

SUNSET COUNTRY TOURISM REGION MUST STAY

KDCA-NWOTA Working Group Media Release, March 18,2009

The Northwestern Ontario Tourism Association and the Kenora District Campowners Association say Sunset Country is a unique tourist destination that generates 65 per cent of all tourism income derived in all of northern Ontario.

The province is looking over 'The Sobara Report,Discovering Ontario' that calls for creating a new marketing group for all of northwestern Ontario.

The report recommends to eliminate and amalgamate our travel region leaving only one giant organization to include Sault Saint Marie to the Manitoba boarder.

KDCA and NWOTA worry it will result in destination marketing funds generated in this region going to promote other parts of the province.Destination Marketing fees in Sunset Country Travel Area could generate in excess of \$2.7 million per year.

RECOMMENDATION FROM THE WHITE-TAIL DEER COMMITTEE

Background

The non-resident deer hunt is an important generator of economic activity for the tourist industry in Northwestern Ontario. The sustainability of the regions deer herd and the quality of hunting opportunities for residents and non-residents alike is important to the tourism industry.

One set of regulations to control the deer hunting across all the variety of regions of Ontario, fails to recognize the uniqueness of the land base. The regulatory requirements to assure safety and sustainability, is very different on the large tracks of Northern Crown lands vs. the private farm lands of the South.

Issue

The current influx of non-resident hunters, hunting without guides has created safety issues in some parts of the region and resident frustration throughout the region.

The outfitter industry needs protection and a long term assurance that the product they offer will be available in order to partner with the Province to maximize the value of our resources.

These non-resident hunters frequently are illegally avoiding contributing to local, provincial and federal taxation by operating in the underground economy.

One solution or guideline for deer hunting across Ontario, fails to recognize the uniqueness of the land base and resources that need to be protected by the regulations. The Province has created a system that reflects this diversity and protects the industry with its guidelines for offering moose and bear hunts.

Recommendation

The Province of Ontario must take steps to manage the number of uncontrolled non-residents hunting without Guides in the zones north of the Rainy River District. This should be accomplished by legislating that only licensed Ontario based Tourism businesses are allowed to offer non-resident deer hunts in Ontario.

EXECUTIVE & DIRECTORS

President - Harald Lohn
Ph. 807-222-3246

Email: kabeelo@integraonline.com

Past President - Dan Denzler

Vice President - Gord Bastable
Ph. 807-227-2405

Email: vbay@drytel.net

Treasurer - Steve Hartle
Ph. 807-227-2518

Email BHWC@aol.com

Secretary - northwest design +
communications
807-223-3691

Fax 807-223-3692

Email: info@brochures.ca

Directors

Patty Beardsley 807-222-3586

Jim Buhlman 807-227-5318

Karla Clark 807-227-2154

John Fahlgren 807-727-3111

Jerry Fisher 807-488-5810

Jacqui Haukeness 807-937-5653

Don Moore 807-529-3137

Bob Paluch 807-755-2172

Mal Tygesson 807-755-2434

Rob Wisneski 807-227-2199

If for any reason you wish to speak with the executive or directors, and cannot reach them directly at their listed telephone number, please call or fax the K.C.D.A. office:
(807) 223-3266



NEXT MEETING: Friday May 1, 2009 Waldhof Hall

IN THIS ISSUE:

- President's Message
- Tentative Agenda for next KDCA Meeting May1,2009
- Spring Social & Dance Ticket Information
- The Facts: Sunset Country Travel Region
- Sunset Country Tourism Region Must Stay
- Recommendation From The White-Tail Deer Committee

www.kdca.ca

ISSUE FOR:
SPRING 2009

President's Message:

SPRING 2009

Dear Lodge Owners, Camp Owners, Allied Members, and Interested Parties:

Looking ahead to the next several months, most of us will be found doing last minute paperwork, finalizing personnel decisions and readying our camps/lodges for the arrival of our first guests. It is during this same period the KDCA membership elects to hold the annual spring general meeting (May 1, 2009, Waldorf Hall, 9:00 a.m.) followed by the nearly-world famous "Spring Dew."

I bring these two events to your attention for a couple of reasons. First, the AGM will allow each member of KDCA, and the community, the opportunity to hear, and express opinions, about the "hot topics" of the day, such as water system regulations changes, out-door card requirements for non-residents, border-crossing changes, destination marketing fees, marketing opportunities, land use permits, and, governmental and political initiatives. If you want to be in "the know" or just blow off some steam please attend the spring meeting on May 1st.

Second, with the passing of Patty Tygesson, the mantle for organizing, managing and conducting the Spring Dew has been passed to a group of KDCA members committed to one ideal – making it successful, just like Patty did. So, to all of you wanting to be part of this year's KDCA Spring Dinner and Dance please call Mal Tygesson, Evergreen Lodge (807-755-2434) to order your tickets. If you wish, send him an e-mail and order the tickets at info@evergreenlodge.net. DO NOT DELAY – DO IT TODAY! And, of course, should you wish to donate or participate in the organizing activities a call to Mal, with the offer to help, would be greatly appreciated.

