

KDCA

SMOKE TRAILS NEWS

KENORA DISTRICT CAMP OWNERS ASSOCIATION

Your Local Tourism Lobby Association Representing the Federal District of Kenora.

NEXT MEETING

Friday
May 6, 2011
Waldhof Hall

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President's Message:

SPRING 2011

Dear Colleagues, Friends & Members,

"Spring is nature's way of saying "Let's Party!" ... Robin Williams

What better way to kick off this season than to blow off some steam at the Annual KDCA Spring "Dew" at the Waldhof Hall on Friday, May 6th. I hope every one of you will make the time to come out, have a great steak dinner, and join your friends and colleagues in celebration of this coming season. Besides being a really good time, it is a show of support for our organization, our tourism industry and for our Allied members who contribute annually to this event. Let's show them our appreciation! Be sure and give Mal a call and book your tickets now!

Supporting our organization brings me to the other aspect of spring.....the annual general meeting for KDCA. I hope you will all consider attending. It is sometimes hard to break away from your business during the spring frenzy of opening up camp. Going to a meeting on a sunny spring day is tough to do; however sometimes taking a few hours away to contemplate other issues is a good way to refocus your energy. My hope is that you will walk away informed and better prepared for what lies ahead.

We have some interesting speakers lined up. Doug Lampi from Quetico Internet Marketing will present a marketing strategy for using social media to tap into the power of online "word of mouth" to benefit your business. Rick Klimczak from the Business Development Bank of Canada (BDC) will be discussing some of the economic indicators and financial benchmarks specific to the tourism industry in our area. For those considering future options he will also be covering "ownership transition planning" and what you need to be thinking about now. As usual we hope to have the folks from the MNR and OPP in attendance to answer any questions you may have regarding this coming season.

I look forward to seeing new faces at the meeting and at the social evening. I particularly look forward to seeing some of the "old" faces that have missed the past several years. It's spring, let's party!

Cheers,
Gord Bastable, KDCA President
vbay@drytel.net

SPRING ISSUE 2011

WE SUPPORT OUR ALLIED MEMBERS

PLEASE SUPPORT KDCA ALLIED MEMBERS

Alex Wilson Coldstream Ltd.	807-223-2381
B. Taylor Home Hardware	807-223-3381
Bay Lakes Marketing/All Canada Shows	920-983-9800
BDO Financial Services	807-468-5531
Bilsbarrow & Assoc/Darkwater Development	807-223-2465
Bluewave Energy	807-468-6150
Bobby's Corner	807-227-2099
Border Bob's	218-283-4414
Boreal Signs	807-223-2528
Consumer Frosted Foods	807-468-8995
Dufresne Furniture Ltd.	807-223-8009
Dingwall Ford	807-223-2235
Domtar	807-223-9035
Downtown Dollar Store	807-223-7994
Dryden GM	807-223-7123
Dullude, Taylor Inc. Insurance	204-889-2424
Duty Free America	218-283-2556
Eagle Junction	807-755-2226
Egli's Sheep Farm	807-755-5231
First Choice/Clean Rite	807-223-3889
Flexfish Inc.	1-877-799-7935
Four Season's Footwear	807-223-2129
Gates Taxidermy	204-989-0188
Hook, Sellar, Lundin	807-468-9831
Investors Group-Fred van Vogt	807-223-5440
J. Webb & Sons	1-800-465-5089
K.K. Penner Tires	807-223-3194
Kantola Motors	807-468-8984
Kenora Home & Cottage Realty	807-468-4777
K-Sports	807-468-4475
Kupper Contracting	807-227-2194
Lund Boats	204-479-8855
MacPrint	807-223-5599
McAuley & Partners/Thunder Mgt.	807-223-2254
McKinstry Chrysler	807-223-4214
Mercury Marine	905-636-4700
Morgan Fuels-Vermilion Bay	807-227-2669
Morgan Fuels-Sioux Lookout, Kenora	807-468-6050
NMMA Sport Shows	612-332-8330
Northwest Aqua Ltd.	807-547-5600
Ontario's Sunset Country	807-468-5853
Patricia Area Community Endeavours	807-221-3293
Royal Bank-Kenora	807-468-4735
Royal Bank-Dryden	807-223-5251
Shewchuk, MacDonell, Ormiston, Richardt LLP	807-468-9828
Solar Solutions	204-981-7488
Square One Printwear	807-223-3885
Sysco Foodservice	807-938-8111
TD Canada Trust	807-223-5237
Telesky Taxidermist	204-775-6769
The Flower Forest	807-221-2121
The Magnes Group	416-234-8721
The Sam Group Ltd.	613-727-0446
The Standard Insurance	807-468-3333
Timbermax	807-223-6699
Try Smith Propane	807-727-2172
Vermilion Bay Co-Op	807-227-2160
Village Corner	807-227-2183
Winters, Owchar, Fuerst Financial Services	807-223-6835
Wolframes Inc.	807-468-4338
Yamaha	807-468-3485

