ontario.

MISSION:

ORHMA is dedicated to fostering a positive business climate for Ontario's Hospitality Industry while providing value added services to its members.

MANDATE:

ORHMA represents industry interests to government with the goal of influencing policy decisions to improve business conditions for restaurateurs and hoteliers while assisting members in accessing government, and understanding or comply with regulatory obligations. ORHMA is to offer value driven programs and develop business initiatives to address the hospitality's needs.

ORHMA IS MEMBERSHIP BASED

LIST OF BENEFITS OFFERED:

Value saving programs

Key programs: Hydro and Natural Gas, Commercial Insurance, Group Benefit Insurance, Food Purchasing, Merchant Rates

LIST OF PROGRAMS ORHMA OFFERS TO THE TOURISM INDUSTRY




All the above

SERVICES ORHMA OFFERS TO THE TOURISM INDUSTRY:

All the above

Does ORHMA advocate on behalf of their members: **YES**

ONTARIO SNOW RESORTS ASSOCIATION (OSRA)

 Kevin Nichol, President
 osra@skiontario.ca
 kevin@skiontario.ca
 Box 575 Collingwood L9Y 4E8

OSRA
ONTARIO SNOW RESORTS
ASSOCIATION

Not-for-profit



Est. 1964

VISION:

The Ontario Snow Resorts Association has a vision to be the Snow Resort trade association of choice, representing all regions of Ontario while working with industry members, associates and partners in the development and implementation of industry leading events, best practices, policy and guidance.

MISSION:

The Mission of Ontario Snow Resorts Association is to meet the needs of the skiing, snowboarding, and snow-tubing public and to encourage Member Alpine and Cross Country operators to promote safe activity at all operations in the Province of Ontario.

MANDATE:

To promote skiing, snowboarding, and snowtubing in Ontario, to establish standards of safety and efficiency for operations of the members, and to represent the members and promote and protect their interests.

OSRA IS MEMBERSHIP BASED


LIST OF BENEFITS OSRA OFFERS:

Advocacy, educational seminars and events, trade shows, best practice development, program, and special project development, research, and surveys. Technical training and certification for Ski Lift Mechanics, Risk Management best practices committee, customer development projects and events (Grade 4 5 Ski Pass, Schools On Snow Ontario, Toronto Ski and Snowboard Consumer Show). Cooperation and participation with other regional associations, snow conditions reporting with The Weather Network, skiontario.ca website, and info portal. Board Representation on National and Provincial Committees and Regulators, Discover Skiing and Snowboarding public facing events, clinics and marketing assets.

Does OSRA advocate on behalf of their members: **YES**

ONTARIO BY BIKE (A PROGRAM OF TRANSPORTATION OPTIONS)



 Louisa Mursell, Executive Director

 lmursell@transportationoptions.org

 850 Coxwell Avenue, 2nd floor. Toronto, ON. M4C 5R1

Not-for-profit



Est. 1992

VISION:

To make Ontario a top cycle tourism destination in North America. (Ontario By Bike is a program of Transportation Options whose vision is to build vibrant communities through sustainable transportation and tourism programs and innovations.)

MISSION:

To develop and promote cycle tourism in Ontario. (Transportation Options is a non-profit organization dedicated to fostering sustainable transportation and tourism ideas and innovations by providing organizational structure and support to projects and innovations that are healthy, integrated, convenient, economically beneficial, and environmentally sound.)

MANDATE:

Transportation Options mandate is to work together with key industries and their stakeholders, many of whom traditionally do not work together, to develop transportation systems, infrastructure and policies that are efficient, encourage a range of transportation choices, and support vibrant communities and healthy economies.

ONTARIO BY BIKE IS NOT A MEMBERSHIP BASED ORGANIZATION

LIST OF PROGRAMS ONTARIO BY BIKE OFFERS TO THE TOURISM INDUSTRY

- Destination marketing programs and partnerships including print, digital, and shows
- Ontario By Bike Industry Partnership Advisory Committee
- Cycle Tourism Conference Canada
- Additionally, Transportation Options programs include Parkbus - Active Days & Naturelink

SERVICES ONTARIO BY BIKE OFFERS TO THE TOURISM INDUSTRY:

- Network of over 1,680 certified bicycle-friendly tourism businesses in destinations across Ontario
- Promotion of destinations and businesses to a large community of cyclists, including an annual print guide available in both French and English
- Show representation
- Customized content creation and influencer services
- Industry and operator training workshops and webinars, meeting and consultation facilitation, and a variety of speaking engagements
- Cycle tourism and event research
- Cycling event management and hosting of branded Ontario By Bike Rides
- TICO license and registrant
- Consulting services on cycle tourism destination and product development including strategic planning, feasibility, and economic impact studies

Does Ontario By Bike advocate on behalf of their sector: **YES**

 Kerri King, Executive Director

 kerri@resortsofontario.com

 29 Albert Street North, Orillia, Ontario L3V 5J9

Not-for-profit



Est. 1942

VISION:

Provide exclusive partnerships to members to build partnerships with fellow members and government, learning from peers and experts, deliver value to members through collaboration and strategic partnerships.

Be the most effective lead generator, driving revenue to members Exploring new marketing opportunities providing for long-term sustainability. Initiate a process by which the board identifies key priorities that unites and engage members Be the communication conduit of relevant and timely information

Leveraging strategic partnerships

MISSION

Three (3) core pillars: Creating Synergy, Driving Profitability, Sharing Business

CREATING SYNERGY:

- Providing Networking opportunities, seeking, and sustaining partnerships, leveraging buying power Driving

PROFITABILITY:

- Co-operative marketing, developing new markets, proven ROI; clear analytics, and metrics.

SHARING BUSINESS:

- Expanding membership sectors sharing business intelligence: Information, education and advocacy, communicating best practices, supporting streamlined operations/time-saving, responding to a changing marketplace

MANDATE

Members of the ATRO o/a Resorts of Ontario supports the high standards of the tourism and hospitality industry ensuring "Guest Satisfaction", through adherence of the following values listed below: Members agree to: Integrity, truth and fairness in communications and marketing Ongoing improvement of the quality of experiences at our establishments Act professionally and with courtesy to members of the travelling public and respectfully supporting industry colleagues. Practice green solutions and setting environmentally friendly policies to protect and sustain Ontario's natural resources. Endorsed by the Board of Directors of Resorts of Ontario Jerry Feltis President of Resorts of Ontario

RESORT OF ONTARIO IS MEMBERSHIP BASED

LIST OF BENEFITS RESORTS ONTARIO OFFERS:

Discounts and savings programs, Business resources and support, robust marketing programs and marketing benefits, membership, education

LIST OF PROGRAMS RESORTS OF ONTARIO OFFERS TO THE TOURISM INDUSTRY:

Print and digital programs to support resort members and the overall tourism industry

SERVICES RESORTS OF ONTARIO OFFER TO THE TOURISM INDUSTRY:

As mentioned above

Does Resorts of Ontario advocate on behalf of their members: **YES**