



## NORTH WESTERN ONTARIO TOURISM ASSOCIATION ANNUAL GENERAL SPRING MEETING

Thursday, May 4, 2006

Nestor Falls Community Centre, Nestor Falls, Ontario

*Watch for more information to follow in Fort Frances Times*

### PASSPORT UPDATE

The NWO Business Partnership (NWOBP) (made up of NWOTA, KDCA, NOACC, NOMA, NODN) joined a group, BESTT, that are recommending Real ID (driver license) as the border crossing document instead of the passport.

NWOBP joined 30 people representing various groups from US and Canada (predominantly US) ascended on Washington DC for a two day conference to develop a strategy and a position that we could all live with. Over 200 congressional offices were then contacted.

In an ongoing effort, state and federal representatives in both Wisconsin and Minnesota have been contacted. The main message to them is the economic impact Canada has on their state. For example these are the statistics we forward to Senator Bob Lessard of Minnesota.

Economic impact of Canada to Minnesota:

- Trade with Canada supports 103,000 jobs in Minnesota. (Source, Canadian embassy, Washington DC)
- Bilateral trade with Minnesota is 11.7 Million Dollars. (Source, Canadian embassy, Washington DC)
- 2.6 million Canadians visit Minnesota each year, with 2 million of them same day. (Source, Stats Can)
- Canadians spend \$235 Million each year in Minnesota. Same day spend \$84.2 million. (Source, Stats Can)

- Loss Caused by WHTI, Visitors (Extrapolated from Canadian tourism Research Institute us data)
  - Visitors 2005 .12 Million
  - Visitors 2005-2008 .25 Million
- Loss caused by WHTI, Visitor spending (Extrapolated from Canadian tourism Research Institute us data)
  - Spending 2005 \$6.3 Million
  - Spending 2005-2008 \$15.5 Million.

For those that winter in the US, if you would like to contact a state or federal representative, contact the NWOTA office and we will provide you with a packet of information. The same information given to Mr. Lessard can be developed for each state. For example it was mentioned at the DC meeting that Florida has more revenue from Canadian tourists than any other tourist including the US.

For more information about the BESTT coalition (Business, Economic security, Trade & Tourism Coalition) go to [www.besttcoalition.com](http://www.besttcoalition.com) .

### 2006 NWOTA MEMBERSHIPS ARE NOW DUE

Please complete the membership form included in this newsletter and forward to the NWOTA office as soon as possible.

## BORDER UPDATE

North Western Ontario business partnership (NWOBP) a partnership made up NWOTA, KDCA, NOACC, NOMA and NODN, has developed two forms of communications. Both are an attempt to take give our industry a means to inform our guests about issues such as DWI and other border crossing issues that could put our guests in an embarrassing position.

Millions of dollars are spent to get guest to Ontario but nothing is spent to inform Visitors of what is required to cross the border. Some have faced a rude awakening when CBSA runs a background check on them.

The FAQ is available to all operators and the website [www.canadawelcomesyou.net](http://www.canadawelcomesyou.net) should be given to all potential customers. The FAQ could be sent out with all correspondence with your customers and the website could be published in you advertising piece and linked from your website.

The new passport issue as announced in the Western Hemisphere Travel Initiative (WHTI) is expected to have a major impact on Canada as reported by the Canadian Tourism research Institute:

1. **By 2008 the cumulative effect of "Western Hemisphere Travel Initiative" (WHTI) will be 7,733,000 less people crossing into Canada from the US.**
  - 64.6% will be same day visitors.
  - 35.4% will be overnight visitors.
  - 61.1% will be in Ontario.  
(4,724,863)
2. **By 2008 the cumulative effect of WHTI will be a drop of \$1,756,000,000 in travel receipts from US travel to Canada. (\$227/visitor)**
  - 20.6% will be same day visitor.
  - 79.4% will be overnight visitor.
  - 48.9% will be in Ontario.  
(858,684,000)

Tourism in NW Ontario will be especially hit hard as a large percentage of our guests are from the US.

Dates to mark on your calendar:

### 2006 Monthly NWOTA Meetings

April 6, Emo Inn, Emo, ON

**April 20, Sunset Country AGM, Kenora**

May 4, **Annual Spring Meeting, Nestor Falls Community Hall, Nestor Falls, ON**

**May 5, KDCA AGM, Waldorf**

July 6, Emo Inn, Emo, ON

August 3, Emo Inn, Emo, ON

September 7, Emo Inn, Emo, ON

October 5, Emo Inn, Emo, ON

**Annual Fall Meeting, Date & Location TBA**

November 2, Emo Inn, Emo, ON

December 7, Emo Inn, Emo, ON

Members are encouraged to attend monthly meetings whenever possible. A call to the NWOTA office ensures that enough seating can be arranged.

### BORDER CROSSING INFORMATION:

#### Fort Frances and Rainy River.

- 1972 to 2005, total crossings are down 161,000 visitors, 25.6%
- 1972 to 2005 same day crossing into Fort Frances accounts for this loss, down 180,000 visitors, 56%
- 1972 to 2005, 2 night plus (RBT) is about even to a little up.
- RR/FF down 7.1% 2005 over 2004.
- 2 night plus May thru October is down 3.45%.

