

North Western Ontario Tourism Association

Email: info@nwota.com

URL: www.nwota.com

P.O. Box 59
Morson, ON P0W 1J0



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

Dear Partner in Tourism,

Over the last few years NWOTA has taken the lead in a number of projects. Teaming with organizations that have common interests, we have been able to;

- Coordinated an **economic impact** study of tourism to NW Ontario. It has been a very valuable tool in our effort to deal with issues that negatively impact member's businesses and investments.
- Since June of 2001 NWOTA has been very active in the issue of guests being **turned back** at the border. This has been a very expensive undertaking. We have phone expenses for conference calls and a trip to Ottawa. We feel we may need to hire professional help on this issue.
- We were at the forefront of the **GST rebate issue**. NWOTA pointed out to TIAC that our industry had a unique ability to rebate the GST to our foreign guests. NWOTA effort did insure that our ability to rebate directly to our guest was heard and kept in place for our members.
- The **fish dispute with Minnesota**. NWOTA spent many hours, the province did not support.
- We were involved with others on the United States **Passport issues** including a trip to Washington DC to lobby our position.
- KDCA/NWOTA identified the **lack of destination marketing** and the uniqueness of the tourism economy in Northwestern Ontario. In September of 2006 KDCA/NWOTA told Ontario Tourism Marketing Partnership Corp. (OTMPC) that NW Ontario was generating 46% of tourism revenue to Northern Ontario, we were spending \$11.3 million to market our own businesses and the province was contributing very little. OTMPC eventually committed \$1m to market NW Ontario.

We have spent over \$4,000 on phone calls and conference calls which have proven to be an effective way in coordinating efforts with those in various parts of NW Ontario. As a result of this work NWOTA has reduced its treasury and need your help.

This is important work to everyone in the tourism industry. The cost should not be absorbed by those willing to work on and fight for tourism issues on behalf of every one else in this industry. ***Not all of us can donate time or effort. But you can help by funding NWOTA's work.***

Please review the attached document. The program is called the **NWOTA Stewardship Circle**. Consider becoming an active member by supporting NWOTA financially.

Directly or indirectly your business is influenced by a healthy tourism economy. If you have a question please contact the NWOTA office or any board member.

"Tourism - Our Most Renewable Resource"