

## Resource List

A Breath of Fresh Air: A Business Strategy for Outdoor Tourism Product Development in Canada,

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/product\\_knowledge/A\\_Breath\\_of\\_Fresh\\_Air\\_E.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/A_Breath_of_Fresh_Air_E.pdf) 16 pages.

A Development Manual for a Community-based ATV Tourism Product,

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/product\\_knowledge/ATV%20brochure%20Eng.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/ATV%20brochure%20Eng.pdf) 17 pages.

A Foundation Document for a Five-Year Tourism Marketing Strategy for Northern Ontario,

<http://www.connexion-north.ca/uploads/documents/Final%20Foundation%20Document%20English.pdf> , 48 pages.

Approval Requirements and Diamond Rating Guidelines,

<http://www.aaa.biz/approved/files/diamondguidelinesDec08.pdf>, 44 pages.

Examination and Discovery: Northern Ontario Tourism Industry Situational Analysis,

<http://www.connexion-north.ca/uploads/documents/Final%20Interim%20Report%20No%201%20Examination%20and%20Discovery.pdf> , 151 pages.

Experiences: A toolkit for partners of the Canadian Tourism Commission,

[http://www.corporate.canada.travel/en/ca/about\\_ctc/brandtoolkit/index.html](http://www.corporate.canada.travel/en/ca/about_ctc/brandtoolkit/index.html), 52 pages.

Five-Year Tourism Marketing Strategy for Northern Ontario, [http://www.connexion-north.ca/uploads/documents/Northern%20Strategy%20FINALLR\\_Jan09.pdf](http://www.connexion-north.ca/uploads/documents/Northern%20Strategy%20FINALLR_Jan09.pdf) , 33 pages.

How-to guide: Develop a Culinary Tourism Product,

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/product\\_knowledge/howtoguide-cuisine.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/howtoguide-cuisine.pdf) , 28 pages.

Insurance Tutorials for Outdoor Tourism Businesses,

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/product\\_knowledge/insurance\\_tutorials\\_ENG.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/insurance_tutorials_ENG.pdf) 54 pages.

Northern Ontario Research Qualitative Branding Assessment,

<http://www.canadagreatoutdoors.com/Userfiles/File/connexion/IpsosReidReport.pdf> , 44 pages.

Northern Ontario Tourism Segmentation Study,

<http://www.canadagreatoutdoors.com/Userfiles/File/connexion/NorthernOntarioTourismMay2008TargetGroupImaging.pdf> , 84 pages.

## Stepping Up the Experience – Workshop Series One

Opportunity Assessment: best bets for success,

<http://www.connexion-north.ca/uploads/documents/Final%20Interim%20Report%20No%202%20Opportunity%20Assessment.pdf> , 80 pages.

Outdoor Tourism: An Industry Profile and Resource Guide,

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/product\\_knowledge/Outdoor\\_Tourism\\_reformatted\\_EN.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/Outdoor_Tourism_reformatted_EN.pdf) , 75 pages.

Stakeholder Consultation Summary, [http://www.connexion-](http://www.connexion-north.ca/uploads/documents/Final%20Interim%20Report%20No%203%20Stakeholder%20Consultation%20Summary.pdf)

[north.ca/uploads/documents/Final%20Interim%20Report%20No%203%20Stakeholder%20Consultation%20Summary.pdf](http://www.connexion-north.ca/uploads/documents/Final%20Interim%20Report%20No%203%20Stakeholder%20Consultation%20Summary.pdf) , 44 pages.

The National Snowmobile Tourism Study: an Overview, <http://www.ccsocom.ca/tourismstudy.pdf> , 8 pages.

Tourism Development Strategy,

<http://exploredryden.ca/photos/custom/Documents/DDC%20Tourism%20Development%20Strategy%2007-09ppt.pdf> , 20 pages.

Understanding and Attracting the On-Road Motorcycle Tourism Market to Northern Ontario,

<http://www.tourismpartners.com/publications/IndustryResources/MotorcycleTouring.pdf>, 70pgs

Understanding and Attracting the RV Tourism Market to Northern Ontario,

<http://www.tourismpartners.com/publications/IndustryResources/RVReport.pdf> , 54 pages.

### **Travel Activities and Motivations Survey (TAMS)**

TAMS examines recreational activities and travel habits of Canadians and Americans. TAMS provides detailed information on travellers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns and helps identify existing and potential travel markets in North America

[http://www.tourism.gov.on.ca/english/research/travel\\_activities/index.html](http://www.tourism.gov.on.ca/english/research/travel_activities/index.html)