



GET HOOKED ON FISHING

Consumer Website:

northernontario.travel/experience-fishing

Operator Website:

noto.ca/experience-fishing



WHAT IS EXPERIENCE FISHING?

Experience Fishing is a program that provides operators with the tools and resources they need to access new markets.

This presentation will cover the training, resources & marketing support offered to participating operators.





New Canadians



Children/Youth



Women



Millennials

ACCESS NEW MARKETS



COMMON QUESTIONS:

Is there a cost to operators?

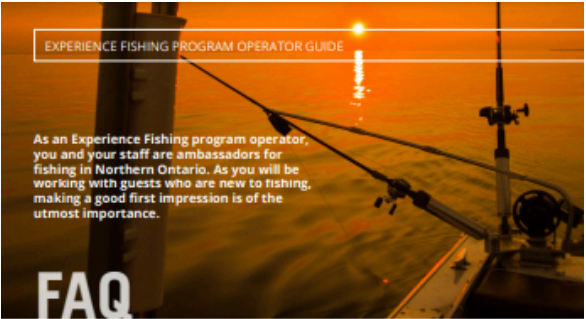
No! The program is entirely free for operators!



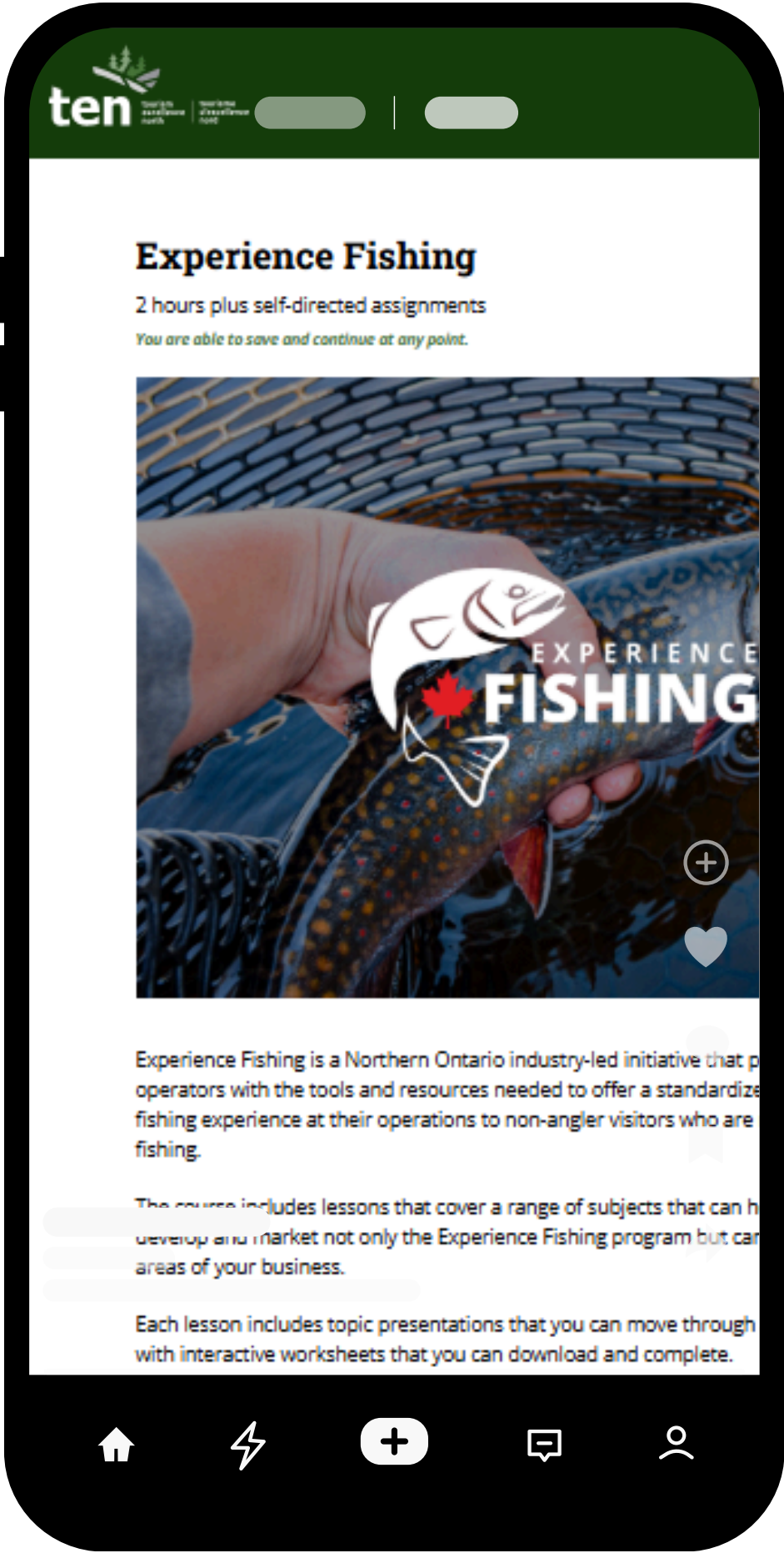
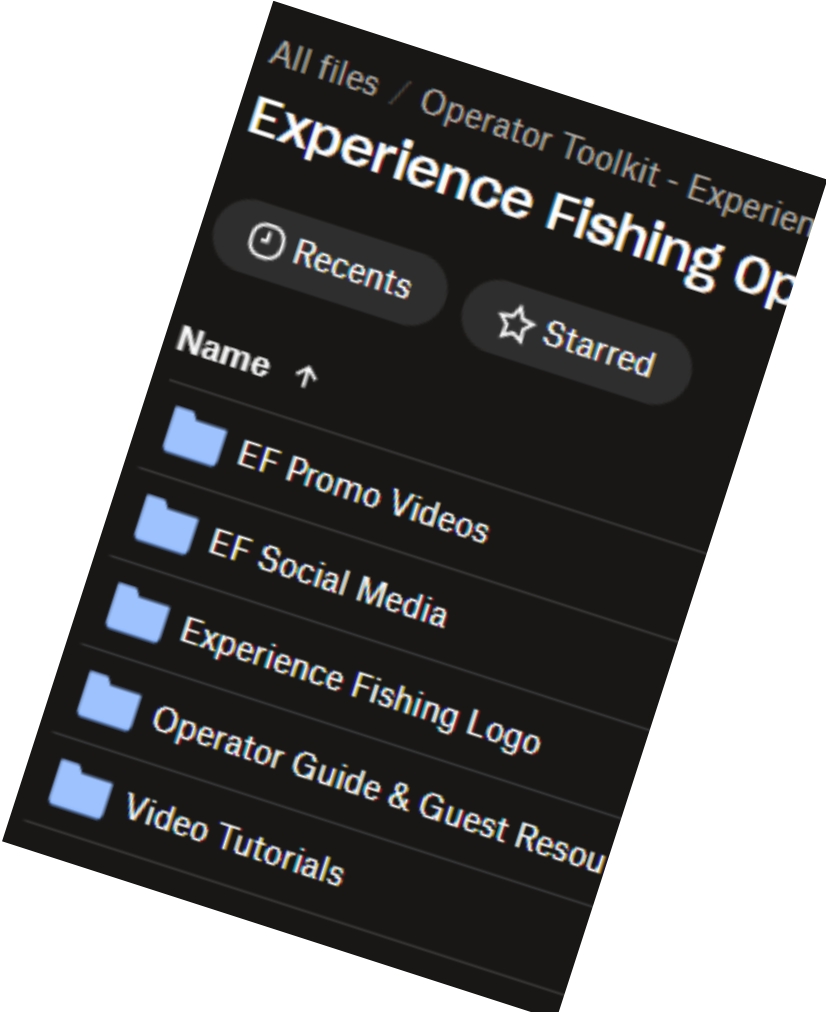
What do operators receive?

- Resources and step-by-step training & support to help you implement the program effectively and attract new markets to your business
- 4 fishing rods equipped with reels & line
- Pliers
- 1 tackle box equipped with hooks, bobbers, sinkers, lures, etc.
- Sponsor swag items
- Experience Fishing marketing collateral

OPERATOR RESOURCES




- What is expected of you?**
- In addition to approaching each interaction with your guests with your standard level of service, please consider the following:
- ☒ Promote both the Experience Fishing program and program champions.
 - ☒ Provide the ultimate Northern Ontario fishing experience to all clients.
 - ☒ Capture and report on performance metrics specific to the program. Refer to the "Measure Success" form in your Operator Toolkit, located in the back of this guide.
*** We ask that you submit your completed form at the end of the season.**
 - ☒ Share client testimonials, stories & photos on the Experience Fishing program Facebook page.
 - ☒ Participate in a FREE business development training workshop.
 - ☒ Practice basic water and boating safety in accordance with Provincial standards.
 - ☒ Ensure all first aid & CPR kits are readily available and up to date.
 - ☒ Promote ongoing feedback to help the program evolve.
 - ☒ You will be serving guests from varied cultural backgrounds. It is imperative that you follow cultural consideration guidelines for serving a diverse clientele on the next page of this guide.



