



Wander Sustainably with Ontario's Highlands

What we'll cover

- How to access the new course - Wander Sustainably with Ontario's Highlands
- How to Build Your Wander Sustainably Journey
- How to Book a free 30min consultation with OHTO staff
- Reasons why you'll want to take advantage of these offerings



**Come Wander
with Ontario's
Highlands
Tourism
Organization**

Impro




Ontario's Highlands: Member Portal

To login, verify, or create a new membership, please enter your email address.

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New Course Available in Learner

OHTO invites you to "Wander Sustainably with Ontario's Highlands"

Open
Learner →



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Learner

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

VIEWS

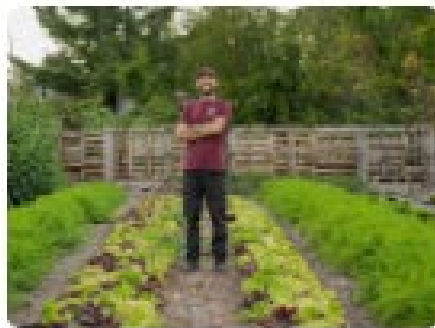
All 9

In Progress 2

Complete 4

Welcome, Kasey! Your learner progress will be saved.

Search



Wander Sustainably with Ontario's Highlands

A sensible and impactful approach to Responsible Tourism.

Launch

Not started



INTRODUCTION

- ☰ Background Information

WANDER SUSTAINABLY

- ☰ 1. Our Approach
- ☰ 2. Staying True to Our Commitment
- ☰ 3. Indigenous Allyship
- ☰ 4. Environmental Allyship

WANDER SUSTAINABLY IN ACTION

- ☰ 1. Our Brand Identity
- ☰ 2. Inspiring Local Stories
- ☰ 3. Ready to Wander Sustainably?
- ☰ Resources
- ☰ Let's Build Your Wander Sustainably Journey
- ☰ Conclusion

Let's Build Your Wander Sustainably Journey

LESSON 10 OF 11

Sustainability is crucial to the short and long-term success of any business, organization or industry. Through the lens of tourism, ensuring the ongoing viability of the places people visit, the cultures we share, and the spaces we inhabit is essential, as such, responsible tourism activities are mindful of their impact on the three P's - People, Place and Prosperity.

Under Wander Sustainably, responsible tourism means Inclusivity, Sustainability and Community Alignment and is applied to the Three P's concept as follows:

Inclusivity | People – The Heart of Tourism (Socio-Cultural Sustainability)

Sustainability | Place – Protecting Our Paradise (Environmental Sustainability)

Community Alignment | Prosperity – Ensuring Long-Term Success (Economic Sustainability)

We have crafted our journey to creating the Wander Sustainably approach into a series of questions that can guide you through a process of adopting the Wander Sustainably approach in your own business, organization or destination.



If you are not ready to complete the questionnaire at this time, click skip. Otherwise, keep scrolling!

SKIP

Let's create your Wander Sustainably approach for your organization!

Start press Enter ↵

Let's Build Your Wander Sustainably Journey

Step 1: Vision

Step 2: Values + Principles

Step 3: Priorities

Step 4: Commitment

1 → **Step 1: Vision**

Your ultimate destination or goal – be able to answer: why does it matter? Where are we headed? Keep it simple and close to 2-3 sentences.*

