



# Welcoming Visitors to Northern Ontario

PREPARING FOR THE SUMMER SEASON



# Welcome!



## Why are you here today and what will you learn?



You are here today because you will be welcoming tourists or visitors to Northern Ontario as a part of your summer job.



You are thought of as 'frontline staff' and are an **essential and pivotal** part of the tourist or visitor experience in Northern Ontario.



You have the power to greatly enhance a visitor's experience – and today we will be sharing with you important information, go-to resources, tips and encouragement that will help you everyday on the job.

# Housekeeping:



This presentation is being recorded and will be available on the TEN website Video Library **and** will be sent out after this session



The resources shared during this presentation will be sent out after the session



Use the **Q & A** function to communicate any comments or questions



**Prize Alert!** Throughout today's session there will be **3** opportunities to share a comment and be entered to win a prize.

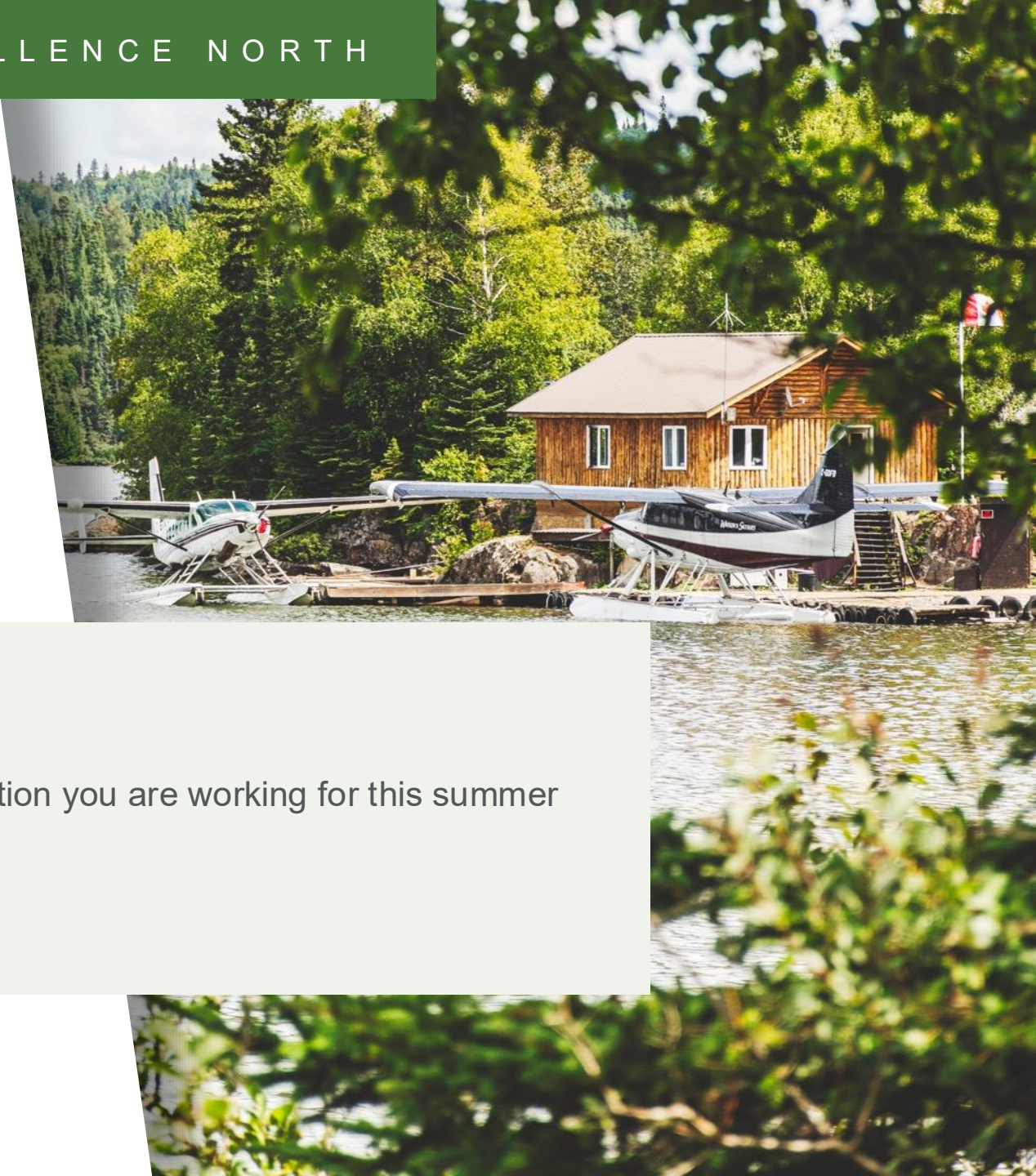
# Agenda

- 1. Welcome and introduction**  