GUEST RESOURCES





PREPARING FOR YOUR TRIP

We have created a list of basic packing requirements to ensure that you are fully equipped comfortable during your visit with us and during your fishing experience.

GENERAL PACKING LIST

<input type="checkbox"/> Clothing and personal items (layers are best)	<input type="checkbox"/> Sunscreen
<input type="checkbox"/> Rain suit	<input type="checkbox"/> Insect repellent
<input type="checkbox"/> Rain boots	<input type="checkbox"/> Sunglasses
<input type="checkbox"/> Soap, shampoo & toiletries	<input type="checkbox"/> Hat
<input type="checkbox"/> Camera, film & batteries	<input type="checkbox"/> Fishing License
<input type="checkbox"/> Small first aid kit	<input type="checkbox"/> Groceries
<input type="checkbox"/> Charcoal and lighter fluid for grill	<input type="checkbox"/> (Check with accommodations on meal)

You may also want to bring (but is not necessary)

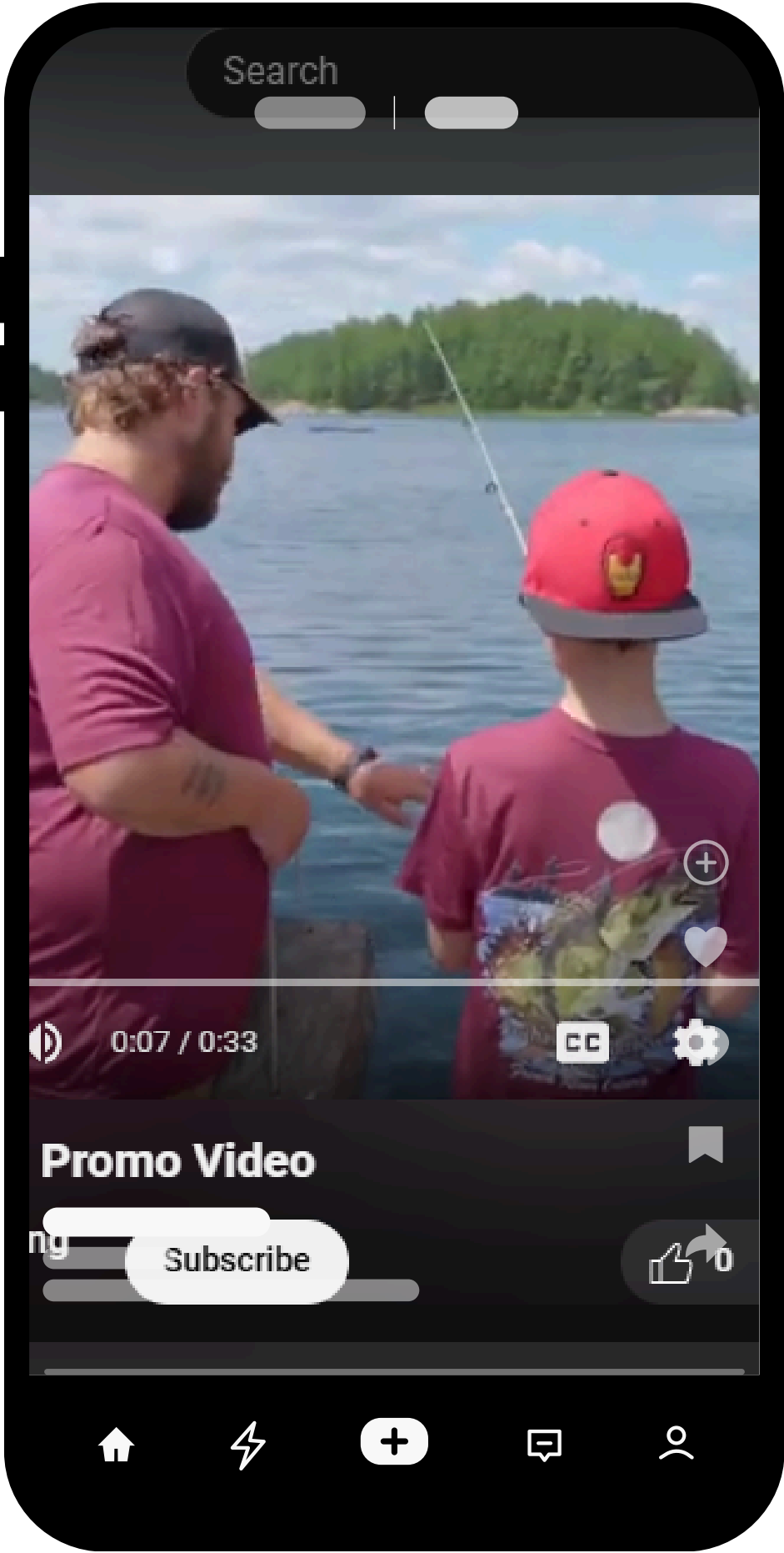
<input type="checkbox"/> GPS	<input type="checkbox"/> Tackle box (especially jigs)
<input type="checkbox"/> Cell phone and charger	<input type="checkbox"/> Fillet knife and sharpener
<input type="checkbox"/> Waterproof bag to transport items in a boat	<input type="checkbox"/> Pliers
<input type="checkbox"/> Fishing rods and reels	<input type="checkbox"/> Fish scale