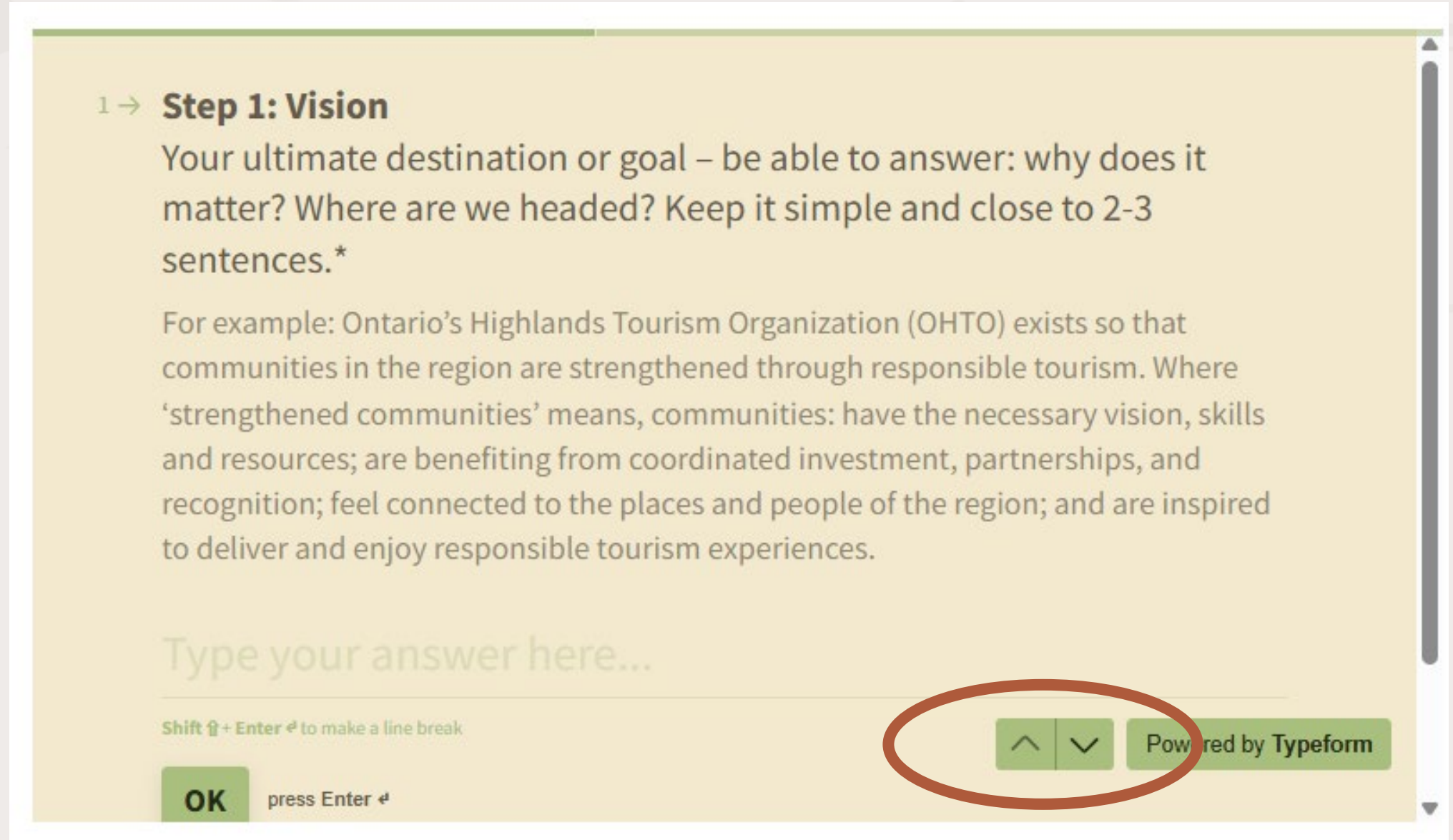
For example: Ontario's Highlands Tourism Organization (OHTO) exists so that communities in the region are strengthened through responsible tourism. Where 'strengthened communities' means, communities: have the necessary vision, skills and resources; are benefiting from coordinated investment, partnerships, and recognition; feel connected to the places and people of the region; and are inspired to deliver and enjoy responsible tourism experiences.

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK press Enter ↵

^ v Powered by Typeform





Thank you for completing the *Let's Build Your Wander Sustainably Journey* form.

Your response has been submitted. You can expect to receive a follow up email within 3-5 business days outlining the next steps from Kasey Rogerson, Director of Industry Development at OHTO.

How you ask is everything

[Create a typeform](#)

The background of the slide is a photograph of a calm lake surrounded by a dense forest of green trees. The water is still, reflecting the sky and the surrounding foliage. A semi-transparent grey rectangular box is centered over the middle of the image, containing the congratulatory text.

**Congratulations on completing the
Wander Sustainably with Ontario's Highlands
course!**



Wander Sustainably

Reasons to Wander Sustainably with Ontario's Highlands

- It's FREE and only takes your time
- Because it's good business, it's good for the community
- You'll feel confident in your responsible tourism activities
- Be recognized as a Wander Sustainably Champion in Ontario's Highlands



APR 17, 2024

Inspired to Pursue Sustainability: Bonnechere Valley Inspired

Success Stories



APR 15, 2025

Ontario is Calling: How One Tourism Operator is Inspiring Ontarians to Explore their Own Backyard

Success Stories



APR 12, 2023

New Haliburton Bike Share project supports cycle tourism

Success Stories



AUG 17, 2023

Embracing Indigenous Knowledge at Madawaska Kanu Centre

Skill Development



OCT 15, 2024

A Legacy Preserved: The Success Story of a Volunteer-Run Museum

Success Stories



100 TRAVEL INNOVATIONS

IDEAS TO INSPIRE AND INFORM

LET'S MAKE A DIFFERENCE

We've rounded the globe in search of leading destinations that are taking action to make travel better, protect cultures and ecosystems, and adopt smarter ways of living and working. What we've found are real solutions to our modern world's challenges. Explore and discover transformative experiences for your next trip and ideas to use today in your own community.

RESPONSIBLE TOURISM BIKING IN ONTARIO'S HIGHLANDS

HALIBURTON, ONTARIO, CANADA



Photo: Haliburton Highlands Economic Development & Tourism

Travel has the power to give us new perspectives about recreation and transportation when we go home. Riding a bike is good fun, good exercise and emission free. And it's not only for vacations and holidays in places like Haliburton, Ontario.

What's changing

Cycling is already a popular recreational activity, offering significant benefits to health and the environment, though it is not always easily accessible or top of mind. Recognizing that travel, including local tourism, can change how people live, some organizations are implementing simple

Sustainable Tourism

These days we are all talking about sustainability and how we can be more responsible as we explore our natural spaces and communities. Responsible tourism is an approach to tourism that focuses on supporting and growing the community and culture, while protecting the environment and its ecosystems.

