

## **Explore the Possibilities in Northern Ontario**

Tourism Experiences Promoted for the 2015 Season

March 5, 2015

There is no better time than now to explore the great outdoors and tourism experiences in Northern Ontario. Through its current marketing campaign, the Ontario Tourism Marketing Partnership Corporation (OTMPC) is encouraging visitors to “Explore the Possibilities in Northern Ontario” in 2015.

Working with tourism partners from Northern Ontario, the OTMPC campaign shares the endless, unique and awe-inspiring opportunities available in the North. A key piece of the marketing campaign is the distribution of 810,000 copies of the new *Explore the Possibilities in Northern Ontario* magazine. The magazine contains a distinctive ‘flip-the-book’ feature with half of the publication dedicated to activities across Northern Ontario’s regions and half dedicated to specific avid experiences such as angling, hunting, power sports touring and outdoor adventures.

The campaign is targeted at visitors from across Ontario, Manitoba, Quebec and the United States. Northern Ontario will be prominently featured at trade and consumer shows focussed on activities popular in the north such as fresh-water fishing, kayaking adventures and motorcycle touring. Urban areas of the North are providing travellers with ideas: visitors can enjoy a boat ride with beautiful scenery during the day, followed by a delicious culinary dinner and festival concert in the evening.

The magazine will also be directly distributed over the next few months to outdoor enthusiast subscribers of magazines such as *Outdoor Canada*, *Maclean’s*, *Our Canada* and *National Geographic Traveler* (U.S.).

Tourists are encouraged to visit [www.ontariotravel.net/north](http://www.ontariotravel.net/north) to obtain more information on Northern Ontario tourism experiences and packages.

### **QUOTES**

“With its stunning landscapes and unique tourist attractions, Northern Ontario has long been a special destination for those who have visited. We are lucky to live in a great province with so many cultural, historic and eco experiences at our fingertips and I encourage everyone to enjoy them all. Consider choosing Northern Ontario for your next adventure – it’s closer than you think.”

- Honourable Michael Coteau, Minister of Tourism, Culture and Sport

“The North is truly one of Ontario’s gems. The beauty of the landscape and the experiences both indoors and outdoors will have visitors raving when they return home. OTMPC is pleased to partner with tourism stakeholders to share all the possibilities that Northern Ontario has to offer.”

- Ronald Holgerson, President and CEO, Ontario Tourism Marketing Partnership Corporation

“Northern Ontario is front and centre with the new campaign launched by the Ontario Tourism Marketing Partnership Corporation. Great outdoor products, cities, towns and attractions are all captured through thoughtful stories about why everyone should visit this part of our province. From fantastic fishing and hunting, touring experiences that are second to none and, of course, our nature and adventure product, the campaign is sure to entice travellers to the North.”

- Carol Caputo, Chair, Ontario Tourism Marketing Partnership Corporation Northern Tourism Marketing Committee

"Northern Ontario is a vast and inviting region with a diverse and dynamic tourism economy. We are so pleased to have the opportunity to work with OTMPC and our sub-regional partners on this important campaign featuring the Northern experiences that resonate with consumers."

- David MacLachlan, Executive Director, Tourism Northern Ontario

"The best thing about the famous Canadian wilderness is that it's closer than you think. Just two hours north of Toronto, you will find some of the most stunning natural landscapes in the nation, from iconic Algonquin Park in the east to sparkling Georgian Bay in the west. Head to the Explorers' Edge region of Ontario to experience this province's seriously great outdoors in a thousand spectacular ways."

- James Murphy, Executive Director, Explorers' Edge

#### QUICK FACTS

- Visitors can obtain *Explore the Possibilities in Northern Ontario* magazine from an Ontario Travel Information Centre, by calling 1-800-ONTARIO, at [SAIL](#) stores throughout Ontario and by [download](#).
- To jointly market the North, OTMPC works in partnership with Regional Tourism Organizations (RTO) Tourism Northern Ontario and Explorers' Edge, and Northern Destination Marketing Organizations.
- Visitors are encouraged to share their Ontario tourism experience on Twitter using the hashtag #DiscoverON.
- Tourism is an important economic driver. 2012 figures indicate that tourism supported over 359,400 jobs and generated \$28 billion for Ontario's economy.
- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

#### LEARN MORE

- Learn more about [Northern Ontario](#) adventures and experiences.
- Enter the Great Canadian Boreal Forest Adventure [Contest](#).
- Learn more about [OTMPC](#), its programs and partnership opportunities.

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