



OH ANNUAL TO GENERAL MEETING

October 9, 2024



Land Acknowledgement



Algonquins of Pikwàkanagàn
First Nation

AGM Agenda

1. Call to Order - Welcoming Remarks
2. Adoption of Agenda
3. Approval of Previous Meeting Minutes
4. CGO's Report
5. Presentation of Financial Statements & Appointment of Auditor
6. OHTO Bylaw Amendments
7. Presentation of Slate of Nominees to Board of Directors
8. Executive Director's Report
9. Feature Presentation/Ben Vadasz, Destination Think – Collaboration: How We Can Turn the Global Spotlight on Local Initiatives
10. Spark Breakout Session
11. Q&A and Closing Remarks
12. Adjournment of the AGM



[Download the 2024 AGM Delegate Package](#)



CGO Report

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Slate of Nominees

Jeff Jackson

Algonquin Fly Fishing | Algonquin College

Melissa Marquardt

Ottawa Valley Tourist Association

Mike Hage

Myers Cave Resort

Vanessa Dow

Lanark County Tourism



[Meet the 2024-2025 Board of Directors](#)

Scavenger Hunt

You've got to find four items

First 3 people who type in the chat
"Autumn" win

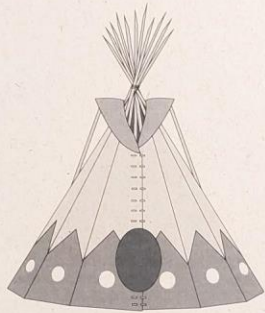
Scavenger Hunt

1. A mug (can be a travel one)
2. A rock with a story to tell
3. A sign of Autumn (ie. leaf, apple, pumpkin)
4. A travel photo of you (from phone or print)

Congrats!

ANISHNABE 101

The Basics of what you need to know
to begin your journey
on the Red Road.



Written & Published by
The Circle of Turtle Lodge



Purchase a copy of the Anishnabe
101 booklet with The Circle of Turtle
Lodge

A scenic photograph of a lake with a canoe and tall pine trees under a cloudy sky. The scene is captured from a low angle on the water, looking towards a small white canoe with two people in the distance. The water is dark and reflects the sky and trees. The shoreline is lined with tall, thin pine trees and some autumn-colored foliage. The sky is filled with large, soft clouds, with a bright patch of light breaking through on the left side. A large, semi-transparent olive-green shape is overlaid on the left side of the image, containing the text.

Executive Director Report



- Freeway
- Rural Highway
- Tourism Region Boundary
- Provincial Park
- District Boundary



23,840 square km
6 Counties
45 Municipalities

Our Approach

Strengthen our communities through responsible tourism.

- **Improves the quality of life of residents.**
- **Creates sustainability of our economy.**
- **Harmonizes prosperity and preservation.**

Wander Sustainably



Inclusivity



Community



Sustainability

Operational Pillars

- Marketing
- Product Development
- Skills Development
- Research
- Industry Engagement

Partners

- Businesses
- Organizations
- MTCG
- FedDev Ontario
- Destination Canada
- Destination Ontario
- RTOs
- County Partners
- Municipalities
- TIAO
- TIAC
- ITO



[Learn more about OHTO's
Wander Sustainably approach](#)



Tell a Better Story

How is the tourism sector performing?

How has tourism performance impacted our communities?

How much is being invested in the tourism sector?

 **GreenStep**

**Sustainable
Tourism**

Bronze Certified
DESTINATION 2024-2027



[Learn more about
certification and GreenStep](#)



100 TRAVEL INNOVATIONS

IDEAS TO INSPIRE AND INFORM

LET'S MAKE A DIFFERENCE



[Read OHTO's Best Practice
Local Feature in this global
campaign](#)

SEE2024



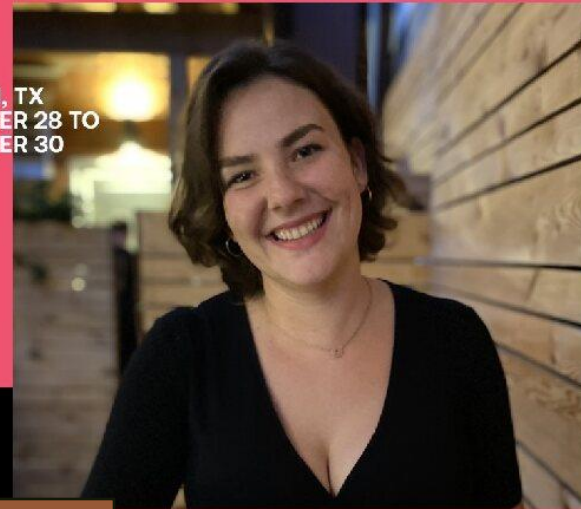
I'm speaking
at SEE2024!

AUSTIN, TX
OCTOBER 28 TO
OCTOBER 30



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at SEE2024!