#WanderSustainably means thinking about what kind of an impact our travel has on a region, both on the ecology and local peoples. It means being respectful of oneself, others, and nature, and consciously seeking out experience providers who care about how they impact their community and environment.

As you wander Ontario's Highlands, know that you are welcomed with open arms! We love showcasing our region and the tourism assets we have here, from natural spaces to local businesses and events. As you explore our website keep watch for *Wander Sustainably* tips with useful reminders of how to be a good wanderer and bring out the best in all of us.

Please remember to be safe, considerate, and savour each moment of your journey.

🕒 Best Time of Year:

Spring, Summer, Fall, Winter

★ Insider's Tips:

Ontario's Highlands is an ecologically diverse region and we invite you to tread mindfully on the land when you travel here.

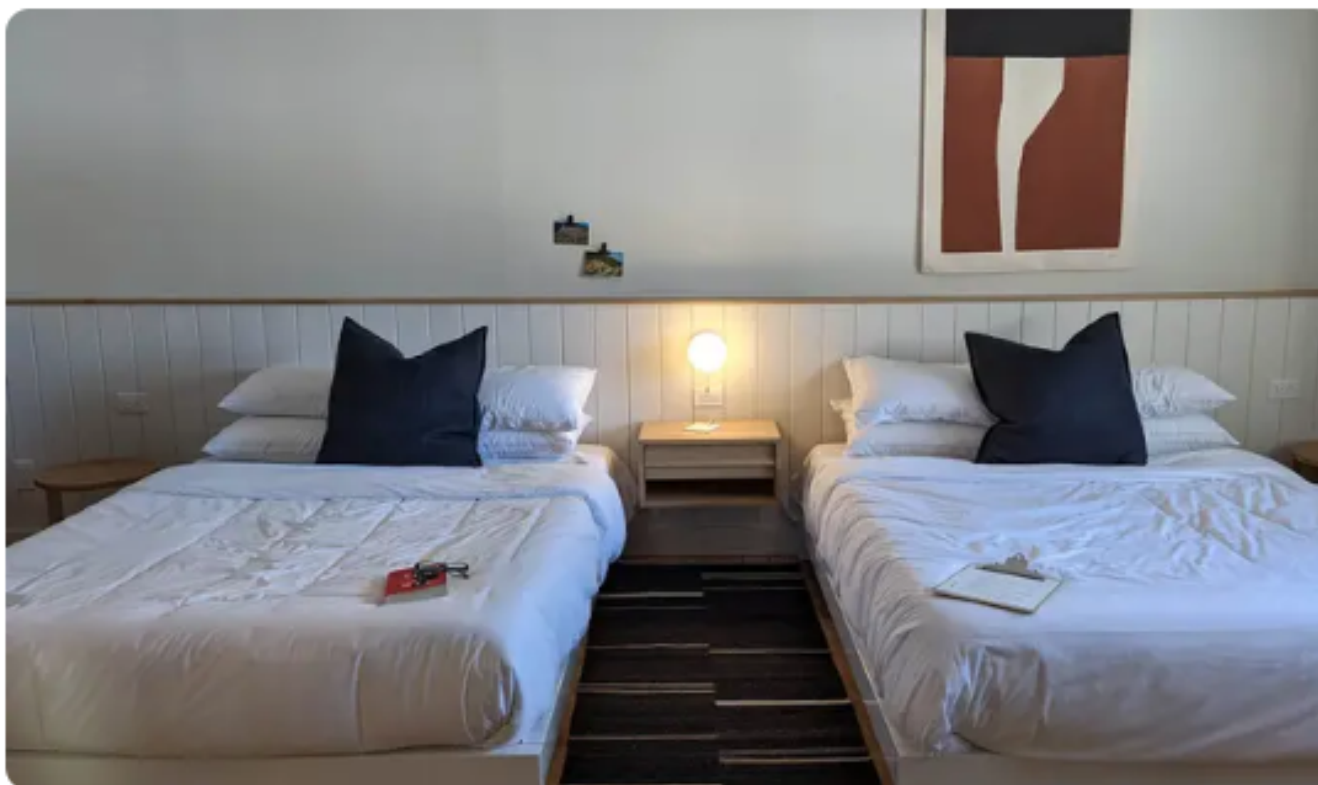
Many of our tourism businesses have achieved sustainability certification from various organizations. Find GreenStep Certified businesses [here](#).

In 2024, Ontario's Highlands achieved a Bronze Level Sustainable Certification from GreenStep, making it one of only 10 destinations in Canada to have achieved sustainable certification.

7 Eco-friendly Ontario Retreats for the Environmentally Conscious

Walking the talk of sustainability in Ontario's Highlands.

[Read the Full Story](#)



We invite you to ...

Wander Sustainably

with Ontario's Highlands

Thank You!

Any questions?



Kasey Rogerson
Director of Industry Development
kasey.rogerson@ohto.ca
www.ohto.ca | www.comewander.ca