**Gillian McCullough**, Manager, Workforce Development and Industry Training, Destination Northern Ontario (DNO)
- 2. Tourism in Northern Ontario**  
**Kate Boissonneault**, Researcher and Stakeholder Relations, Nature and Outdoor Tourism Ontario (NOTO)
- 3. Being an Ambassador and Customer Service**  
**Angela Romano**, Team Leader, Ontario Travel Information Services
- 4. Natural Resource Preparedness**  
**Ron Arnold**, Conservation Officer, Ministry of Natural Resources
- 5. Welcoming Visitors to the North**  
**Heather Bot**, Executive Director, Ontario's Algoma Country
- 6. Wrap Up: Gillian McCullough**

# Prize Alert

**Use the Q & A function to write:**

1. The name of the community / town / or organization you are working for this summer
2. Your favorite activity to do in Northern Ontario

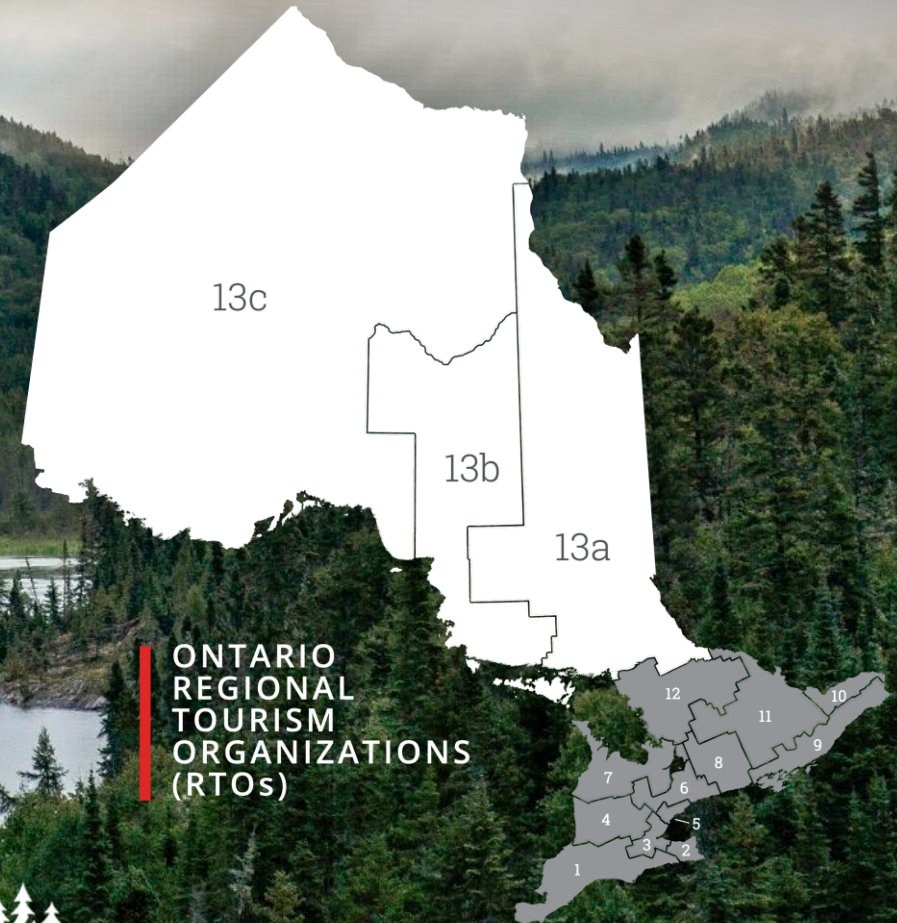




# About Destination Northern Ontario (DNO)

- > One of 13 regional tourism organizations in Ontario funded by the **Ministry of Heritage, Sport, Tourism and Culture Industries**
- > **Largest** region in geography
- > **Second largest** in budget
- > Only region with sub-regions
- > Governed by an industry-led pan-Northern Board of Directors