AUSTIN, TX
OCTOBER 28 TO
OCTOBER 30



[Learn more about the SEE2024
Conference](#)



Marketing in 23-24

Locally Inspired campaign

Number of Itinerary views: 796,409

Itinerary Downloads: 2,716

Referrals to Operators/outbound clicks: 34,782

Total impressions: 2,734,303

Destination ontario fall spotlight campaign

12,573,286 total Impressions

111,109 landings to our website comewander.ca+

547,994 User Number on ComeWander.ca + 22,729 total direct referrals to the five operators featured



[Learn more about the Remember When summer campaign](#)



[Home](#) > Remember When

Summer 2024

Remember When...

Remember when summers seemed to last forever, a seemingly endless march of long, sweaty days spent swinging lazily in a hammock, or floating on your back at the lake? Or when you felt the thrill of excitement as you hurtled headlong into a



Remember When...




- You jumped off a dock into a cold lake?
- You slept under a starry canopy?
- You had smores for the first time?

Culinary Tourism Alliance campaign

Content Trip + Do Something Delicious





[Learn more about the Culinary Tourism Alliance](#)

<  Destination Ontario with  Ontario Culinary. ...
Sponsored · 

Everything you need to know for a planning wonderful weekend in Ontario's Highlands. Start planning your fall getaway.



ontarioculinary.com
Escape to Ontario's Highlands [Learn more](#)

 Love  Comment  Share



The Highlands Loop

Dynamite Alley

Deep Valley Run

Rideau Ridge

Pick-Axe

Celebrated 10 years in 2023!
From 4 routes to 12 plus 3
Adventure routes and 2 more
to come. We are expanding
and the world is noticing.



[Learn more about Ride The
Highlands](#)

Ride the Highlands

12 Motorcycle Routes
4 Main themed routes
2 Specialty routes
5 Local Rides
1 Adventure Route
4,944 km of routes
221 motorcycle friendly locations
78 Accommodations
60 Attractions
67 Restaurants

2,847 Facebook group members
3,744 Instagram fans
38 YouTube videos
65k video views
1.6k hours watched
51 blog posts (40 Translated to French)
240,879 all time total blog views
16 Scenic Rest Areas
33,793 maps distributed to riders
4,892 souvenirs handed out
16,260 Facebook followers





ONTARIO'S HIGHLANDS

Travel Trade



For info about the travel trade
partnership – [Holly Bleggen,](mailto:trade@ohto.ca)
trade@ohto.ca

Looking Ahead 2025

If Nature Had a Voice

This is a marketing campaign to highlight and educate visitors on sustainable tourism as an approach.

The goals:

Wander Sustainably brand awareness

Audience engagement

Clicks to operators

Winter DO Partnership

Outdoor pillar

CTA Do something delicious Fall and Winter






Turn "just looking" into actual bookings

DMOs excel at making their members shine. But here's the problem: tourists can't book their trip on your website. And once they click through, sometimes they're met with outdated booking systems that don't inspire confidence or trust.

Big tech platforms like Booking.com, Expedia, small, independent tourism business

cost — particularly for



[Learn more on how to get more Bookings with Booker](#)

Stay Connected & Engaged

comewander.ca - Consumer website

- Become a content contributor
- Learn about Crowdriff collector
- Consumer Newsletter

Follow and engage with Consumer Social

- @ontarioshighlands on Facebook
- @onhighlands on Instagram
- @onhighlands on TikTok