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KENORA DISTRICT CAMP OWNERS ASSOCIATION

TENTATIVE MEETING AGENDA FOR MAY 6, 2011 WALDHOF HALL

- 9:00 a.m. Doors Open/Coffee & Conversation
- 9:30 a.m. Call to order. Introductions-Gord Bastable, President
Corrections/additions to agenda.
Approval of fall meeting minutes.
Treasurers Report-Steve Hartle
- 9:45 a.m. Resolution topics for discussion:
KDCA Scholarship (Steve Hartle)
Terms of Office (Mal Tygesson)
Part Time Executive Director Position (Gord Bastable)
- 10:15 a.m. Ministry of Tourism - Jim Antler
- 10:30 a.m. OTMPC - Jim Grayston
- 10:45 a.m. Coffee Break**
- 11:00 a.m. Social Media Marketing for Tourist Lodges-
Doug Lampi, Quetico Internet Marketing
"Connecting with your on-line word of mouth"
- 11:30 a.m. Key trends and economic indicators affecting
Lodges in NWO...Ownership transition
planning- Rick Klimczak, BDC Consulting
- 12:00 noon Lunch Break**
- 1:00 p.m. Provincial Marketing Strategy (RTO) *"What are they going to do for us with our 6 million dollars"* - Harald Lohn
- 1:30 p.m. NOTO Update- Doug Reynolds (Executive Director and Marg Watson (President)
"Important Issues Facing Tourism in 2011 and Beyond."
- 2:15 p.m. Marketing Updates - Sunset Country (Gerry Cariou); Patricia Region (Mike Loewen)
- 3:00 p.m. Wrap-up & date & location of combined
KDCA/NWOTA Fall Meeting
Adjournment

KDCA
Kenora District Camp Owners Association

Spring Social & Dance

Friday, May 6, 2011 - Waldhof Hall

Cook Your Own Steaks



Live Band

5:30 Meet & Greet Hour / 7:00 p.m. Dinner & Dance

Tickets \$30.00 ea. **LOTS OF GREAT DOOR PRIZES**

Reserve Your Tickets Now!
Call Mal Tygesson at (807) 755-2434
or E-mail: info@evergreenlodge.net

TRAVEL FORECAST 2009-2014 - Ministry of Tourism and Culture

Total Ontario Inbound	2009	2010	2011	2012	2013	2014
Total	100,970	100,117	100,601	102,068	103,376	104,321
Change from previous year	0.0%	-0.8%	0.5%	1.5%	1.3%	0.9%
Total Non-Business	94,823	93,963	94,313	95,629	96,782	97,655
Change from previous year	0.3%	-0.9%	0.4%	1.4%	1.2%	0.9%
Overnight Non-Business	39,390	39,340	39,844	40,674	41,403	41,946
Change from previous year	1.0%	-0.1%	1.3%	2.1%	1.8%	1.3%
Same Day Non-Business	55,433	54,626	54,471	54,956	55,381	55,711
Change from previous year	-0.2%	-1.5%	-0.3%	0.9%	0.8%	0.6%
Total Business	6,147	6,154	6,288	6,439	6,593	6,666
Change from previous year	-4.5%	0.1%	2.2%	2.4%	2.4%	1.1%

Total Inbound Trip Spending, Change from Previous Year	2009	2010	2011	2012	2013	2014
Total	-6.5%	1.7%	3.9%	4.4%	4.1%	3.3%
Total Non-Business	-5.2%	1.9%	3.9%	4.3%	3.9%	3.1%
Overnight Non-Business	-4.0%	2.2%	4.3%	4.6%	4.1%	3.1%
Same Day Non-Business	-8.7%	1.0%	2.6%	3.3%	3.2%	3.1%
Total Business	-11.6%	0.9%	3.9%	4.8%	4.9%	4.3%

OTMPC MARKETING PLAN 2011-2012-Summary

EXECUTIVE SUMMARY

2011-2012 is the first year of a new three-year strategy for the Ontario Tourism Marketing Partnership Corporation (OTMPC). The past year was one of transition for both the OTMPC and the tourism industry in Ontario. We saw the creation of Regional Tourism Organizations (RTOs) and a strong leadership role has been carved out for the provincial marketer. The industry has been challenged to align and coordinate our efforts.