REGIONAL  
TOURISM  
ORGANIZATION  
(RTO) 13



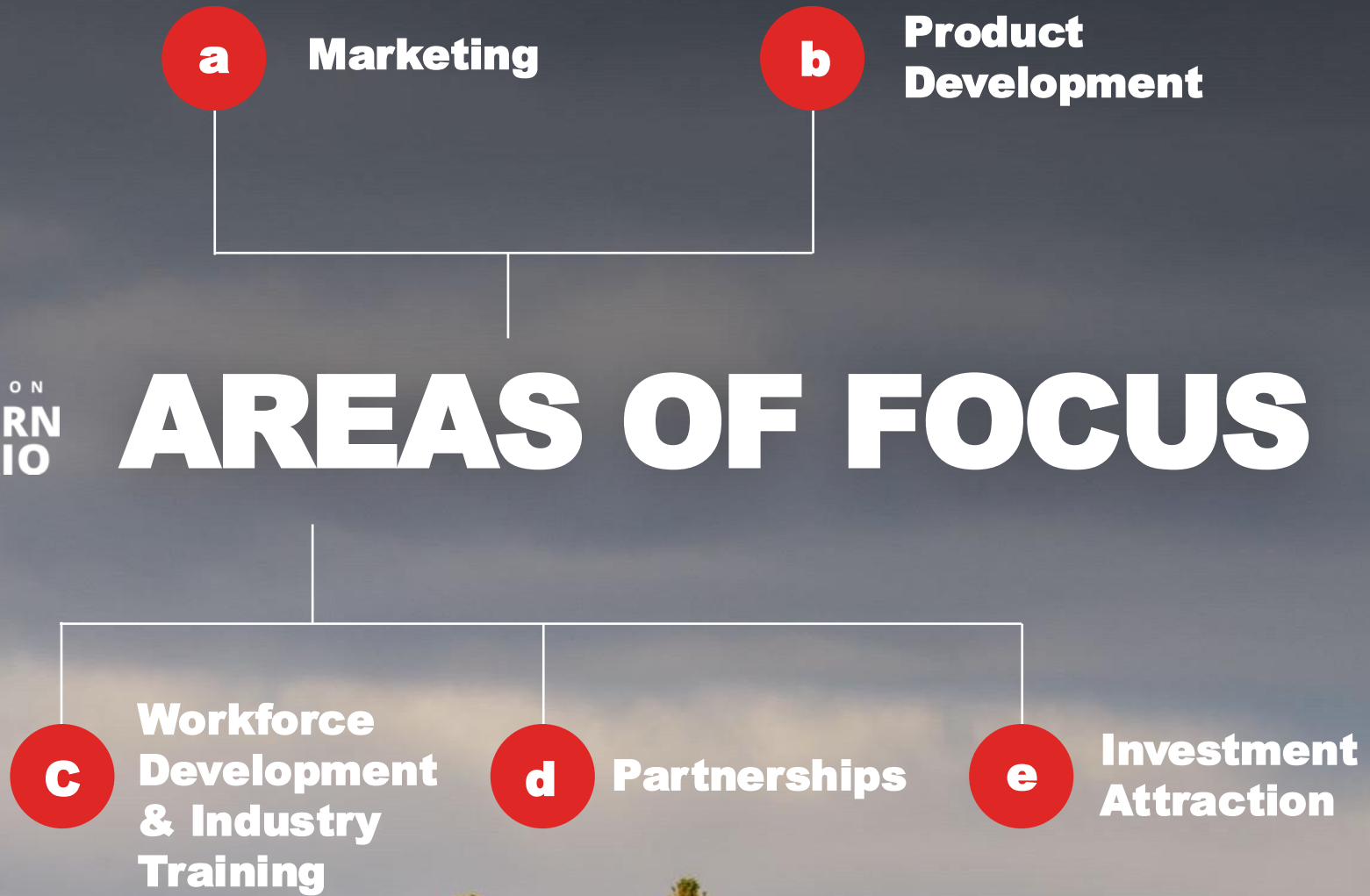
ONTARIO  
REGIONAL  
TOURISM  
ORGANIZATIONS  
(RTOs)