Email us anytime at social@ohto.ca





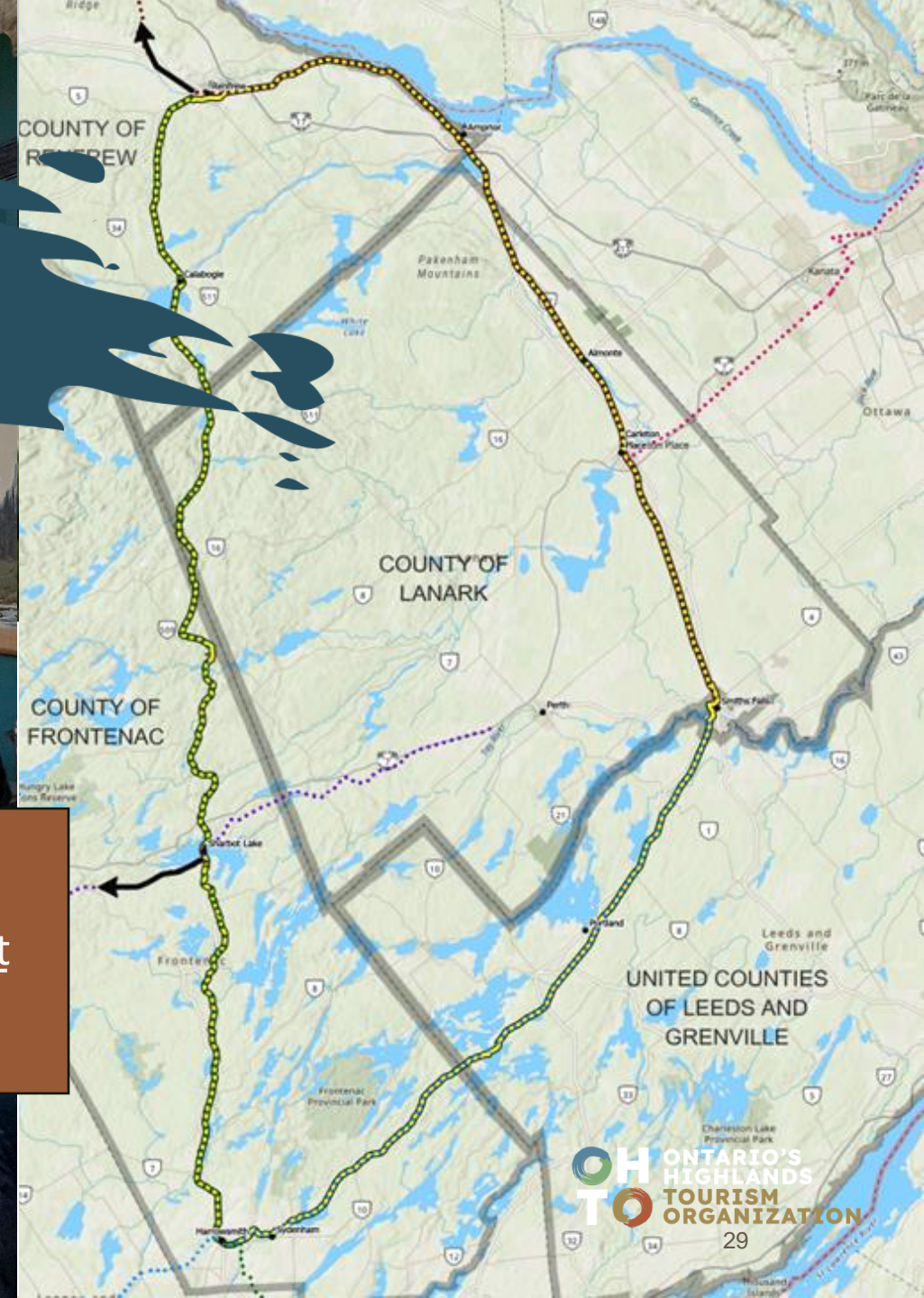
Supporting the tourism industry

1. Partnerships
2. Product and experiential development
3. Skills development & education
4. Research and tourism best practices
5. Industry engagement & communications

Eastern Ontario Rail Trail Loop Partnership Project



[Learn more about this new cycling product development partnership](#)



Unlocking Tourism Trends: Navigating the Path to Success



[Access the 2024 Unlocking
Tourism Trends Report](#)

1st Edition
January 2024





© 2024



Skift.
ADVISORY

**BUILDING A
DECISIONS
WITHIN ONT
TOURISM IP**

RTO Research Partnership + Skift x Destination Canada's Canadian Tourism Data Collective

RTO Multi-Year Research Program



[Check out Destination Canada's
Canadian Tourism Data
Collective](#)

Expand Your Knowledge Series

Expand Your Knowledge
2023 Webinar Series

**UNDERSTANDING HOW
AND WHY TO BE AN
INDIGENOUS ALLY**



[Check out the 20+ webinars in the Expand Your Knowledge Series](#)

**Short and Sweet:
Elevating Your Business with
Engaging Video Content**

Create Your Account

This account in Whereabouts lets you update your organization's listing on ComeWander.ca, gives you access to our Expand Your Knowledge education and training series, tourism-related resources, and more.

By creating an account, you will also confirm your membership with Ontario's Highlands Tourism Organization.

Your First Name

Your Last Name

Email



Upgraded Member Portal



Create your member profile +
business listing in our Member
Portal

[Home](#) > [Learner](#)

Learner

Take courses, track progress, & earn accreditations for your tourism business

VIEWS

[All](#)[New](#)[In-Progress](#)[Completed](#)

Welcome, Kasey! Your learner progress will be saved.



Partner with OHTO through Come Wander

Discover the marketing benefits of OHTO, engage with our social media, and share experiences to boost awareness.

[Launch](#)



Ottawa Valley

OHTO On The Go

Book a Discovery Call

Are you a new business owner to the Ontario's Highlands? Have you not been connected with the OHTO team in a while? Book a call with us to talk about your business, your seasonal experiences, and how you connect with your community.

We want to highlight your story and share it with visitors and other local audiences.

These calls provide valuable input towards the Come Wander content featured on our website, social channels and through other exciting initiatives, such as eblasts and influencer and media trips. We'll also share other resources that might be of interest to you and help you towards achieving your goals.

[BOOK A DISCOVERY CALL](#)



OHTO 1-1 Discovery Calls

Stay Connected & Engaged

OHTO.ca

Highlands Highlight Newsletter

Follow and engage with Industry Social Media Pages:

@OHTOInsider Facebook Page

Members-only Facebook Group

LinkedIn

@OHTOInsider Twitter Feed

Set up a Discovery Call with the OHTO Team

Connect Toll-Free: 1-855-629-OHTO

Email us at info@ohto.ca




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Ben Vadasz

Destination Think



[Click here to view Ben's presentation slides](#)



Wander Sustainably

Spark Session

**How can we be tourism
changemakers in our
communities?**

Final Message from **OHTO**



Share your feedback on the
AGM by completing our survey
+ win!



Thank You



Connect with the OHTO
Team