#### Ontario. (from Ontario MTR tourism performance update)

- US Entries to Ontario fell by 9.7% in 2005 over 2004, and by 26% from the historical peak of 1998.
- Overseas entries are up 7.2% 2005 over 2004.

MP Ken Boshcoff has sent Honourable Stockwell Day, the Minister of Public Safety, a letter asking for Border crossing statistics for Canada/US and International Visitors, so we might see the turn back rates for US and International visitors.

### **Ontario's Sunset Country Travel Association Annual General Meeting**

**April 20, 2006, 7:00 PM**

Super 8 Motel, Kenora, Ontario

Guest speakers include Jim Grayston OTMPC and Jennifer Rasmussen, EDO for City of Kenora.

**NW Region Bed Capacity Discussions**

MNR uses a figure of 200 kg of fish harvested per bed; even though their studies indicate that harvest can be estimated anywhere from 330kg/bed to as low as 70 kg/bed. Operator representation feels the 200 kg/bed is too high and doesn't reflect the reality of an average outpost experience. This has been a contentious issue with our committee, so much so that it lead to canceling an in person meeting. Since the cancellation of that meeting, MNR has lowered the red flag to 147 kg of fish harvested per bed. If bed capacity is above the new red flag number, 147kg/bed, then there may have to be a management strategy negotiated with MNR (i.e.: conservation limits or shore lunch only, etc.) to maintain the same number of beds at an outpost. More meetings are scheduled in March; we may have more information after these meetings.

**RBT STRATEGIC PLANNING MEETING FOR NW ONTARIO**

The June 27<sup>th</sup> Strategic Planning meeting had to be cancelled and will be rescheduled for a later date.

***We are still in need of the best of your best recipes.***

***If you have not sent your favourite recipes to the NWOTA office – please do so now.***

***Send your recipes to:  
NWOTA  
Box 458  
Emo, ON  
POW 1E0***

***[info@nwota.com](mailto:info@nwota.com) or  
fax to (807)488-5514.***

The Ontario Travel Information Centres are now preparing to promote Ontario tourism operations for 2006. Please send your brochures to the following Ontario Travel Information Centres with postage prepaid.

All 18 Ontario Travel Information Centres have advertising space available to promote your facility. More than 1.5 million visitors used the travel services at our 18 centres in 2005. Your advertisement will be seen by these visitors who come in to get information about where to stay, what to see and do, where to shop, etc. Please get in touch with Jack Lynch (705-725-7276 or 1-800-567-1140 [jack.lynych@mtr.gov.on.ca](mailto:jack.lynych@mtr.gov.on.ca)) for further information on this unique promotional opportunity.

Also, please take advantage of the Ontario Tourism Marketing Partnership Corporation's consumer travel website which offers you a free website listing. This is an important website to get your message out to consumers. For details, go to [www.tourismpartners.com](http://www.tourismpartners.com) and register. If you need more information, please call 1-800-263-7836.

Ontario Travel Information Centre  
261 Queen Street West  
Sault Ste. Marie, ON  
P6A 1A3 **(year round)**  
(705) 945-6941

Ontario Travel Information Centre  
400 Central Avenue  
Fort Frances, ON  
P9A 1X8 **(year round)**  
(807)274-7566

Ontario Travel  
7671 Hwy. 61  
RR #7, Pigeon River  
Thunder Bay "F", ON  
P7C 5V5 **(open May 15)**  
(807) 964-2094

Ontario Travel  
Hwy 17 (at ON/MB border)  
c/o General Delivery  
Keewatin, ON  
P0X 1C0 **(open May 15)**  
(807)468-2495

Ontario Travel  
301 Atwood  
P.O. Box 100  
Rainy River, ON  
P0W 1L0 **(open May 15)**  
(807) 852-4449

## NW Regional Deer Committee Report

As many of you are aware NWOTA has had representation on the regional deer advisory committee for some time. After recommendations from the last session (two years past) were not implemented by MNR for a variety of reasons, NWOTA was asked to again send representatives to a meeting in early December. This meeting was to again try to address some of the perceived problems with the deer hunt in the Northwest Region, e.g.: too many non-resident hunters in some zones, crowding issues, too many new outfitters, wastage issues.

The meeting was attended by district managers from Fort Frances, Kenora and Dryden as well as area supervisors, two biologists and representation from region. NWOTA, KDCA, guide reps from Dryden, Fort Frances and Kenora as well as an OFAH rep were also present.

MNR was only prepared to address the issue with hunting season changes to non-resident hunters, as this was the easiest and the cheapest for them to implement. There were several options

for season changes all of which involved shortening and or moving the non-resident hunting season. In the end, operators, association reps, guides reps, and OFAH agreed that none of the proposed MNR season changes were a solution as they did not address the problem of too many hunters in a couple of zones. The operators and guides also pointed out that most of them would be out of business as well as many others if the season "prime time" were not available for non-resident hunting.