CLOTHING & ESSENTIALS

Ensure you check the weather in the days leading up to your trip for forecast details. We su that you plan your fishing clothing for all weather conditions. Layers that can be added or subtracted are best.

FISHING CLOTHING - COOL WEATHER	<input type="checkbox"/> Insulated gloves and hat
<input type="checkbox"/> Quality rain gear	<input type="checkbox"/> Layers - Windbreaker, Hoodie, Fleece
<input type="checkbox"/> Waterproof footwear	<input type="checkbox"/> Heavier jacket
<input type="checkbox"/> Heavy shirt & socks	<input type="checkbox"/> (recommended in early spring or late)
<input type="checkbox"/> Insulated underwear	

FISHING CLOTHING - WARM WEATHER	<div>Remember to bring casual clothes an extra pair of shoes for dining in lodge and enjoying other activiti available on-site.</div>
<input type="checkbox"/> Shorts	
<input type="checkbox"/> T-shirts	
<input type="checkbox"/> Tennis shoes	
<input type="checkbox"/> Water shoes	



GUEST RESOURCES

youtube.com/@experiencefishing8542

LEARN THE BASICS - INTRODUCTION TO FISHING:

- Ambassador Videos (Operators & Guests)
- Top 10 Must-Bring Items
- Getting Your Fishing Licence
- Types of Rods & Reels
- Shop for Tackle on a Budget
- Different Hook Sizes
- Spooling Your Reel
- Basics of Casting, Identifying Bottom & Catching Fish
- Intro to Fishing Techniques
- Fish Handling & Proper Releasing Techniques
- Boat Safety
- Camp Etiquette

OUTPOST CAMP SERIES:

- Packing for Your Outpost Adventure
- Tour of a Bush Plane
- The Fly-In Experience
- How to Work a Generator
- *In addition to videos on the left*



GUEST RESOURCES



ICE FISHING SERIES (*COMING SOON*):

- Ice Safety – Know Before You Go
- What to Wear for Ice Fishing
- Beginner-Friendly Ice Fishing Gear
- Drilling, Depth Checking & Setting Up
- Things to Consider Before Leaving the Ice
- Ice Fishing Etiquette & Respecting Other Anglers



youtube.com/@experiencefishing8542

FISHING EQUIPMENT

GOAL OF THE KITS:

To provide operators with some equipment they can lend to guests who may not have fishing equipment when they arrive.

- 4 fishing rods equipped with reels & line
- Pliers
- 1 tackle box equipped with hooks, bobbers, sinkers, lures
- Sponsor swag items



**please note: the program is not responsible for refilling or replacement of items in the kits.*

WHAT IS EXPECTED FROM OPERATORS

STEP 1 of 4

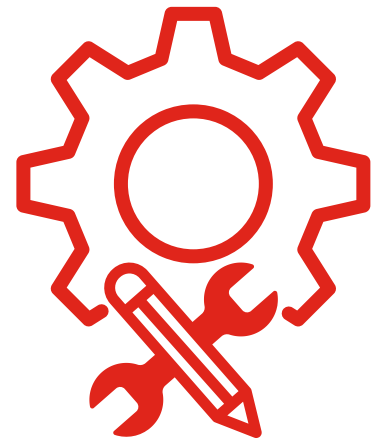
Complete the Experience Fishing Training Modules:

Each module takes ~15 minutes, for a total of ~2 hours of training. Each module can be completed at your own pace and include downloadable "cheat sheets" to help guide you through the program. Employees are encouraged to participate as well.

