Ontario's
Rainbow Country
Northern Georgian Bay

THE RAINBOW COUNTRY TRAVEL ASSOCIATION

The Rainbow Country Travel Association was incorporated in 1974 as one of 12 regional travel associations under the Ontario Travel Association Program (OTAP). Rainbow Country encompasses the Espanola/North Shore, French River, Greater Sudbury, Killarney, Manitoulin Island and Parry Sound regions.

The Rainbow Country Travel Association is a membership based and driven, non-profit organization that works on behalf of its members to increase the number of visitors to the area and therefore increase economic benefits to its members. Services offered to its members include:

- Development of extensive advertising and marketing campaigns, incorporating Guide publications, attendance at consumer shows, maintenance of a web site and member brochure distribution.
- Obtaining funding to assist in various programs such as marketing, product development, and cluster development.
- Arrangement of media tours to generate exposure for the travel region.
- Fielding telephone and e-mail inquiries from visitors
- Providing information to travelers via Information Centres in the region.
- Providing members with visitor database information, visitor statistics, information on tourism initiatives and events and the opportunity to give input at an Annual General meeting.

The Rainbow Country Travel Association runs as a not-for-profit and operates year-round with four full-time staff members- an Executive Director, a Sales & Marketing Manager, an Administrative Assistant and an intern funded by FedNor or the Northern Ontario Heritage Fund Corporation.

MISSION STATEMENT

Rainbow Country is an association, under the Ministry of Tourism and Recreation, representing the tourism industry within the boundaries of Sudbury, Parry Sound and Manitoulin districts. Rainbow Country is dedicated to the marketing and promotion of the area in order to increase economic benefits to our partners.