The OTMPC Program Review outlined a new mandate including: responsibility for developing and implementing the overall provincial marketing strategy; marketing Ontario nationally and internationally; when marketing within Ontario, working with the regions; providing brand leadership; firmly establishing ourselves as the Centre for Excellence in research, best prospect markets and best practices; and, engaging partners.

The focus for the 2011/12 marketing plan is to get closer to the right consumer in a cost-effective manner and create value for the new RTOs across the province. With the recent exit of the Canadian Tourism Commission (CTC) from the United States (U.S.), we have an exciting opportunity to lead an aggressive marketing strategy aimed precisely at a core target segment to reinvigorate interest and create excitement in Ontario travel experiences. We will develop a consumer marketing platform in cooperation with the RTOs that meets their needs and, in consultation with them, develop consumer insights that serve to align marketing efforts across the province and integrate with the Ontario master brand.

**BEAR REPORTING LINE NOW OPEN (April 1, 2011) 24/7
TOLL-FREE: 1-866-514-2327**



KDCA

Kenora District
Camp Owners Association

March 29, 2011

Hon. Linda Jeffrey Minister of Natural Resources
Whitney Block 6th Flr Rm 663099 Wellesley St W Toronto ON M7A1W3

Dear Minister Jeffrey,

For over ten years the Kenora District Camp Owners Association and the North Western Ontario Tourism Association have been working on behalf of our members with the Ministry of Natural Resources to change non-resident whitetail deer hunting in Ontario.

Consensus from tourism groups, sportsmen's organizations, local hunters and other ministries has been reached on two occasions the last being 2008, and even with support from district and regional MNR offices, your ministry not only refuses to move this important northern issue forward but will not even tell us why.

Sportsmen, outfitters, cottagers, local business and many ministry staff in the northwest all agree that Ontario is now so far behind in any kind of whitetail deer management that all we are getting is the leftover hunters from other provinces and states that have realized the true value of a resource and protected it for that reason.

Several U.S. states and at least two provinces have recently moved to preserve their whitetail populations and get the highest value from it, we urge you to please do the same in Ontario.

Sincerely,

Gord Bastable, President
KDCA

C.C. Brad Allison, MNR - Sr. Biologist, Northwest Region, Deb Stetson, MNR - Manager, Wildlife Policy
Allan Willcocks, MNR - Regional Manager, Northwest Region, Greg Rickford, MP - Kenora
Greg Chapman, MNR - District Manager, Fort Frances, Deb Weedon, MNR - District Manager, Kenora
Bert Hennessey, MNR - District Manager, Dryden, John Rafferty, MP - Thunder Bay - Rainy River
Howard Hampton, MPP - Kenora-Rainy River, Doug Reynolds, NOTO - Executive Director
Marg Watson, NOTO - President

Tom Pearson, President
NWOTA

2010 Non-Resident Deer Hunt Summary

While non-resident deer hunter numbers appear to be down across the region, there are still major concerns about the hunt.

Some will say MNR got its wish and now that the numbers are down we no longer have a problem. NWOTA and KDCA believe there are still major problems that are in effect undermining the outfitting industry and small businesses at a time when most cannot survive any more losses. As well there are still concerns about herd numbers and quality in some areas, safety issues and hunter conflicts in others. We need MNR to implement the recommendations from the 2008 Kenora workshops and bring deer management into the 21st century in Ontario as most other regions in North America have.

We cannot blame just poor management for fewer non-resident hunters in this time of poor economic growth in the U.S., but it has contributed. Many educated hunters who once bought full service packages have now abandoned Ontario for provinces and states that have a strong deer management policy in place. This is very obvious as throughout the region well established operations who have offered deer hunting for 10 to 25 years have seen declines of up to 80% in full service packages. Few hunting guides worked during the 2010 non-resident season and local business's all report their fall being well below normal. Although non-resident hunter numbers are down there are more conflicts for the first two weeks of November in most zones as the unguided do-it-yourself hunters have now monopolized the prime rut period. While spending less in the region this group of hunter has managed to help chase away clients who not only provided needed employment but also spent far more per person and brought far fewer problems into our province.

Fewer hunters are not the only problem. We continue to see more or perhaps different people outfitting non-resident hunters. This is usually the cash only variety of moonlighter who has another job to go to after he has had his fun for the season. Land owners seem to be in demand as the confictions on crown land during the rut have forced people to consider land lease. Most charge cash by the person or week/month but we have heard of some who actually charge by the number of harvested deer per group.

Working Together On Tourism Issues
In Northwestern Ontario

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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 email the KDCA Secretary.