The topics include:

- Introduction to Experience Fishing
- Creating an Experiential Package
- Customer Service
- Cultural Awareness
- Social Media





5 COURSES AVAILABLE

1) INTRO TO EXPERIENCE FISHING

Learning Goal:

- Learn how to implement the Experience Fishing program

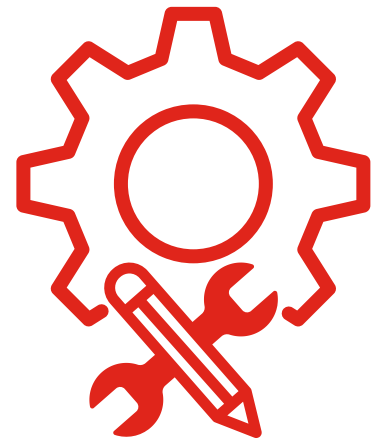
2) EXPERIENTIAL PACKAGING

Learning Goal:

- Learn how to develop and market experiential packages for your business
- This module will help you develop your Experience Fishing Package

ABOUT THE OPERATOR TRAINING





5 COURSES AVAILABLE

3) CULTURAL AWARENESS

Learning Goal:

- Understand the importance of cultural awareness for your tourism business

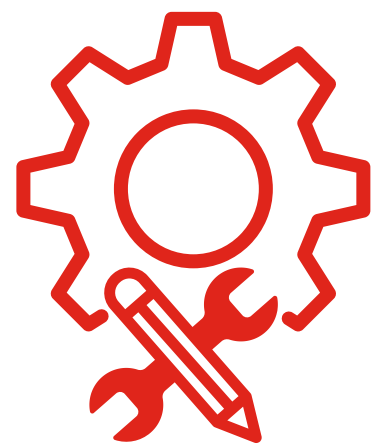
4) CUSTOMER SERVICE

Learning Goal:

- Learn how customer service is integral to your visitor experience

ABOUT THE OPERATOR TRAINING





5 COURSES AVAILABLE

5) SOCIAL MEDIA

Learning Goal:

- Learn how to effectively market your operation online

TIME COMMITMENT:

It takes approximately 2 hours to complete all 5 modules.

"Training isn't about preparing for the future—it's about shaping it, one lesson at a time."

ABOUT THE OPERATOR TRAINING



WHAT IS EXPECTED FROM OPERATORS

STEP 2 of 4

Begin Creating Your Experience Fishing Package:

Using the information and sheets from the training, think about the type of package you would like to promote and sell to new anglers. We recommend a minimum of 4 hours of instruction, but most participating operators have created packages with a guide.

Keep in mind the following: new anglers will need guidance from one of your staff (how to tie knots, bait hooks, catch a fish, handle a fish, etc.) and may be searching for an overall family-friendly experience that may include more than just fishing. Think about everything your business has to offer (meal plans, cultural experiences, hiking, swimming, canoes/kayaks/SUPs, horseshoes, board games, etc.)

WHAT IS EXPECTED FROM OPERATORS

STEP 3 of 4

Promote Your Package!

Post Your Experience Fishing Package on Your Website and Include the Experience Fishing Logo

- Make sure the package is visible and easily accessible to visitors on your website!

Promote Your Experience Fishing Package on Social Media and at Tradeshows

- Send us picture to be featured on our social pages
- Share Experience Fishing's posts and YouTube tutorial videos
- Tag us!

WHAT IS EXPECTED FROM OPERATORS

STEP 3 of 4

Promote Your Package!

Importance of stating Experience Fishing or including the logo:

A thought exercise:

If I am a guest who is new to fishing who came across your business listing through the Experience Fishing program's consumer website, I would be actively looking for key words, symbols or package names/descriptions that mention the Experience Fishing program or feature the program's logo. If the business' website is predominately designed in a way that focuses solely on aunts, and the package descriptions don't mention family activities or beginner-friendly terminology, I would likely continue searching for other businesses who's websites are more all-inclusive focusing on beginners, families & aunts alike.




STEP 3 of 4

Website & Spotlight Examples:

Experience Fishing
22h · 🌐

WINTER OPEARTOR SPOTLIGHT: [Northern Skies Resort](#)

Enjoy winter fun at its finest at Northern Skies Resort. Our Ice Fishing package is perfect for beginners and experienced fisherpeople alike, and includes everything you need for the perfect family getaway: 2 or 3 nights in a cozy cabin of your choice for up to 6 adults; ice hut rental; a friendly fishing guide; and for beginners, all the gear you'll need to learn to ice fish. Walk to the ice hut from your cozy cabin for a ... [See more](#)



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866-994-9912 | lochaven@vianet.ca | f @ Search

HOME FISHING STAY & PLAY NEW TO FISHING? RATES DIRECTIONS CONTACT

CRANE'S
LOCHAVEN WILDERNESS LODGE

EXPERIENCE FISHING

GET HOOKED ON FISHING

Learn More Below

Experience Fishing offers the full package by combining a new experience with the opportunity to discover and explore all the things Northern Ontario has to offer.

