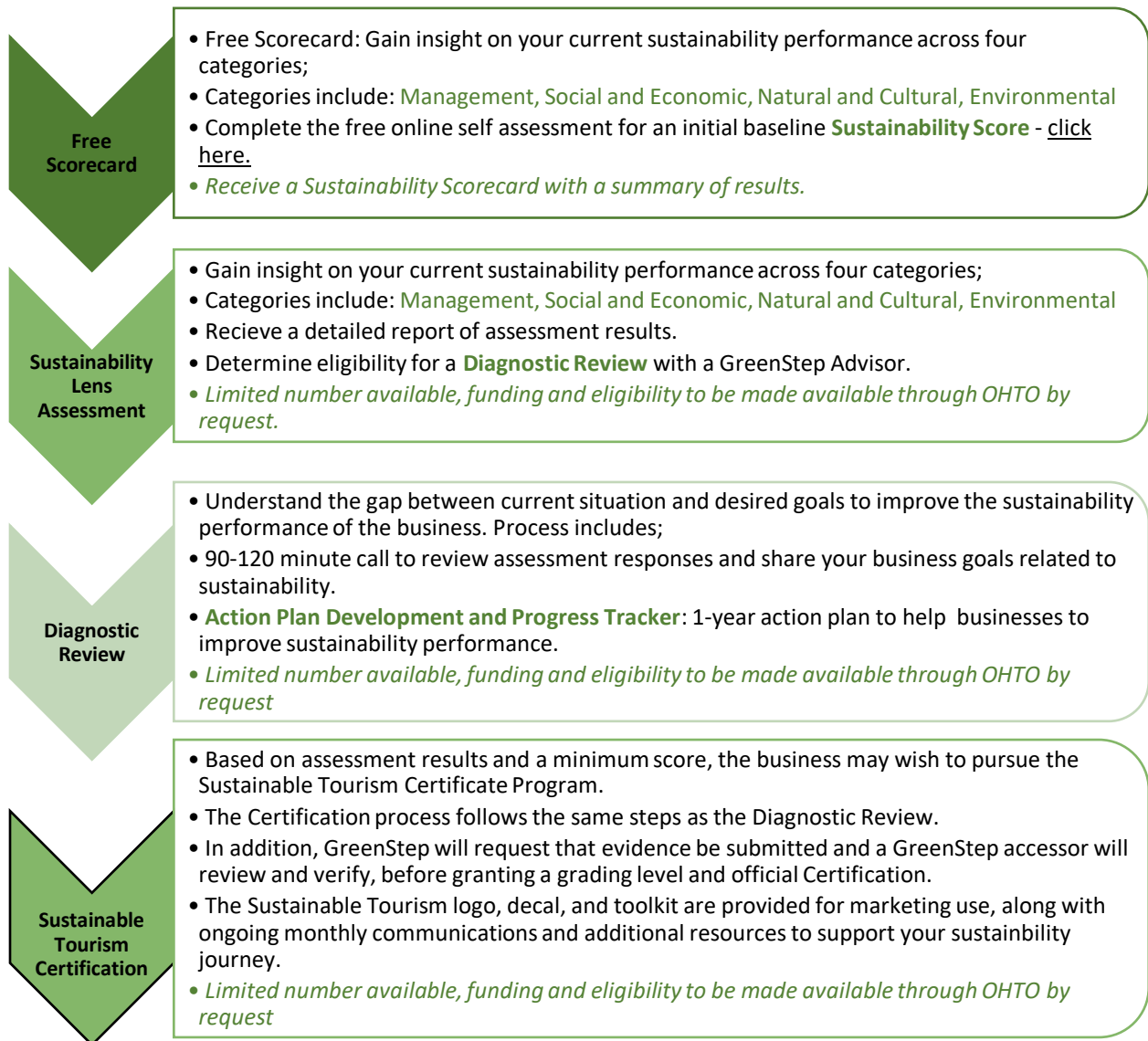


OH Sustainable Tourism Program in partnership with GreenStep Solutions

How it works:





Certification re-assessments are conducted every two years, and membership fees are billed annually, with a range of support and marketing benefits provided throughout.

To learn more or start the certification process, please contact:

Adriana Barbary, Industry Support Coordinator adriana.barbary@ohto.ca

About Ontario's Highlands Tourism Organization

Ontario's Highlands Tourism Organization (OHTO) is one of 13 Regional Tourism Organizations (RTO) created by the Ontario Government as a means to more effectively coordinate tourism development efforts and increase visitation to the Province. OHTO was founded in 2010 and operates as a not-for-profit organization, governed by an industry-led Board of Directors.

OHTO's mandate is to build and support a competitive tourism region, known as Ontario's Highlands, through marketing and product development. The Ontario's Highlands region covers a large portion of eastern Ontario, which includes the counties of Haliburton, Lanark, and Renfrew, as well as portions of Frontenac, Hastings, and Lennox and Addington. It is one of the largest regions in the Province and is the only region that is entirely rural.

Responsible Tourism Approach

The OHTO strives to work collaboratively with its partners in tourism to support a responsible tourism approach that will actively engage our thriving industry and build a stronger, resilient future for our communities. We have three guiding principles we consider for program development and decision-making:

1. **Inclusivity** – supporting diversity, equity and inclusion.
2. **Community Alignment** – meeting the needs of visitors, while enhancing the quality of life of residents.
3. **Sustainability** – providing long-term environmental, socio-cultural and economic benefits to the community.

As OHTO continues through the journey of adopting a responsible tourism approach, we hope to inspire and lead the regional tourism industry and its communities in a sustainable direction forward through specialized programming and resources that ensure supports are available along the way.

If you are interested in learning more about responsible tourism and how you can embrace this approach to tourism, the OHTO team is ready to connect with you and discuss the opportunities. Visit ohto.ca for contact information.

