



OH ANNUAL TO GENERAL MEETING

October 8, 2025



Welcoming & Land Acknowledgement

★ Algonquins of Pikwàkanagàn
First Nation

AGM Agenda



[Download the 2025
AGM Delegate Package](#)

1. Call to Order - Welcoming & Land Acknowledgement
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 | Johanna Griggs, Destination Canada – Travel and Tourism:
A Powerful Economic and Social Driver for Canada
10. AGM Wrap-up & Closing Remarks

Adoption of the Agenda





Approval of the 2024 AGM Minutes

CGO's Report



2024/25 Financial Statements & Appointment of Auditor



OHTO Bylaw Amendments

OHTO Bylaw Amendments

From:

“To be nominated to be a director of the Corporation, a member must submit an application in writing, to the nominating committee **at least three (3) weeks prior to the AGM.**”

To:

“To be nominated to be a director of the Corporation, a member must submit an application in writing, to the nominating committee **by the deadline established by the nominating committee which will be within 4 - 6 weeks prior to the AGM.**”

A close-up photograph of a person's hand holding a pinecone over a small campfire. The fire is burning brightly with orange and yellow flames. Smoke is rising from the fire. The background is dark and out of focus, showing some dry sticks and leaves. A large, semi-transparent yellow shape is on the left side of the image, containing the text.

Presentation of the Slate of Nominees

Slate of Nominees

Meghan James

Somewhere Inn – Renfrew County

Barrie Martin

Tourism Consultant – Haliburton County

Harsha Manani

Lakeview Motel – Haliburton County

Tim Porter

Tweed & Company Theatre– Hastings County

Ed Chaplin

Springwood Cottage Resort - Central Frontenac



Meet the 2025-26
Board of Directors

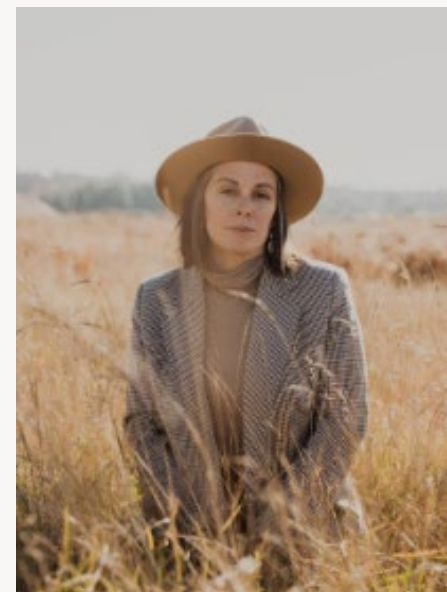
Thank you to Outgoing Directors



Chris Hinsperger
Bonnechere Caves
Renfrew County



Greg Rodgers
Rockhill B&B
Central Frontenac



Shannon McLaggan
Anupaya Cabin Co.
Renfrew County



Executive Director Report

Meet the OHTO Team



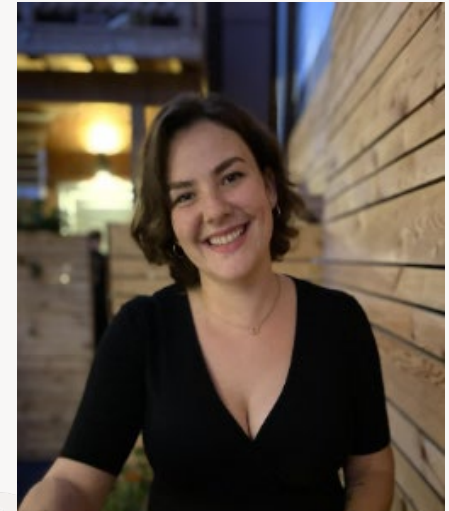
Nicole Whiting
Executive Director
OHTO



Kasey Rogerson
Director of Industry
Development
OHTO



Amy Hogue
Content Specialist
*Dragonfly Communications
& Marketing Inc.*



Finn Hogue
Digital Marketing &
Communications Specialist
*Dragonfly Communications
& Marketing Inc.*

