

Thrive TOGETHER WITH OHTO

WHY JOIN OHTO?

Since 2010, Ontario's Highlands Tourism Organization has been working collectively with more than 1,200 businesses and organizations in the region to sustainably strengthen our rural communities through tourism.

Whether you're new to the tourism sector or a seasoned veteran, membership with OHTO connects you to a regional network, expert guidance, and real opportunities to increase your visibility and impact.

MEMBERSHIP ADVANTAGE

INCREASE YOUR EXPOSURE

Promotional Opportunities

- Profile page on Comewander.ca (500,000+ visits and 35,000+ clicks to businesses per year)
- Social media (30,000+ followers each on Facebook/Instagram, 1M impressions/engagement per year)
- Digital advertising (12M impressions, 2M reach per year)
- Co-operative partnership opportunities (Ride the Highlands, Travel Trade, Destination Ontario spotlight, Travel Media and more!)

Marketing Support

- Consultation and guidance
- Co-operative partnership opportunities (influencer trips and photo shoots)

Learn more about partnering with OHTO at ohto.ca/programs-resources/marketing-programs.

STRENGTHEN YOUR OFFER

Online Skills Training

- Access 30+ webinars and courses on our exclusive member portal.

Coaching and Consultation

- Get one-on-one support to help you refine your experiences, boost visibility, and overcome challenges.

B2B Networking and Community Building

- Connect with like-minded operators across the region, share insights, and collaborate through OHTO-hosted events, industry meetups, and member-driven initiatives.

Voting Rights and Governance

- Help shape the future of regional tourism by voting at the AGM and serving on the Board.



WE'RE HERE TO HELP YOU SUCCEED. LET'S BUILD SOMETHING GREAT – TOGETHER.

ACTIVATE AND AMPLIFY YOUR *Free Membership*

1. Create Your Account on OHTO's Member Portal or email membership@ohto.ca

2. Book a Discovery Call

Let's talk about your business, your goals, and how to maximize on your membership with us.

3. Stay Informed and Involved

- Our industry newsletter, the Highlands Highlight, is released monthly and often includes time sensitive opportunities you won't want to miss.
- Industry socials Facebook @OHTOInsider, X: @ohtoinsider and LinkedIn (Ontario's Highlands Tourism organization RTO11)

CONNECT WITH US

We are a small but mighty team dedicated to supporting our members and focused on building a strong, sustainable tourism economy through collaboration, innovation, and community-driven success.

Nicole Whiting *Executive Director*
Nicole.whiting@ohto.ca | 613.629.6486 x201

Kasey Rogerson *Director of Industry Development*
Kasey.rogerson@ohto.ca | 613.629.6486 x203

Amy Hogue *Content Specialist*
content@ohto.ca

Finn Hogue *Digital Communications & Marketing Specialist*
social@ohto.ca



ABOUT OHTO

The Ontario's Highlands Tourism Organization (OHTO) is one of 11 Regional Tourism Organizations funded by the Government of Ontario. We are a non-profit, industry-led organization that supports tourism operators within the counties of Haliburton, Lanark, and Renfrew, as well as portions of Frontenac, Hastings, and Lennox and Addington. Our region is the second largest in Ontario and entirely rural.

FIND MORE INFO AT OHTO.CA