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May 8, 2026

To Northern Ontario Mayors:

As we approach the summer season, I am pleased to tell you that on Monday, May 11, we will officially launch the 2026 Northern Ontario tourism social media campaign.

Through this campaign, we aim to raise awareness for Ontarians and travellers from beyond our borders to explore all that Northern Ontario has to offer.

I appreciate the photos and destination suggestions that have been shared to date. These contributions play an important role in showcasing the beautiful landscapes, vibrant communities, and unique experiences that make Northern Ontario such a remarkable destination.

These features will be highlighted across my social media channels, including Facebook (@George Pirie), Instagram (@georgepiriemp), X (@GeorgiePirieMPP), and LinkedIn (@George Pirie) and ministry social media channels including LinkedIn (@NorthON), Facebook (ONnorth) and X (@NorthON). I encourage you to share posts that are in your region as tourists often visit multiple municipalities.

For those municipalities and organizations that have not yet shared their key tourist attractions, we are still accepting submissions. This is an excellent opportunity to help highlight the beauty of your community and region to help attract more visitors. If you are interested or have any questions, please contact Bronwyn Gould at [bronwyn.gould@ontario.ca](mailto:bronwyn.gould@ontario.ca).

Thank you once again for your continued support and for helping to promote Northern Ontario as a premier tourism destination.

Sincerely,

The Honourable George Pirie  
Minister of Northern Economic Development and Growth

c: The Honourable Stan Cho, Minister of Tourism, Culture and Gaming