Our Approach

Strengthening our communities through responsible tourism

Operational Pillars

Marketing
Product Development
Skills Development
Research
Industry Engagement

Wander Sustainably



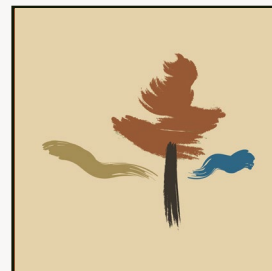
Inclusivity



Community



Sustainability



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

Partners

Businesses

Organizations

MTCG

FedDev Ontario

Destination Canada

Destination Ontario

Sector Associations

RTOs

County Partners

Municipalities

TIAO, TIAC, ITO

2024/25 OHTO Highlights & Accolades



OCT 15, 2024

OHTO achieves globally recognized certification in sustainable tourism



OCT 15, 2024

OHTO launches new Eastern Ontario Rail Trail Partnership project, receives \$80,000 in Government of Canada funding

Skift
ADVISORY

**BUILDING A DATA-DRIVEN
DECISION-MAKING CULTURE
WITHIN ONTARIO'S
TOURISM INDUSTRY**

RTO Multi-Year Research Program



AUG 27, 2024

Tourism sector in Ontario's Highlands' region receives \$1.7 million in federal funding



DEC 9, 2024

"Howdy" from Austin: OHTO Presents at Crowdriff's SEE 2024 Conference

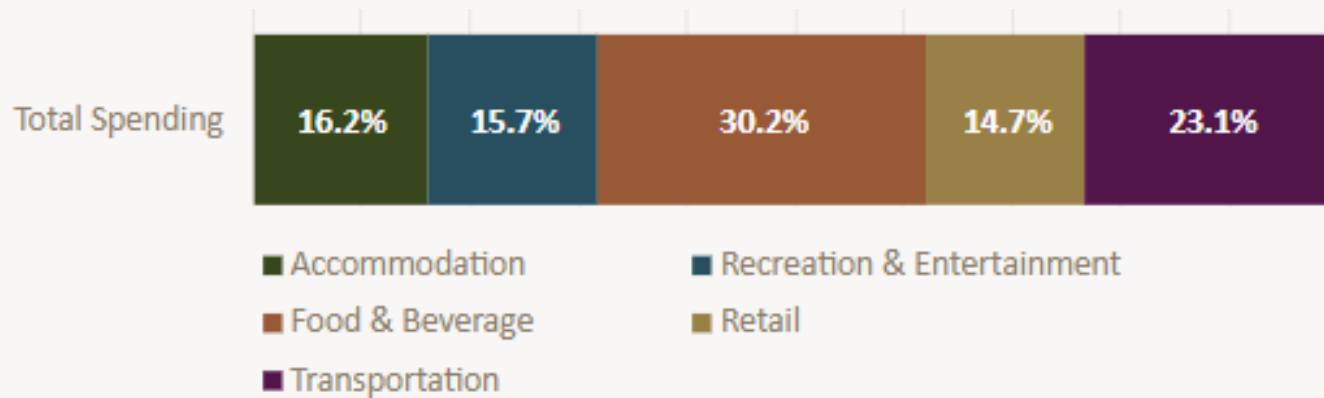
The value of tourism: economic impact

TOTAL SPENDING
\$569.2M
(+12.9% YOY)

INTERNATIONAL SHARE
\$67.6M
(+32.9% YOY)

DOMESTIC SHARE
\$501.6M
(+10.6% YOY)

Spending by Category



4.28M visits to the region
(+100k visits YOY)

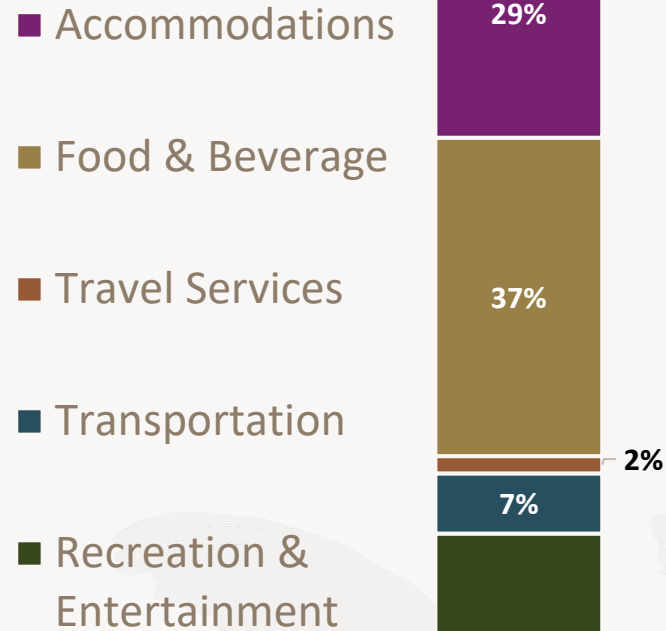
[Source: Propulso, 2024 Tourism Report]

