



**Working together on Tourism issues in
North Western Ontario**

NWOTA/KDCA Working Group
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Presentation to: The Standing Committee on Finance and Economic Affairs

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NWOTA/KDCA

Together the Kenora District Camp Owners Association or (KDCA) and the Northwestern Ontario Tourism Association or (NWOTA) represent tourism advocacy throughout North Western Ontario. As active lobby groups, we continue to address critical issues facing the tourism industry and the economy of Northwestern Ontario.



Tourism's Role in the Economy of Ontario

The economic impact of tourism, combining visitor tourism spending and capital expenditures invested by accommodation providers in Sunset Country is as follows:

- **12, 235 full-year jobs**, of which 9,898 jobs (81%) were in Sunset Country;
- **\$451 Million in economic activity**, of which \$306 Million (68%) benefited Sunset Country;
- **Wages and Salaries in excess of \$282 Million** -- \$202 Million in Sunset Country; and
- **\$185 Million in Federal, Provincial and Municipal taxes.**
- **Tourism in Sunset Country is an export business** – American visitors to the area contribute 79% of all tourism expenditures.

(All figures obtained through a 2003 study conducted by PKF Consulting in association with the Canadian Tourism Research Institute.)

Improving Infrastructure Funding Opportunities for Accommodation Industry

We are pleased that the Government of Ontario included resource based tourism in the potential businesses eligible for Northern Ontario Heritage Fund loans. We would urge the government to continue to support our industry when the program is renewed or changed this coming year by expanding the program to include legislated upgrades such as water and sewer, gas storage or accessibility regulations.

Accommodation operators are re-investing their profit back into Sunset Country's tourism product, as evidenced by the fact that the average profit per unit was \$9,500 in 2001, with 7-in-10 operators re-investing approximately \$11,000 per unit back into their operation during the same year

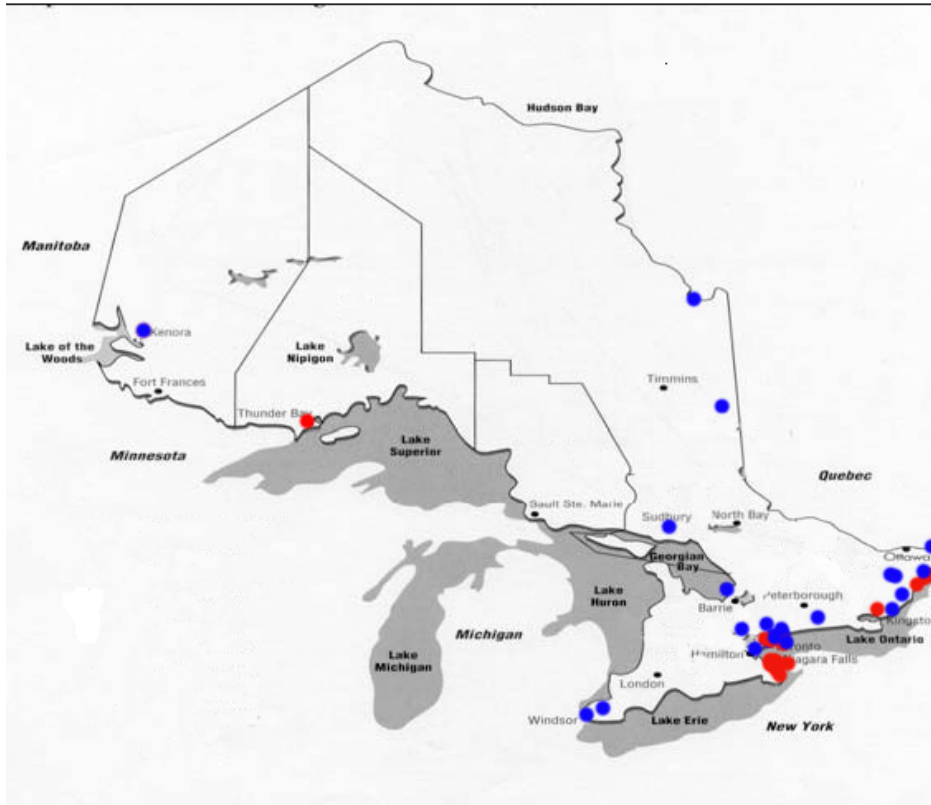
Improving Infrastructure Expenditures within the Provincial Government

Roads and Waysides

- Significant investment upgrading our main highways is absolutely essential.
- Significant investment in road side stops, turn-offs, and washrooms.
- Our main competitors, the US, provide travelers with quality roads, rest stops and clean attractive washrooms.
- Ontario is must communicate that they value the tourists traveling to our region.

Attractions

- The Government of Ontario must increase its investments in attractions and heritage properties across Northwestern Ontario.



Red dots indicate Ministry of Tourism Assets
 Blue dots indicate Ministry of Culture Assets

Assets in Southern Ontario	34
Assets in Northern Ontario	5
Ministry of Culture Assets in GTA	7
Ministry of Culture Assets in Foreign Countries	1
Ministry of Culture Assets in Northwestern ON	1

We look forward to working with you to ensure a prosperous future for both the Province of Ontario and Tourism throughout Northwestern Ontario.

For Further Information please contact:
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