As there was no support for this option, MNR has again dropped the deer management issue for now. Reps for NWOTA and KDCA believe we have not seen the end of this as non-resident hunter numbers continue to grow especially in zones 7B and 8. Resident hunters are complaining about crowding and disruption of the first week of the moose hunt, competition for prime hunting areas has and will continue to lead to problems in several areas.

### Aulneau Peninsula

Representatives report that there is no further update at this point.

**Sometimes you see something happening and cannot talk to anyone at MNR, i.e. on a weekend or holiday, to report it**

**Call 1-800-222-8477  
CRIME STOPPERS**

## Bear Wise

### Don't Feed the Bears

In an immediate emergency call your local police or 911

To report a bear problem call:

**1-866-514-2327**

**1-866-514-BEAR**

**[bears.mnr.gov.on.ca](http://bears.mnr.gov.on.ca)**

*NORTH WESTERN ONTARIO TOURISM ASSOCIATION*



**2005 GOLD SPONSORS**

NWOTA would like to take this opportunity to thank the following businesses for their contributions towards our efforts and our association.  
Your generosity is sincerely appreciated.



**Tompkins Hardware**



**Kaemingh Fuels Ltd.**



**Yamaha Canada**



NWOTA would like to take this opportunity to thank the sponsors for our 2005 Annual General Fall Meeting.

**2005 Fall Meeting Sponsors**

<b>Cloverleaf Shop-Easy</b>	<b>Kaemingh Fuels Ltd.</b>
<b>Emo Inn</b>	<b>North Air Taxi</b>
<b>Fort Frances Times Printing</b>	<b>Tompkins Hardware</b>
<b>Gillons' Insurance Brokers</b>	<b>Yamaha Canada</b>

The continuous support of these businesses is very much appreciated.

Thanks to all those that work on the Fall Meeting Committee. Your time & efforts in putting together this event and dedication to the Tourism Industry is of immeasurable value to NWOTA.

*"Tourism - Our Most Renewable Resource"*

# Northwestern Ontario Tourism Association

Email: [info@nwota.com](mailto:info@nwota.com)

URL: [www.nwota.com](http://www.nwota.com)

P.O. Box 458  
Emo, ON P0W 1E0



Ph.: 807 488-5514  
Fax: 807 488-5514

## 2006 Membership Form

\_\_\_\_\_ **VOTING MEMBER - \$200.00 (\$140 if dues are paid by June 30, 2006)**

Voting membership is for resorts and other businesses in direct tourism, but is available to other businesses or individuals that want full membership rights. Free listing on the NWOTA website with hotlink to your site.

\_\_\_\_\_ **ALLIED MEMBER – \$200.00 (\$140 if dues are paid by June 30, 2006)**

Allied membership is for businesses that supply the tourism industry, but is available to non-tourism related businesses and individuals as well. Allied members are not eligible to vote.

\_\_\_\_\_ **ASSOCIATE MEMBER \$70.00 (\$50 if dues are paid by June 30, 2006)**

Associate membership is for individuals, non-tourism related businesses and non-profit associations.

**Memberships have not increased but get your dues in early and receive a discount!**

**Please complete the following information and return it to the NWOTA office with your 2006 dues.**

### SUMMER OR ANNUAL ADDRESS:

Contact person(s): \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address City Prov. Postal Code

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### WINTER ADDRESS if different:

Contact person(s): \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address City Prov./State Postal/Zip Code

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**To assist us in keeping our records up to date, please provide the information that is requested on the back of this form.**

*“Tourism - Our Most Renewable Resource”*

Approximately four times a year NWOTA sends out a newsletter to all of our members called the "Information Byway".

**How would you like to receive your copy of the Information Byway?** (Please circle one)  
Mailings would most likely be in a PDF file or Microsoft Word.

MAIL (Canada Post)

EMAIL(electronically)

**In which MNR District are you located?**

Fort Frances

Kenora

Other(specify)\_\_\_\_\_

**On which lake(s) are you located?**\_\_\_\_\_

*The Northwestern Ontario Tourism Association operates without funding from government. Membership fees and donations finance our work. To carry out our mandate, NWOTA needs the continued support of industry members and of those who benefit as suppliers to tourism operators. **The greater our numbers, the louder our voice.** We invite you to join the organization that has been working for you for almost 80 years.*

**2006 membership**

**2006 Voting membership \$200.00**  
**(\$140 if paid by June 30/06) \$\_\_\_\_\_**

**2006 Allied membership \$200.00**  
**(\$140 if paid by June 30/06) \$\_\_\_\_\_**

**2006 Associate membership \$70.00**  
**(\$50 if paid by June 30/06) \$\_\_\_\_\_**

**Donation**  
**To the NWOTA Research Account \$\_\_\_\_\_**

**TOTAL \$\_\_\_\_\_**

What specific field of interest/projects would you like NWOTA to consider using the research account for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Further Comments**\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_