Kashabowie
River Resort

Home Why Kashabowie? Our Story Specials Fishing Cabin Pricing Contact

Experience Fishing Package

RISE & SHINE - IT'S FISHIN' TIME.

Come out and enjoy world class fishing and create memories to last a lifetime with this all-inclusive fishing trip. Don't worry about anything - we provide boats, equipment, excellent accommodations, fully catered meals and plenty of outdoor (and indoor) activities.

Specials & Packages

- [The Batchelorette - Girls Getaway](#)
- [Gift Certificates](#)

WHAT IS EXPECTED FROM OPERATORS

STEP 4 of 4

Share Data with the Experience Fishing Coordinator at the End of the Season:

All participating operators are expected to provide us with data once a year.

- Typically done through survey monkey over the winter months (February/March).

Data collected:

- how far along you are with the implementation of the program
- how many Experience Fishing packages did you sell
- how many new anglers did you accommodate, where they came from
- suggestions for improvement



WHAT IS EXPECTED FROM OPERATORS

STEP 4 of 4

Share Data with the Experience Fishing Coordinator at the End of the Season (Continued):

Tools to help you monitor success at your business:

- "Measuring Success" sheets in the Operator Dropbox can help you keep track

Why is this important? It helps us:



- report on the program's success
- secure funding & sponsors to continue the program
- identify gaps or opportunities within the program for continued growth
- identify areas where operators or guests may need additional support


STEP 4 of 4





Dropbox & Measuring Success Sheet

All files / Operator Toolkit - Experience Fishing

Experience Fishing Operator Files

 Recents  Starred

Name 

-  EF Promo Videos
-  EF Social Media
-  Experience Fishing Logo
-  Operator Guide & Guest Resources Files
-  Video Tutorials



MEASURING SUCCESS

Program Operator: _____
Month _____ Year _____

EXPERIENCE FISHING PROGRAM PERFORMANCE

* Please Note: The following metrics only apply to metrics as a direct result of the Experience Fishing program.

# OF PARTICIPANTS	# OF STAYS	TOTAL REVENUE	# OF LEADS	# OF REPEAT PARTICIPANTS

OPERATOR WEBSITE

TOTAL # OF HITS	
TOP COUNTRIES OF ORIGIN	
1	_____
2	_____

OPERATOR SOCIAL MEDIA

# OF POSTS MADE THIS MONTH	
# OF LIKES	
# OF SHARES	
Did you Share any visitor	



OPPORTUNITIES

Complimentary listing on the Experience Fishing consumer website:

- Includes blurb about your business, contact information, link to your website.

northernontario.travel/experience-fishing

Social media spotlights:

- Includes up to 10 pictures, blurb about your business, link to website & business tagged in post.

BENEFITS: MARKETING & PROMOTION





EXAMPLE - LISTING ON CONSUMER WEBSITE:

Ontario Fishing Lodges and Resorts for Winter

Angling Algoma

Phone: 705.943.5286

Email: anglingalgoma@gmail.com

Website Link: www.anglingalgoma.com

Come Experience Fishing with Adam at Angling Algoma. All experience levels welcome.