RTO #13





# AREAS OF FOCUS





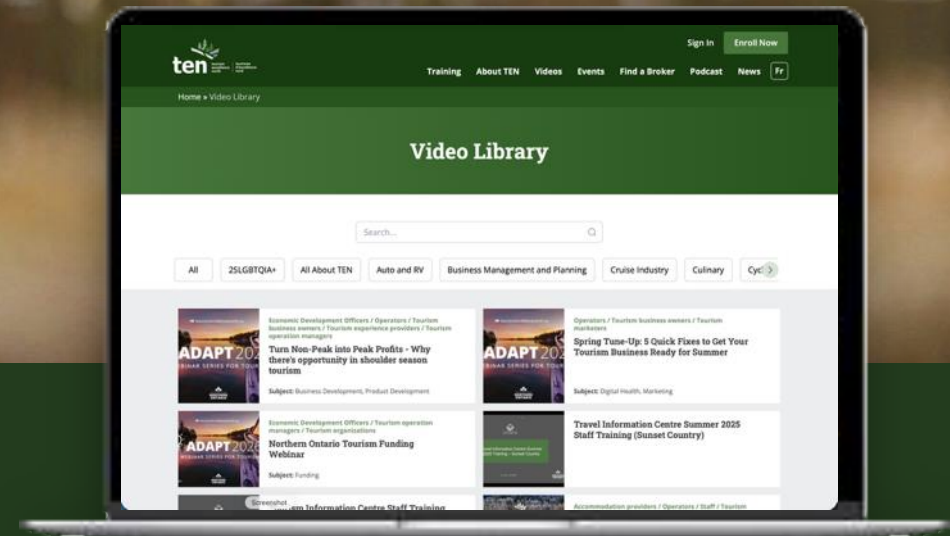
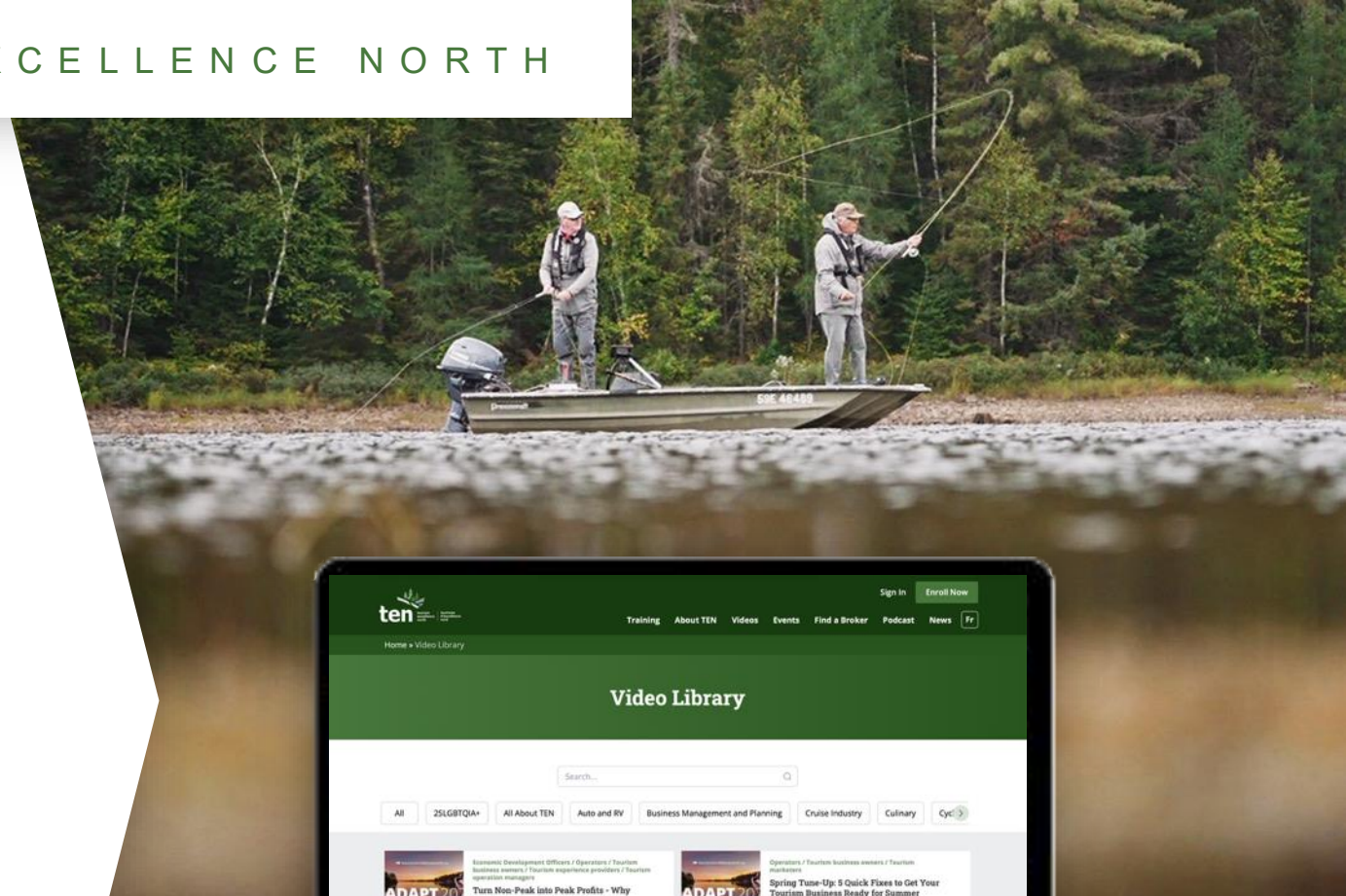
# What is Tourism Excellence North?