The value of tourism: social impact

1,286 tourism businesses

6% of the 22,400+
total businesses

7,210 employed in tourism



**TOTAL GDP
\$388.9M**

**TOTAL TAX
REVENUES
\$175M**

**FEDERAL = \$71M
PROVINCIAL = \$89M
MUNICIPAL = \$15.5M**

[Source: Statistics Canada. Canadian Business Counts, Location Level, Custom Tabulation, December 2023 - Destination Canada's Tourism Data Collective]

[Source: Ontario Ministry of Tourism, Culture and Gaming TREIM model]

Impact for our Members

- 1) Increase Exposure
- 2) Strengthen the Offer

How is OHTO Increasing Exposure?

OHTO works with community partners and operators to increase exposure through:

- Digital Marketing
- Local Wanderers
- Ride the Highlands
- Travel Trade
- Partnerships



Visitor Journey: From Inspiration to Visitation

**Awareness:
Digital/Social
Media**



**Inspiration:
ComeWander.ca**



**Booking: Click to
Operator**

Digital Marketing to ComeWander.ca

Page Views: 526,643

Clicks to Operators: 35,950

Adds to Backpack: 448

Itinerary Downloads: 1,013

Social Media Impressions: 1M



[Explore ComeWander.ca](https://www.comewander.ca)

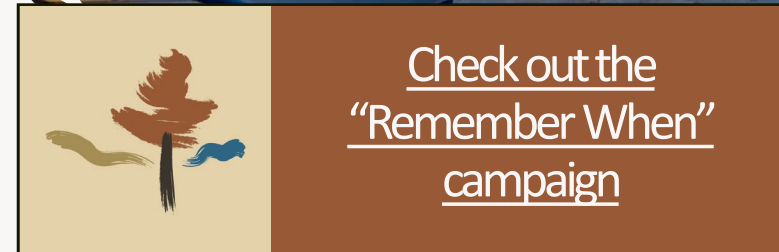
Campaigns & Partnerships

Remember When Campaign

- Page Views: 12,384
- YouTube Video Views: 495
- Reel Views: 39,608
- Itinerary Downloads: 697
- Click to Operators: 831

Destination Ontario Winter Spotlight Campaign

- Total Impressions: 10,463,152
- Landings to Consumer Website: 145, 611
- Ad Clicks: 181,794



Local Wanderers

of visits/stories: 12

reel views: 36,409

page views: 10,234

clicks to operators: 1,318



Discover the Benefits of an
OHTO Marketing
Partnership



Ride the Highlands

Program increases exposure for operators included on the route as a motorcycle-friendly destination and generates awareness of Ontario's Highlands.

- 18,278 Facebook followers
- 4,975 Facebook group members
- 4,446 Instagram fans
- 99 YouTube videos
- 141k video views
- 2.8k hours watched
- 66 blog posts (40 Translated to French)
- 353,558 all time total blog views
- 16 Scenic Rest Areas
- 33,793 maps distributed to riders
- 4,892 souvenirs handed out



[Learn more about
Ride The Highlands](#)



Increasing Exposure: Looking Ahead to 2026

Rural Roots: A Small Town Celebration

The goals of this marketing campaign:

- Increase awareness of Ontario's Highlands' small towns and rural communities
- Increase referrals to county partners and community destinations
- Increase referrals to operators

Ongoing Digital Marketing

- Google advertising
- Social media content marketing
- Marketing partnerships (Ontario by Bike, CTA)



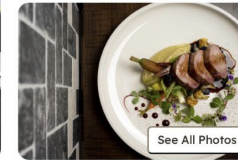
Black Tartan Kitchen

 Food & Beverage

 Lanark County

 Add to My Backpack

[Visit Website ↗](#)



[See All Photos](#)

From day one, we have wanted this little restaurant to be a space where anyone can feel comfortable and welcomed. Classic French cuisine is the root of this ethos – consistent, comfortable and familiar flavours from the tried and true feel good classics. We celebrate all things local and pride ourselves in providing one of the best dining experiences in our area.