Third, and finally, these two events allow us to rekindle friendships, make new acquaintances, exchange ideas, become current on tourism issues, hear the latest gossip, spread more gossip and generally have a good time. More than any other two events the Spring AGM and the Spring Dew set the tone for the tourism season to come. Each of us will leave on a note of optimism with a spring in our step. As that famous "philosopher-king", Larry the Cable Guy is fond of saying "let's GIT R DONE" in this 2009 tourism season.

Respectfully submitted,

Harald Lohn
KDCA President

P.S. REMEMBER – The Spring Dew will be held at Waldhorf Hall, Eagle River from 5:30 pm – Midnight on May 1, 2009.

WE SUPPORT OUR ALLIED MEMBERS

P.O. Box 545, Dryden, Ontario P8N 2Z2 Phone/Fax: (807) 223-3266 www.kdca.ca

KDCA Friday May 1st, 2009 Meeting

TENTATIVE AGENDA

Location: Waldhof Hall, Waldhof

9:00 a.m. - 4:30 p.m

9:00 a.m. Doors open/coffee served
9:30 a.m. Business Meeting Begins

Welcoming Remarks-Harald Lohn, President

1. Introductions
2. Additions/Corrections to Agenda
3. Approval of Organizational Minutes-Fall 2008 Meeting
4. Treasurer's Report - Steve Hartle
5. Announcements:Competitiveness Study recommendations
6. OPP - Dryden Detachment

Coffee Break (Sponsored by KDCA)

7. OTMPC - Jim Grayston
8. Patricia Region Tourist Council- Mike Loewen
9. Sunset Country - Gerry Cariou
10. Dryden Mobility Telephone Systems

Lunch (Sponsored by Frosted Foods, KDCA)

11. KDCA-NWOTA Update-Jerry Fisher
12. Dept. of Public Health - Water systems update
13. MNR - Forest Management Plans/ Modernization of LUP's/Farabout Peninsula Update
14. Greg Rickford, MP (TBA)
15. Ministry of Tourism (TBD)
16. NOTO Convention Report - Gord Bastable
17. Wrap Up/Adjournment

5:30 p.m. Happy Hour

7:00 p.m. Dinner & Dance

MIX AND MINGLE WITH THE BEST TOURIST OPERATORS AND ALLIED BUSINESS MEMBERS OF THE NORTH

KDCA SPRING SOCIAL AND DANCE

Cook Your Own Steaks...Live Band

MAY 1ST AT THE WALDHOF HALL

TICKETS: \$30 EACH

TICKETS ARE LIMITED-RESERVE YOUR SEATS NOW!
 PLEASE RSVP FOR MEETING. LUNCH & DINNER

CALL MAL TYGESSON AT (807)755-2434
 OR E-MAIL info@evergreenlodge.net or
 CALL KDCA OFFICE (807)223-3266

LOTS OF GREAT DOOR PRIZES & RAFFLES!

**PLEASE SUPPORT
 KDCA ALLIED MEMBERS**

- | | |
|---|----------------|
| Alex Wilson Coldstream Ltd. | 807-223-2381 |
| B.Taylor Home Hardware Building Centre | 807-223-3381 |
| Bay Lakes Mktg/All Canada Show | 920-983-9800 |
| BDO Financial Services | 807-223-5321 |
| Bilsbarrow & Assocs/Darkwater Devs | 807-938-6331 |
| Bobby's Corner | 807-227-2099 |
| Border Bob's | 218-283-4414 |
| Buster's BBQ | 807-227-5256 |
| Canada Borderlink Inc. | 403-218-1300 |
| City of Dryden | 807-223-6119 |
| Clean More Service | 807-223-2467 |
| Consumers Frosted Foods Ltd. | 807-468-8995 |
| CSP Printing | 807-547-3229 |
| Dingwall Ford | 807-223-2235 |
| Domtar | 807-223-2323 |
| Dryden District Chamber of Commerce | 807-223-2622 |
| Dryden GM | 807-223-7123 |
| Dufresne Furniture | 807-223-8009 |
| Eagle Junction | 807-755-2226 |
| Egli's Sheep Farm | 807-755-5231 |
| Flexfish Inc. | 1-877-799-7935 |
| Hawkins Taxidermists Ltd. | 204-786-6566 |
| Hook, Sellar & Lundin | 807-468-9831 |
| J.Webb & Son | 1-800-465-5089 |
| Kantola Motors | 807-468-8984 |
| Kenora Home Realty | 807-468-4777 |
| Kupper Contracting | 807-227-2194 |
| K-Sports | 807-468-3308 |
| Lake of The Woods Insurance | 807-467-8800 |
| Lund Boats | 204-479-8855 |
| McAuley & Partners | 807-223-2254 |
| McKinstry Chrysler | 807-223-4214 |
| Mercury Marine | 204-349-3189 |
| Meyers, Norris, Penny LLP | 807-468-6471 |
| NMMA Sortsshows | 1-800-777-4766 |
| Northern Lights Credit Union Ltd. | 807-223-5358 |
| Northwest Aqua Ltd. | 807-547-5600 |
| northwest design + communications | 807-223-3691 |
| Ontario's Sunset Country | 807-468-5853 |
| Patricia Area Community Endeavors | 807-221-3293 |
| Railside Sports & Marine | 807-223-3517 |
| Royal Bank- Dryden Branch | 800-769-5251 |
| Royal Bank - Winnipeg Branch | 800-769-2511 |
| Shewchuk, MacDonell, Ormiston, Richardt & Fregeau LLP Barristers & Solicitors | 807-468-9828 |
| Skene Transfer | 807-937-5960 |
| Skillen-Squire Insurance Services Ltd. | 807-223-2215 |
| Square One Printwear | 807-223-3885 |
| Steve Struk Ltd. Esso | 807-223-2669 |
| Sysco Foods | 1-800-665-5090 |
| Telesky Taxidermist Ltd. | 204-775-6769 |
| The Flower Forest | 807-221-2121 |
| The Magnes Group | 905-889-4933 |
| The Sam Group | 1-800-860-4619 |
| The Standard Insurance | 807-468-3333 |
| Timbermax | 807-223-6699 |
| TD Canada Trust | 807-223-5237 |
| Toronto Dominion Bank | 807-223-5251 |
| Vermilion Bay Co-op | 807-227-2160 |
| Village Corner | 807-227-2671 |
| Weyerhaeuser Canada | 807-223-2323 |
| Woodlake Marine | 1-866-460-2628 |
| World of Water | 807-468-4338 |
| Yamaha Motor Canada Ltd. | 807-468-7533 |

