



**Hello Chamber members..**

**Information for you on Ontario Highlands Tourism Organization.**

**Ontario's Highlands Tourism Organization (OHTO) Fast Facts**

The Ontario's Highlands Tourism Organization (OHTO) is one of 13 Regional Tourism Organizations created by the Ontario government to increase tourism to the province. The OHTO covers a large region in eastern Ontario which includes the counties of Frontenac, Haliburton, Hastings, Lanark, Lennox and Addington, and Renfrew. Collectively known as Ontario's [Highlands](#), the region is known for its natural beauty, which is seen in the many lakes, rivers, hills, and valleys.

The OHTO's mandate is to build and support a competitive tourism region through marketing and product development. The OHTO functions in partnership with established and recognized tourism organizations, municipalities and entities within the region to move forward in a spirit of cooperation and collaboration.

The OHTO operates as a not-for-profit organization and was founded in October 2010. Highlights within OHTO include our pristine waters that are home to over 400 species of animals including 20 species of fish. Nature trails, back road driving and cycling tours, provincial parks, and our wealth of mineral and geological diversity.

Membership to the OHTO is free for Tourism based businesses in **Renfrew County**. Go to their website at [www.ohto.ca](http://www.ohto.ca) to register your business today. You can also submit your listing for Direction Ontario once you are an OHTO member.

***Submit your FREE Direction Ontario listing now***

**Free listing with French translation for all OHTO members!**

We have once again partnered with *Direction Ontario*, the leader in Francophone tourism marketing, in order to obtain regional visibility in the 2012 online edition of the popular Ontario Francophone Travel Guide, *L'Ontario en français*.

*L'Ontario en français* e-guide and [VoyagesOntario.com](http://VoyagesOntario.com) website are valuable travel resources that have quickly become Ontario's premier tourism information references for French visitors, both domestically and internationally. Participating in *L'Ontario en français* is an ideal way for you to reach a wider group of Francophone travellers via the Internet. How impressive is this: [VoyagesOntario.com](http://VoyagesOntario.com) receives over 3,200 unique visitors per day - it's time to capture your share of this market!

All OHTO members will be listed in the Direction Ontario guide – **for free!** (a \$231 value, sponsored by the OHTO) To gain the maximum visibility from this offer, submit your listing to Direction Ontario by **Friday, November 18**.

If you have any questions about OHTO please contact us at the Chamber office at 613-432-7015.

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### Ottawa Valley Living

The December issue will be the final magazine publication and we thought it would be appropriate to run this, "*Wishing your Family Well in the New Year!*".

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The deadline for this is November 30th 2011.

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