



Working together on Tourism issues in  
North Western Ontario

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## Northwestern Ontario – Canada's Outdoor Destination

One of North America's Truly Spectacular Wilderness Destinations

### Northwestern Ontario strengths and key assets.

- A vast accessible wilderness suited to all types of outdoor activities.
- Large inventory of resource-based tourism establishments.
- Other Notable outdoor destination attractions.
- Several gateway cities and towns with their own attractions.
- Major highway touring corridors and routes.
- Nationally and internationally significant.

### Advantages of Northwestern Ontario as a destination.

- Greatest concentration of freshwater lakes and rivers anywhere in the world.
- The highest concentration of resource-based tourism infrastructure.
- Easy access from key markets, particularly the U.S. Midwest.
- Large-scale protected wilderness areas.
- Unique cultural history and heritage attractions.