**NEXT KDCA MEETING
 FRIDAY, MAY 1, 2009
 WALDHOF HALL
 DINNER AND DANCE TO FOLLOW**

Agenda items for the next KDCA meeting can be emailed to Harald at Kabeelo@integraonline.com

THE FACTS: SUNSET COUNTRY TRAVEL REGION (SSCTA) PREPARED BY KDCA/NWOTA WORKING GROUP

- 43% of ALL tourism income in Northern Ontario is generated in NW Ontario with 65% of that generated primarily in the Sunset CountryTravel Region (SSCTA)
- Close to 60% of the customer base in NW Ontario comes from the United States
- Over 80% of tourism expenditures in SSCTA is contributed by visitors from the United States
- The SSCTA generates \$451 million in economic activity, supports, directly and indirectly, 12,235 full-year jobs, pays outwages and salaries in excess of \$393 million and contributes \$185 million in federal, provincial and municipal taxes
- SSCTA is comprised of 443 fixed-roof accommodations with the average size being 15 units (versus the provincial average size of 33 units)
- SSCTA will be able to generate approximately \$2.7 million in destination marketing fees when fully operational and maximum participation
- SSCTA is truly a unique travel destination.
 - Wild and uncultivated region of forests and lakes inhabited only by wildlife and a sprinkling of small towns and outposts.
 - Different from the rest of Ontario and Canada as a large majority of our tourism dollars are derived from U.S. visitors.
 - Because of this, tourism can offer very unique travel experience compared to the rest of Canada.

Visitor and visitor spending across Ontario are fairly consistent in all regions except Sunset Country Travel Area. East of Sunset Country Travel Area the majority of visitor spending is from the U.S.

Sunset Country Travel Area will generate over 50% of the new Region 11 tourism expenditures. The question is "Will Sunset Country Travel Area receive 50% of the governments marketing effort?"

Sunset Country Travel Area is severely restricted by the lack of access infrastructure including roads, trains and air transportation, making it very difficult for Canadians to travel throughout the Sunset Country Travel Area Region.

The second concern is the Destination Marketing Fees (DMF) proposed. With Sunset Country Travel Area generating a major portion of Region 11's DMF, how will we be assured that we receive it back to market our unique destination to our unique visitos?

The third concern is the uniqueness of tourism experience offered in Sunset Country Travel Area as compared to other travel regions in Ontario. Because of that uniqueness we can demand a higher value for our vacation experience. We feel there should be a 12 th region, and it should be The Sunset Country Travel Area.

**RECOMMENDATION
 Addition of Region 12**

Because Sunset Country Travel Area has a unique visitor base and is a very unique wilderness destination we recommend that a 12 th region be added that matches the boundaries of the Sunse Country Travel Area, This will benefit th industry both within and outside of Sunset Country Travel Area as resources will not have to be split into different markets.



Map of Ontario

Visitor				
Region	# 1	# 2	# 3	# 4
Other Countries	0.7%	1.2%	0.8%	1.8%
U.S.	58.8%	22.3%	13.0%	17.7%
Canada	40.5%	76.5%	86.2%	80.4%

Visitor Spending				
Region	# 1	# 2	# 3	# 4
Other Countries	1.2%	2.1%	2.1%	15.0%
U.S.	80.8%	23.1%	19.9%	24.3%
Canada	18.8%	74.9%	78.0%	60.5%