

**Your North,  
Their Adventure**

# Providing Accurate Information

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**The Cornerstone of Trust:** Accuracy is absolute. Providing travellers with accurate, up-to-date information on driving routes, local amenities, and park hours helps ensure their safety.

**Never Guess or Assume:** If you are unsure of a road closure, operating hours, or campsite availability, politely let the visitor know you will verify it first.

**Always Double-Check:** Look up official regional websites, business websites, local municipal websites, or social media to verify



Blind River Visitor Information Centre, Algoma Country

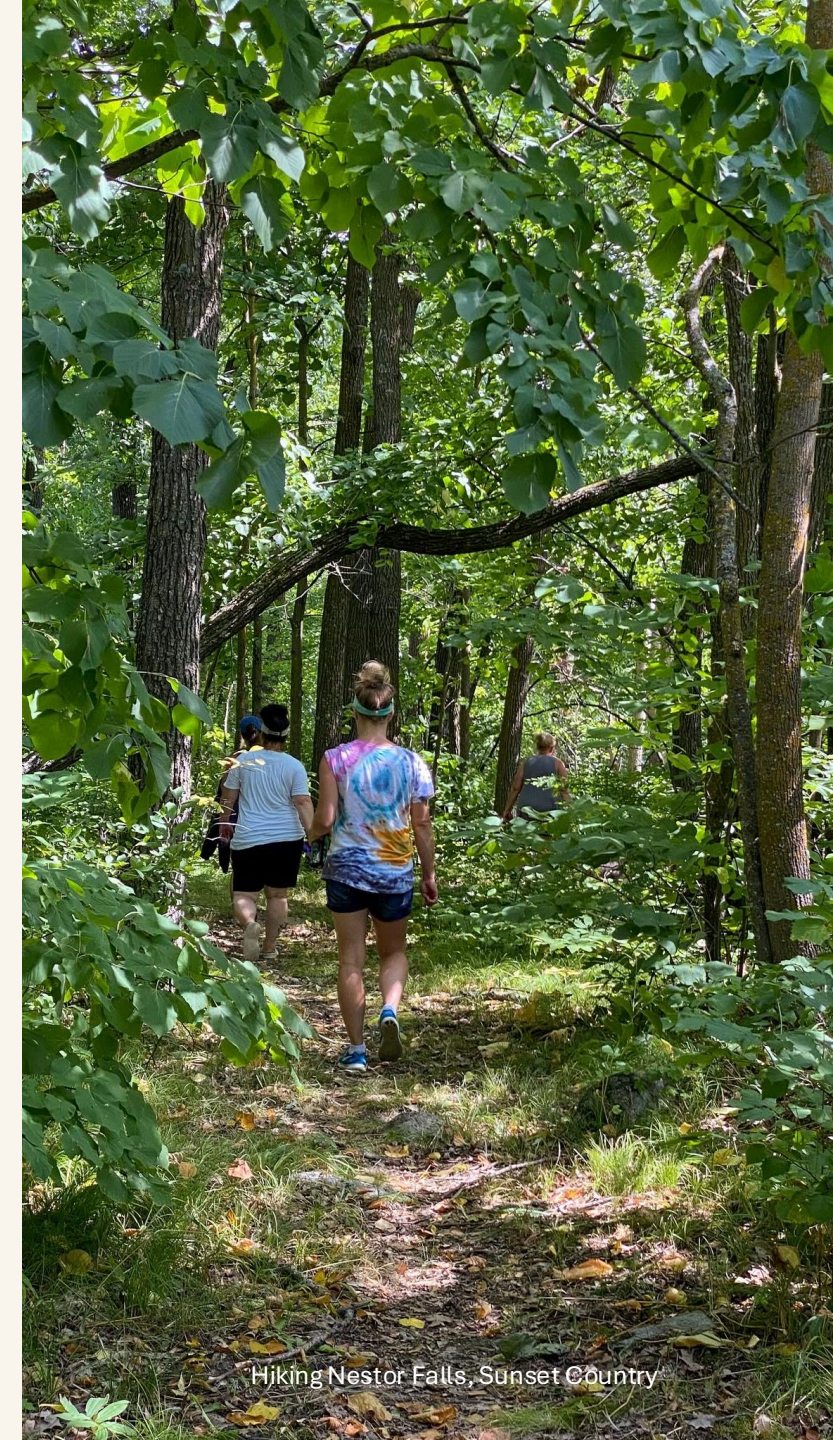
# Going the Extra Mile

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## Inspire Beyond the Itinerary

Don't just answer the immediate question—get visitors genuinely excited to explore further. Share the hidden gems that map searches often miss.

Suggest scenic alternate routes like coastal turn-offs, or wilderness lookouts, that pull travellers off the highway and directly into local communities, extending their stay and supporting local economies.



# Uncover Visitor Needs Through Active Listening

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**Dietary Questions & Food Tourism:** Keep diverse dietary restrictions top of mind. When recommending restaurants, know which eateries offer gluten-free, vegetarian, or vegan options for travellers.

**Infrastructure & Services Guidance:** Northern Ontario routes feature massive distances. Guide visitors on safety basics, telling them where to expect upcoming fuel, EV charging, and vehicle repair hubs.

**Local Festivals & Future Events:** Stay up-to-date on community events, concerts, and farmers' markets. Advising travellers on what's happening soon is a powerful way to get them to stay an extra day.



Silver Islet, Superior Country

# Share Your Secret Spots

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**Authenticity Wins**



**Be the Expert**



**Keep it Professional**

# Promoting Market-Ready Products

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**Verified Operational Status**



**Visitor-Ready Standards**



**Preserving Trust**



Science North, Northeastern Ontario

# What Might I Actually Get Asked By A Visitor?

- *Do you have restrooms?*
- *Where can I buy fuel?*
- *Are there any spots along my route ahead with poor cell service or no gas stations?*
- *Where can I see a moose or a bear?*
- *When is a good time to be off the highway at night?*
- *Where can I find pet-friendly places to stay?*



Trans-Canada Hwy 17

# Where to Find Travel Resources



[NortheasternOntario.com](http://NortheasternOntario.com)

[AlgomaCountry.com](http://AlgomaCountry.com)

[SuperiorCountry.ca](http://SuperiorCountry.ca)

[SunsetCountry.ca](http://SunsetCountry.ca)

[Camping in Ontario.ca](http://Camping in Ontario.ca)

[Ontario Parks.com](http://Ontario Parks.com)

[AttractionsOntario.ca](http://AttractionsOntario.ca)

[VoyageurTrail.ca](http://VoyageurTrail.ca)

[LakeSuperiorCirclTour.info](http://LakeSuperiorCirclTour.info)

[www.ontario.ca/document/ontario-fishing-regulations-summary](http://www.ontario.ca/document/ontario-fishing-regulations-summary)

[www.ontario.ca/document/ontario-hunting-regulations-summary](http://www.ontario.ca/document/ontario-hunting-regulations-summary)

[Ontario511](http://Ontario511)

**THANK YOU!**