Location

132 Bridge Street Carleton Place ON K7C 2V5
Canada

Hours

Mon: Closed

Tue: Closed

Wed: 5:00 PM - 9:00 PM

Thu: 11:30 AM - 9:00 PM

Fri: 11:30 AM - 10:30 PM

Sat: 11:30 AM - 10:30 PM

Sun: Closed

Contact

 613-492-0860

 [Email](#)

 [Website](#)

 [Instagram](#)

 [Facebook](#)

 [Tripadvisor](#)

Get your own profile
page on ComeWander.ca

course blind tasting menus. These menus allow
onal bounty that Lanark County and the Ottawa
ence as we lead you through the unknown with a

ple d'hote menu where the customer has the
experience to their own unique liking.

garden, heaters, warm lighting that features a
Francis Pratt. You can even sneak a glimpse into

our kitchen!

Stories featuring Black Tartan Kitchen



Relaxing Wellness Escapes to Find Your Bliss

Refresh and rejuvenate with one of these Ontario getaways.

[READ STORY →](#)



Calling All Adrenalin Seekers, Nature Lovers and More: Find...

Support Canada this summer with a local holiday.

[READ STORY →](#)



Eat, Sip, Repeat: 5 Foodie Road Trips Worth the Drive

Set out on a culinary road trip on one of these five food and drink adventures.

[READ STORY →](#)

Stay Connected & Engaged

ComeWander.ca - Consumer website

- Connect with us on social
- Consumer Newsletter

Follow and engage with Consumer Social

- @ontarioshighlands on Facebook
- @onhighlands on Instagram

Email us anytime at social@ohto.ca





How does OHTO help Strengthen the Offer?

- Product and experiential development
- Skills development & education
- Industry engagement & communications
- Research and tourism best practices
- **Partnerships!**

Eastern Ontario Rail Trail Loop Project

The 2030 Vision
360km signature cycling experience that transforms rail corridors into community assets.



Learn more about the
Loop Project &
Partnership



Data-Driven Tourism Planning





CANADIAN TOURISM DATA
COLLECTIVE
POWERED BY DESTINATION CANADA



EXPLORE OUR PRODUCTS



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

Dive into your tourism toolkit.



Global Tourism Research Program

Understand global travel trends, behaviours, and sentiment.



Tourism Outlook

Forecast tourism volume and spending through 2030.



Tourism Performance Indicators

An at-a-glance view of Canadian tourism performance.



Lodging Aligned Spend Reporting

Explore how visitors are spending their travel dollars.



TourismScapes

See tourism's impact on Canadian communities.



Segmentation Program

Get to know top target travel segments.



Wealth & Wellbeing Index

Economic, social, environmental, and resilience data.

Unlocking Tourism Trends 2025 Edition

Navigating the Path to Success



[Download the 2025 Unlocking
Tourism Trends report in our
Member Portal](#)



2024 Findings Report Annual OHTO Tourism Business Performance & Sustainability Survey

This report summarizes the key findings from the annual OHTO Tourism Business Performance & Sustainability Survey conducted in October & November 2024, and provides an understanding of the current state and future outlook of the tourism sector in the Ontario's Highlands region.



Expand Your Knowledge

7 Webinars

301 Registrations

233 Unique Video Views

5 New Courses

4 Downloadable Research Reports



Check out the 20+ webinars
offered under the Expand Your
Knowledge Program



We invite you to ...

Wander Sustainably with Ontario's Highlands



Explore this new course in
our Member Portal



Learn more about TIAO's
Forward Ready Tourism
Initiative

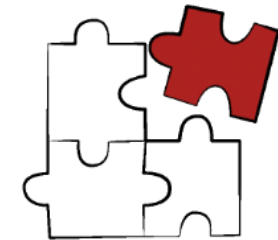
Forward Ready Tourism Project Goals



Skills development for both new
and seasoned talent



Building awareness of career opportunities in
tourism with the next generation of talent



Connecting job ready talent with employment
opportunities through partnerships with education
and community employment services providers



Ontario's Highlands: Member Portal

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

Email

Monthly Highlands Highlight

840+ tourism contacts

39% open rate

33% click-thru rate

Powered by

WHEREABOUTS

OHTO Membership & Tourism Community

100+ OHTO members

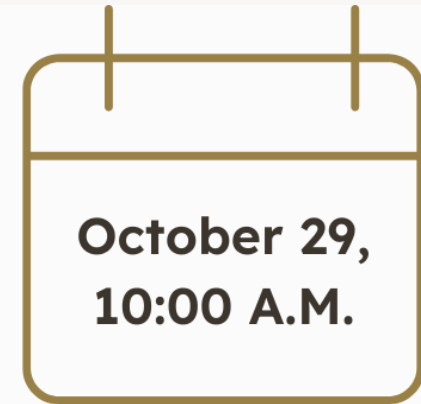
31 new members (welcome!)

