



SEe ON
Summit
Envision Tourism Growth



2025 SEe ON Tourism Summit

November 4 & 5, 2025



Agenda - November 4th

8:00AM

MAKERS MARKET START

Kick off your day at the Makers Market! Browse a variety of locally made goods and connect with the talented makers behind each product. Don't forget to bring your wallet!

8:30AM

OPENING REMARKS

RTO 9 Board Chair, Cale Fair, opens the Summit with a warm welcome. The morning continues with a special cultural welcome from David Maracle, who will share Indigenous teachings and give thanks to the natural world.

9:15AM

KEYNOTE SPEAKER - Pierre Cl  roux, BDC

Gain valuable insights into economic and consumer trends that are shaping the future. Learn how businesses can adapt, grow, and stay ahead of change in a shifting marketplace.

10:00AM

PANEL - Economics of Indigenous Tourism

Presented with Indigenous Tourism Ontario (ITO), this panel explores how Indigenous tourism supports community economic development and contributes to sovereignty and self-determination.

11:15AM

BREAK

Time to refuel! Grab a coffee, stretch, and visit the Makers Market.

11:30AM

Main Room: CASE STUDY - Sustainable Tourism

Discover how Wintergreen Studios, an off-grid accommodation in Frontenac County, is leading by example in the sustainable tourism space. This case study highlights how values-driven operations can align with market expectations and environmental responsibility.

11:30AM

CGLCC Breakout Room: The Power of Media

Join us in the CGLCC Breakout Room to explore how authentic representation shapes perceptions and experiences in tourism. This session will discuss the importance of inclusive storytelling, featuring strategies for ensuring diverse voices and perspectives are reflected in travel media.

Agenda - November 4th

12:15PM

LUNCH

Enjoy a buffet-style lunch provided by the DoubleTree by Hilton. If you have dietary restrictions, please contact Meg in advance: mdabros@region9tourism.ca.

1:15PM

PRESENTATION - How AI is Affecting Website Traffic

Explore how artificial intelligence is reshaping online visibility. This session dives into the evolving relationship between AI and website performance—and what it means for your tourism business.

2:00PM

PANEL DISCUSSION - Ministry of Tourism, Culture & Gaming

Get to know the Ministry representatives working within RTO 9. This panel discussion will introduce you to the regions they support, the services they offer, and how they can help your tourism business grow and succeed.

2:45PM

CLOSING REMARKS

RTO 9 Board Chair, Cale Fair, wraps up day one with key takeaways and reflections—plus a look ahead at what's in store for tomorrow's sessions.

Agenda - November 5th

8:00AM

MAKERS MARKET START

Makers Market opens for the day - be sure to bring your wallet! Peruse the amazing local products and chat with the owners behind the brand.

8:30AM

OPENING REMARKS

RTO 9 Board Chair, Cale Fair, kicks off Day Two of the Summit. Enjoy an inspiring hoop dance performance to start the day on a high note.

9:15AM

KEYNOTE SPEAKER - Jennifer Robins, Environics

Dive into the latest consumer trends for the region and discover how data collection plays a vital role in shaping smart, informed decisions in the tourism industry and within the region.

10:00AM

PRESENTATION - Tourism Industry Association of Ontario

Carol Greenwood shares timely updates and key advocacy efforts from TIAO, helping you stay current on the issues impacting Ontario's tourism sector.

10:45AM

BREAK

Stretch your legs, grab a coffee, and visit the incredible Makers Market.

11:00AM

CASE STUDY - Experiential Tourism

Hear from Tara from Garden Path Soap as she shares how she added a hands-on bath tea-making experience to her business offerings—creating new revenue streams and deeper connections with her visitors.

12:00PM

LUNCH

Enjoy a buffet-style lunch provided by the DoubleTree by Hilton. Please notify Meg in advance if you have any dietary restrictions: mdabros@region9tourism.ca

Agenda - November 5th

1:15PM

PANEL - Strategic Partnerships

Join this engaging discussion on the value of collaboration. Learn how partnerships with sector associations and industry allies can amplify your reach and impact, and strengthen the industry as a whole.

2:00PM

BREAK

Take a chance to stretch your legs and take a stroll through the Maker's Market.

2:15PM

PRESENTATION - Removing Barriers

Tim Hasid from Resonance delivers an insightful session on breaking down barriers in tourism and building a stronger, more inclusive industry. He'll also provide a high-level overview of the RTO 9 cycling initiative in partnership with Destination Canada.

3:00PM

CLOSING REMARKS

RTO 9 Board Chair, Cale Fair, wraps up the Summit with reflections on the past two days and a look at what's next. Stick around for a special prize giveaway to close things out on a high note!



Thank you for joining us!

Let's stay connected:

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