Clarke and Crombie Camp

Address: 33 Dock Road, P.O. Box 560, Nestor Falls, ON P0X 1K0

E-mail: kandi64@hotmail.com

Phone: 807.484.2114

Website: <https://www.clarkeandcrombie.com>

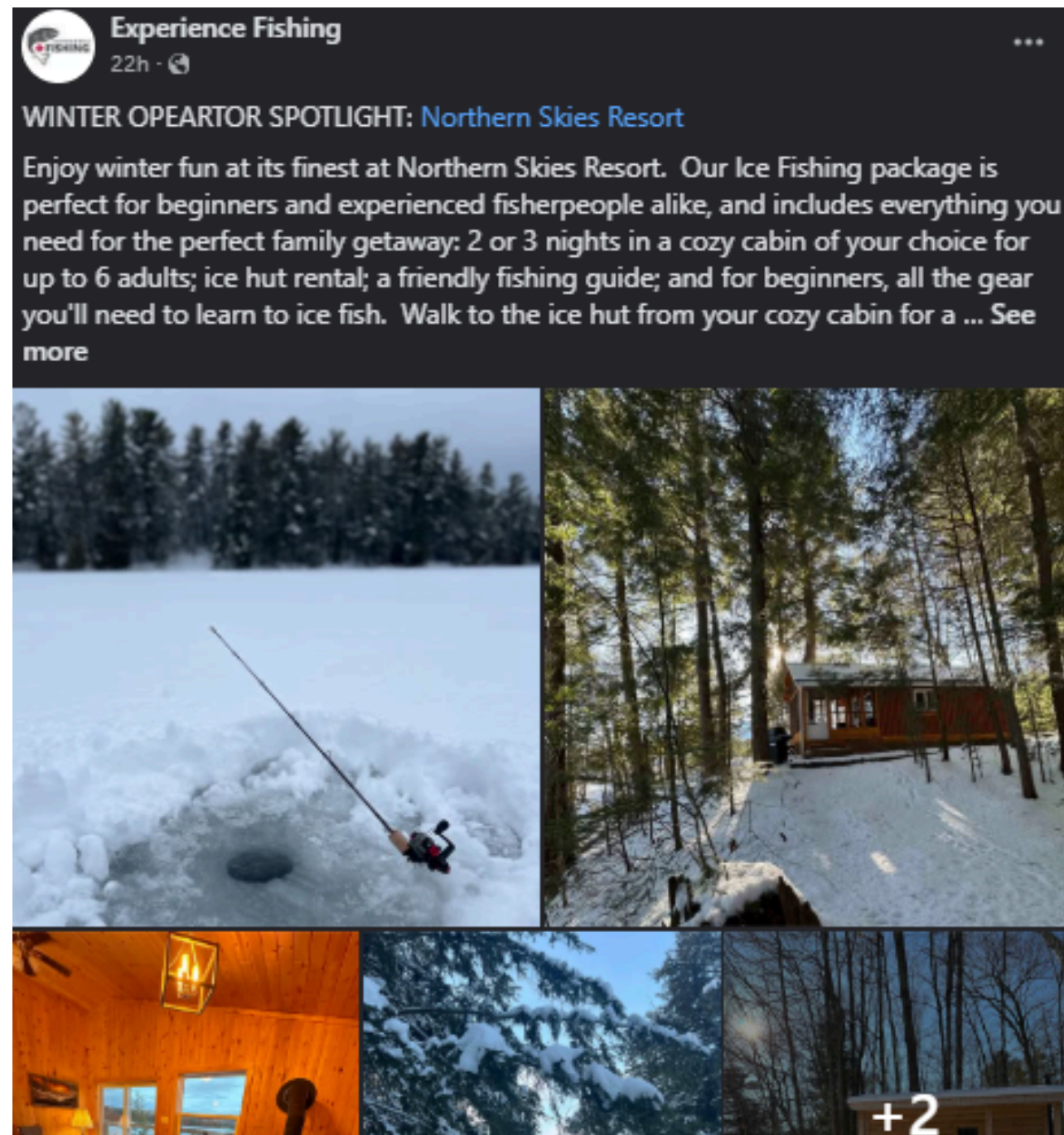
Clarke and Crombie Camp offers winter ice fishing at its finest right on Lake of the Woods and other snowmobile lakes in the area. From Walleye, Perch, Crappie and Trout Clarke and Crombie is a great place to start with deluxe rooms available for guests up to 7 in our master suite to rooms of 2 with kitchenettes or full kitchens. BBQ's available outside also if needed. We are located next to the snowmobile trails and access to Lake of the Woods to get to your favorite fishing hole. We are open for trout opener on January 1st so call early to book your trip as this time of year fills fast.

BENEFITS: MARKETING & PROMOTION





EXAMPLE - SOCIAL MEDIA SPOTLIGHT:



BENEFITS: MARKETING & PROMOTION





OPPORTUNITIES: FAST TRACK TO SUCCESS

Personalized Coaching for Your Business:

Experience Fishing covers the costs to participate in Tourism Excellence North's Fast Track to Success program (\$3,500 value)!

