

Barriers to growth in NW Ontario

Increased Government marketing support.

- 1. Ontario has minimal presence in the US Midwest market place and if so only in the traditional fishing sectors.**
- 2. Many other destinations are marketing to our customers.**
- 3. Close to 90%* of our visitors come from the US. It is closer to 100% for Resourced Based Tourism industry.**
- 4. The tourism industry in Sunset Country invests millions to market their businesses. (\$11.3m 2001*)**
- 5. Northwest Ontario is a destination.**
- 6. There has been no Government support to move the Fort Frances Tourism Information centre and create a centre which actively promotes NW Ontario and the region.**

Recommendation #2

Ontario must improve marketing for NW Ontario

- 1. By splitting OTMPC's Northern Committee and forming a separate committee for NW Ontario to focus on US Midwest markets.**
- 2. By investing in this process with additional and consistent marketing funds.**
- 3. Provide assistance in moving the Fort Frances Travel centre.**

* (2001 Tourism Economic Impact study, www.nwota.com)