



SEe ON
Summit
Envision Tourism Growth



2025 SEe ON Tourism Summit

November 4 & 5, 2025



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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

This engaging panel explores how Indigenous tourism supports community economic development and contributes to sovereignty and self-determination.

11:00AM

BREAK

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

11:15AM

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.

11:15AM

CGLCC Breakout Room: PANEL - 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

12:00PM

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 - Insights from Six Nations Tourism

Discover how Six Nations Tourism showcases culture and heritage through authentic experiences. This session will highlight strategies for community engagement, and promoting tourism that benefits both visitors and the community.

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

TRIVIA & PRIZES

Test your regional knowledge and score some incredible prizes, generously provided by businesses throughout the region.

3:00PM

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.

3:30PM

MEET YOUR RTO 9 BOARD CHAIR & VICE-CHAIR

Join us in the Cannery Kitchen and Social before the Alphabet Creative Networking Reception to get a chance to meet with your RTO 9 Board Chair, Cale Fair, and Vice-Chair, Loren Christie.

4:00PM -
6:00PM

ALPHABET CREATIVE NETWORKING RECEPTION

Cap off the day with an evening of connection and conversation, hosted by Alphabet Creative! Join us at the Cannery Kitchen and Social for drinks, hors d'oeuvres, and great company.

Special thanks to our networking reception host:

Alphabet[®]

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 Homemade Soap and Andrea from Gibbs Honey as they share how added a hands-on experiences to their business offerings created new revenue streams and deeper connections with 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 - How AI is Affecting Website Traffic

Explore how artificial intelligence is reshaping online visibility with Cathy Kirkpatrick, Senior Advisor of Tourism and Place Branding at Alphabet Creative. This session dives into the evolving relationship between AI and website performance—and what it means for your tourism business.

3:00PM

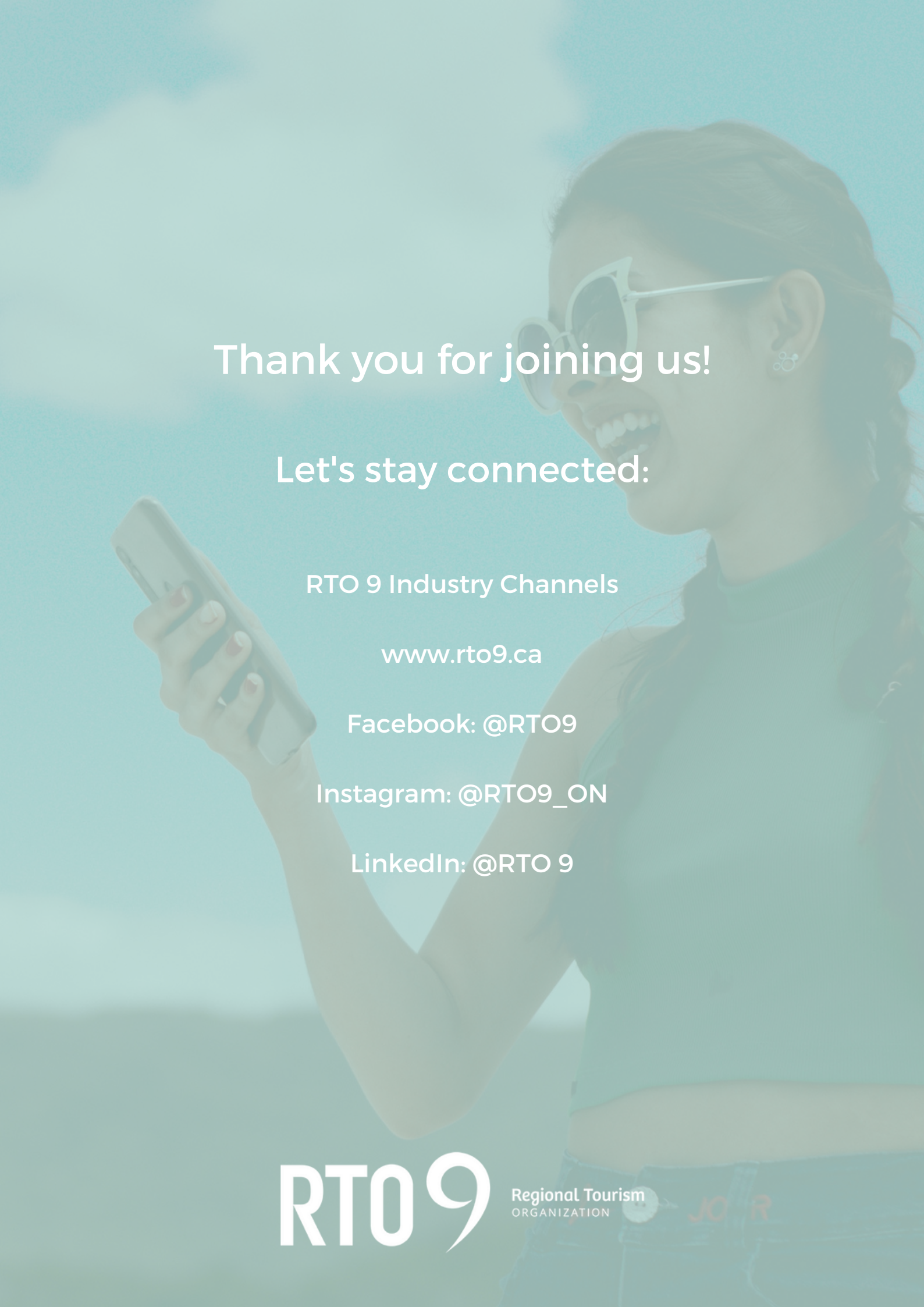
TRIVIA & PRIZES

Be sure to stick around until the end of the day for a chance to test your regional knowledge and score some incredible prizes, generously provided by businesses throughout the region.

3:30PM

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:

RTO 9 Industry Channels

www.rto9.ca

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RTO9

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