

May 6, 2025

## Ontario's Highlands Tourism Organization launches “If Nature Had a Voice” campaign to inspire sustainable travel

*Beachburg, Ontario* - The Ontario's Highlands Tourism Organization (OHTO) is pleased to announce the launch of its newest regional marketing campaign, *If Nature Had a Voice*, beginning May 1, 2025. Running through Sept. 30, this campaign aligns with OHTO's [Wander Sustainably](#) approach and invites visitors to explore Ontario's Highlands in a way that connects deeply with nature and encourages sustainability.

*If Nature Had a Voice* imagines what Mother Nature might say—if she could speak—and uses that voice to inspire responsible travel. Through a series of short-form videos, content features, and themed itineraries, the campaign shares nature's stories and wisdom while showcasing the region's unique natural assets.

“This campaign is about listening to nature's message and taking action to protect what makes our region so special,” said Nicole Whiting, Executive Director of OHTO. “We're encouraging people to explore with intention and to see the land, air, water, and food of Ontario's Highlands as more than just a backdrop, but as a voice worth hearing.”

The campaign is structured around five thematic pillars — **Earth (Land), Air, Water, Fire (Food), and People** — and will highlight operators and experiences that support sustainable practices. New content will be released monthly on [ComeWander.ca](#), driving awareness to featured destinations, businesses, and conservation-focused activities across the region.

The campaign will be supported by video storytelling, digital advertising, influencer activations, and user-generated content, with a goal of connecting emotionally with travelers while driving traffic to operators and itinerary content.

For more information about the campaign please visit:

**If Nature Had a Voice – Consumer Campaign:** <https://comewander.ca/if-nature-had-voice>

**If Nature Had a Voice – Industry Campaign:** <https://ohto.ca/programs-resources/nature-voice>

### About OHTO

Ontario's Highlands Tourism Organization (OHTO) is a not-for-profit organization mandated and funded by the province of Ontario to support tourism within the counties of Haliburton, Lanark, and Renfrew and portions of Frontenac, Hastings, and Lennox and Addington. Find out more at [www.ohto.ca](http://www.ohto.ca). At Ontario's Highlands Tourism Organization, we recognize the value of responsible tourism and are committed to our [Wander Sustainably](#) approach.

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