- Tourism Excellence North (TEN) is the program that delivers training for Destination Northern Ontario.
- TEN delivers training to both tourism business owners **and** communities across Northern Ontario.
- The TEN Program includes a wide variety of training programs that is delivered both in person and online
- TEN's mission is to help raise the quality of the visitor experience through training opportunities. Like today!



# TEN Training That Might Interest You

- ➔ Video Library
- ➔ Podcast Series
- ➔ FREE Online Courses
- ➔ Events Calendar of TEN  
+ Industry Wide Events



LEARN MORE >

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

## PRESENTATION #1

# Tourism in Northern Ontario

**Presented by:** Kate Boissonneault, Researcher and Stakeholder Relations, Nature and Outdoor Tourism Ontario (NOTO)

[Link to Kate's Presentation](#)

# INTRODUCTION

Kate Boissonneault  
Research & Stakeholder Relations  
Nature & Outdoor Tourism Ontario (NOTO)  
kate@noto.net



## PRESENTATION #2

# Being an Ambassador and Customer Service

**Presented by:** Angela Romano, Team Leader,  
Ontario Travel Information Services

## PRESENTATION #3

# Natural Resource Preparedness

**Presented by:** Ron Arnold, Conservation Officer,  
Ministry of Natural Resources

## PRESENTATION #4

# Welcoming Visitors to the North

**Presented by:** Heather Bot, Executive Director,  
Ontario's Algoma Country

 **Prize  
Alert**

**Use the Q & A function to finish this sentence:**

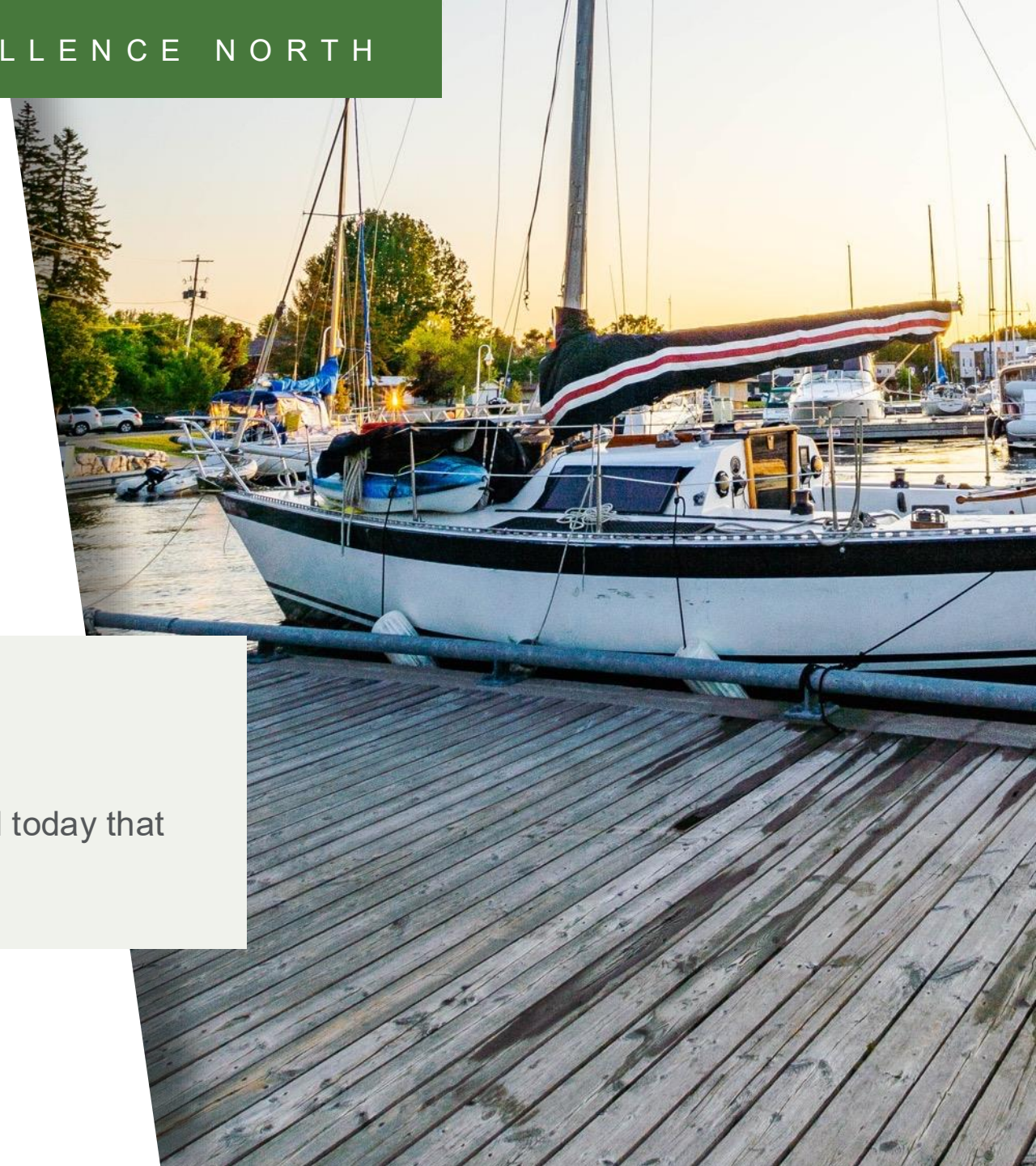