- One-on-one coaching program delivered by a skilled consultant (TEN Trainer)
- Work with owners/operators at their business during the operating season over a 24- hour period, providing practical and useful advice to improve the operation.
- Includes a pre-visit survey, on-site visit by the TEN Trainer, recommendations that 'can be implemented the next day' and two post-visit opportunities for support.

tourismexcellencenorth.ca



BENEFITS: FAST TRACK TO SUCCESS





LOOKING FORWARD TO CONTINUOUS GROWTH

- 65 Participating Operators Across the North (& Growing!)
 - 45 road-accessible lodges
 - 15 remote lodges (boat-in, train-in or fly-in access only)
 - 5 guides who partner with local lodges to run their own version of the program
- Operators are beginning to report repeat guests from the program
 - Avg. of 20 new anglers over the 2023 season
 - Avg. annual revenue of \$7,000 from new anglers
 - *Some lodges stated that they don't break out Experience Fishing packages from their total revenue therefore this amount may be higher than reported.*

PROGRAM ACCOMPLISHMENTS





LOOKING FORWARD TO CONTINUOUS GROWTH

- Hosted 3 Annual Livestream Experience Fishing Derbies
 - Had strong viewership in 2020 and 2021 (avg. 20,000 to 40,000 views)
 - 2022 derby only attracted 5000 viewers
- 2 FishON! episodes with cross-Canada reach
 - Ontario Audience Reach: over 19,000 people*
 - National Audience Total Reach: 66,000 people*
 - *first 3 months of showing in 2024. Full report coming soon.
- 1 FishON! episode with global reach (filmed in 2024)
 - *Official stats coming in May 2025.*
 - *over 20,000 viewers watched FishON! during Q1*



PROGRAM ACCOMPLISHMENTS





LOOKING FORWARD TO CONTINUOUS GROWTH

- 816 followers on Facebook
 - Average reach of 12,700 people per 90-day cycle.
 - Audience is 40% women and 60% men
 - Avg. age 35
- 227 followers on Instagram

OTHER:

- YouTube tutorial series is growing
- Enhanced resources for operators & guests
- 21 operators have participated in the Fast Track to Success program

PROGRAM ACCOMPLISHMENTS



IN 2024-2025, WE'VE:

Prioritized Consumer Marketing:

- Worked with the DMO's to market the program across the 4 Northern sub-regions.
 - Ads in each DMO's travel guide in 2024-2025.
 - Ad in the Attractions Ontario guide
- Targeted campaign to attract the Asian market through a partnership with Epoch Times, Northeastern Ontario Tourism & Destination Northern Ontario
- Sent rack cards to various Tourism Information Centres across the North with the help of our partners.

**WHAT WE'VE
BEEN UP TO
(YEAR 7)**



IN 2024-2025, WE'VE:

Prioritized Consumer Marketing: *(Continued)*

- Collaborated with FishON! to film an episode about the Experience Fishing Program at Ole's Adventure Resort.
- Provided rack cards to operators & DMO's to share at Sportsmen Shows.
- Attended the Toronto Sportsmen Show
- Continue to promote program and participating operators through regular posts on social media

**WHAT WE'VE
BEEN UP TO
(YEAR 7)**



IN 2024-2025, WE'VE:

Prioritized Consumer Marketing: (Continued)

- Participated in the Algoma Fish & Game Club's Kids Fishing Day:
 - Activities included fish ponds, casting techniques station, build-your-own lure station, basic compass orientation and youth archery.
 - The event was filled with educational fun for the kids.
 - Despite the on/off heavy rain, 200 children attended the 4-hour event.

**WHAT WE'VE
BEEN UP TO
(YEAR 7)**



Algoma Fish & Game Club's Kids Fishing Day:



WHAT WE'VE
BEEN UP TO
(YEAR 7)



IN 2024-2025, WE'VE:

Created Additional Resources:

- Launched the ice fishing expansion of the program and included new resources in the Guest Resources Booklet
- Working with FishON! to film ice fishing YouTube tutorials to help guests prepare for their trips to Northern Ontario, and to help them build confidence, enhance their skills and get hooked on fishing.
- Working with TEN to update the operator training to make the modules more interactive.

**WHAT WE'VE
BEEN UP TO
(YEAR 7)**



HOW TO REGISTER



1) GO TO NOTO'S WEBSITE

2) COMPLETE THE OPERATOR REGISTRATION FORM



noto.ca/experience-fishing



NE Ambassador: Sue Crane



NW Ambassador: Tracey Vescio



Algoma Ambassador: Adam Vallee



PROGRAM AMBASSADORS

*Watch their ambassador
videos to really capture the
essence of the program!*

noto.ca/experience-fishing





SPONSOR & PARTNER SHOUT OUT





QUESTIONS?

kate@noto.net
experiencefishing@noto.net

Consumer Website:

northernontario.travel/experience-fishing

Operator Website:

noto.ca/experience-fishing