50+ members at 2024 OHTO AGM

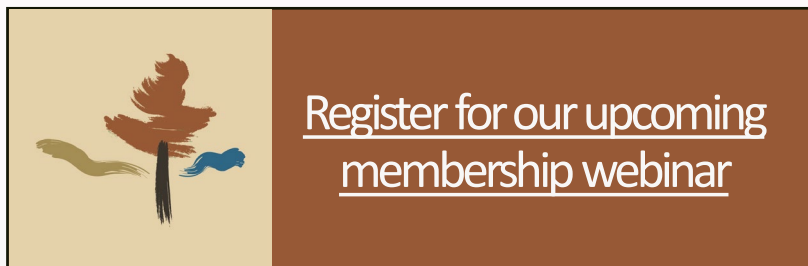
7 events attended via OHTO On The Go

Thrive Together

The OHTO Membership Advantage Webinar



Learn how you can maximise your membership with OHTO to increase your exposure and strengthen your offering.



Stay Connected & Engaged

OHTO.ca

Highlands Highlight Newsletter

Follow and engage with Industry Social Media Pages:

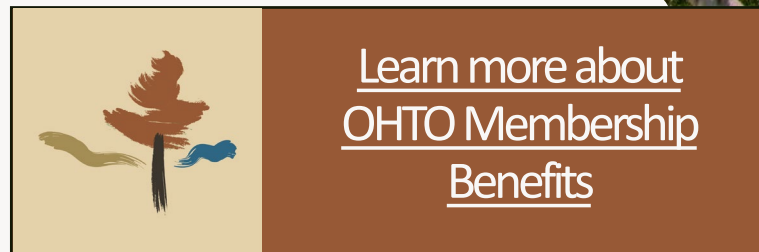
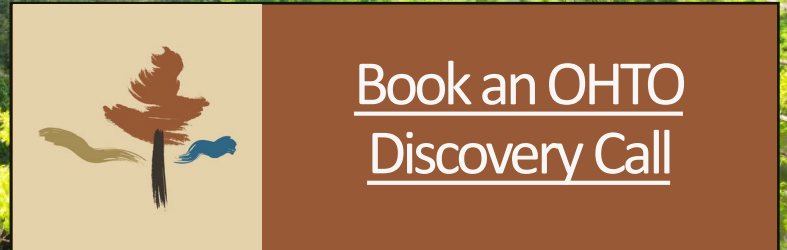
- @OHTOInsider Facebook Page
- Members-only Facebook Group
- LinkedIn
- @OHTOInsider Twitter Feed

Set up a Discovery Call with the OHTO Team

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

Email us at info@ohto.ca

53 OHTO Discovery Calls
15 DMO County Meetings
1,400+ Social Followers



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- 10. AGM Wrap-up & Closing Remarks**

A man in a red hoodie is leaning over a wooden railing on a deck, looking through binoculars. A young child in a black and orange shirt is standing behind him, looking up at him. The background is a dense forest of green trees. A white hammock is visible in the background on the right.

Break



Game Break!



Two Truths & One Lie

How familiar are you with
Ontario's Highlands???

3 rounds = 3 chances to win

Two Truths and One Lie

Round 1

- 1) You can walk through a former underground river in Ontario's Highlands.
- 2) Ontario's Highlands is home to a ghost town that still has standing buildings.
- 3) Ontario's Highlands has more golf courses than hiking trails.

Two Truths and One Lie

Round 2

- 1) Ontario's Highlands is home to a community reputed to be the highest populated point in Ontario.
- 2) Bancroft is known as Ontario's Maple Syrup Capital.
- 3) Ontario's Highlands is home to more than 2,000 lakes.

Two Truths and One Lie

Round 3

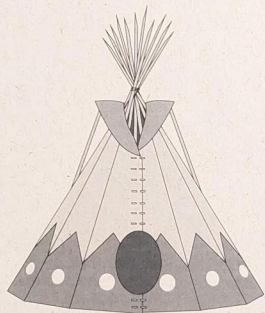
- 1) The Town of Haliburton was named after a famous Canadian painter.
- 2) Wilno is Canada's oldest Polish-Kashubian settlement.
- 3) Eganville is known as the "Ordovician Fossil Capital of Canada".

Congratulations!

And our gift to you...

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

Johanna Griggs

Executive Director, Tourism Development



[Download Johanna's
presentation](#)





Any questions?

Final Message from OHTO





Thank You