Great customer service to me means...



# Prize Alert

**Use the Q & A function to:**

Share one new takeaway or something you learned today that will help you on the job this summer



# Wrap Up

## THANK YOU

for **attending today's session**. We hope you find the information shared today to be helpful for you on the job. And we hope you have a great summer welcoming visitors to Northern Ontario!

## THANK YOU

to **today's presenters** who took time out of their busy schedules to pass on their valuable knowledge.



### Video Recording

Today's video recording, resources and other contact information **will be sent to the email address used on the registration**.



### Prizes

**Prize winners** will be randomly selected from the comments for each of the 3 prize opportunities. If you posted a comment, you will be entered to win! **Winners will be contacted by the email used on the registration**.

## Questions?

For any questions, or to get in touch with Tourism Excellence North, reach out to:

**[TEN@destinationnorthernontario.ca](mailto:TEN@destinationnorthernontario.ca)**

# Thank You

Contact Us >

[info@tourismexcellencenorth.ca](mailto:info@tourismexcellencenorth.ca)

## Websites

[Destination Northern Ontario / destinationnorthernontario.ca](http://destinationnorthernontario.ca)

[Tourism Excellence North / tourismexcellencenorth.ca](http://tourismexcellencenorth.ca)

[Domestic Marketing / northernontario.travel](http://northernontario.travel)

[International Travel Trade / northernontarioitt.com](http://northernontarioitt.com)

