



## Working together on Tourism issues in North Western Ontario

NWOTA/KDCA Working Group  
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April 9, 2009

The Honourable Monique Smith, Minister  
Ministry of Tourism  
9<sup>th</sup> Floor, Hearst Block  
900 Bay Street  
Toronto, ON M7A 2E1

Dear Minister Smith:

After review and extended discussions on the report *Discovering Ontario: A Report on the Future of Tourism* the memberships of the Kenora District Camp Owners Association (KDCA) and North Western Ontario Tourism Association (NWOTA) are recommending the establishment of a Region 12 that would be defined by the existing geographical boundaries of the Sunset Country Travel Area (SSCTA). The basis for recommending a Region 12 is fourfold: it would maintain and sustain the viability of the already recognized tourism travel destination of Sunset Country; it would recognize the uniqueness of a Northwestern Ontario tourism corridor that spans the area west of Thunder Bay to the Manitoba border; it would acknowledge the uniqueness of the demographic profiles of our customers, 79% (99% + for RBT) of whom travel from the United States to enjoy the services of our resource based tourism facilities; and, it would establish, at the onset, an economic platform and organizational support for the equitable distribution of any and all funding that may emanate from programmatic and policy decisions that arise through the implementation of the findings from the *Discovering Ontario* tourism strategies.

In addition to the establishment of a Region 12 both KDCA and NWOTA are recommending that your office designate the Ontario Sunset Country Travel Association as the Destination Marketing and Management Organization (DMMO) for this newly created region. Our rationale is straight forward – the Sunset Country Travel Association is universally recognized as an organization that “gets the job done with the best interests of its membership foremost in mind.”

Minister Smith, our recommendations have the support of key tourism organizations and municipalities and communities in NW Ontario. While KDCA and NWOTA have enthusiastically embraced the findings and recommendations of the *Discovering Ontario* report it is our belief that adoption of our recommendations will positively impact the direction of your efforts and serve to extend the importance of the tourism industry in NW Ontario.

Should you wish to discuss these recommendations in more detail we would encourage your office to be in contact with one or both of the undersigned.

Sincerely yours,

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