Get Seen.

Get Chosen.

Get Attractions Ontario.

Why should Municipalities, DMOs and RTOs choose Attractions Ontario?

Since 1983, Attractions Ontario has helped people discover the places worth visiting in this province. Our network of almost 600 members includes attractions, museums, festivals, and events, along with the municipalities and destination marketing organizations that bring them together. Whether your organization markets your destination or runs the events that bring it to life, we'd like to invite you to join us.

Membership puts your destination in front of people already planning where to go. You receive a free text listing in our digital magazine and a full destination page on attractionsontario.ca, with a written narrative about your region and dedicated sections for Things To Do, Places To Stay, Eat & Drink, Shopping, and Videos. The local businesses you feature don't need to be members, and the page links back to your own tourism site and social channels. A non-member destination gets only a name and a one-line description.

Membership also opens the door to advertising opportunities available only to members.

Sell the Cluster

Every destination is really a cluster of experiences, not a single draw. Visitors rarely come for just one attraction, they come for the mix: the museum in the morning, the shops and restaurants at lunch, the trail in the afternoon, the local festival that weekend. You already work with many of our members, they are the reason people choose your destination in the first place.

That's exactly why you need to be in front of our audience directly. The people who follow Attractions Ontario are actively planning visits to the attractions, festivals, and experiences that make up your destination's cluster, but we don't have the rest of the story. We don't speak to where they'll eat, where they'll shop, or where they'll stay. You do. This is the exact consumer

you are trying to reach, and Attractions Ontario is where they are already looking.

Membership isn't just about being part of the network, it's about putting your destination, and everything it offers beyond our members, in front of the people actively choosing where to go.

Proof, Not Promises

5.2 million visitors have used an AO coupon since 2006

- $180 million in direct provincial tax revenue generated by that traffic
- $2 billion in economic activity driven across Ontario

50,000+ consumer newsletter subscribers, and 50,000+ combined social followers

The Audience Is Already Waiting

Every year, hundreds of thousands of people land on attractionsontario.ca looking for somewhere to go. Our average visitor is a woman in her late 20s to mid-30s, probably from the GTA, looking for something for her friends and family to do this weekend. Ask us about our full demographic breakdown.

Membership Dues

We have recently introduced a structured membership fee for municipalities, DMOs and RTOs.

- Communities of under 100,000 $400
- Communities 100,000 or over/RTOs $780

New members receive an advertising credit equal to their first-year membership fee, which can be applied to any of our marketing programs, including award entry fees.

Who We Are

Attractions Ontario’s team brings over 92 years of combined experience; no one has left the organization since 2005. We're a two-time winner of TIAO's Tourism Employer of the Year. Let us help you get found. It's what we do best.

Want the Full Picture?

This is the highlight reel. Ask whoever handed you this for AO's full membership kit, tiers of attraction, audience breakdown, and what each membership type includes, or reach out directly.

Summary of Benefits

- Our new Festival, Event, and Attraction Awards, including the Top 50 Festivals and Events and Top 10 lists, let you showcase the best your community has to offer. If your organization runs festivals or events, your membership covers all of them.
- Expanded website listing: a full destination page with a written narrative, plus dedicated sections for Things To Do, Places To Stay, Eat & Drink, Shopping, and Videos
    - You can populate those sections with local businesses, who don't need to be AO members themselves
    - Non-member destinations get none of that, just a name and a one-line description
- Free text listing in the digital magazine, in front of over 2 million people
- Access to exclusive advertising opportunities available only to members
- Direct visibility to the consumer already planning attraction, festival, and experience visits, the audience that fills in the rest of the trip: dining, shopping, and stays
- Reach into 50,000+ newsletter subscribers and 50,000+ combined social followers
- Part of a network with 5.2 million coupon users, $180 million in provincial tax revenue, and $2 billion in economic activity generated since 2006
- New referral program allows you to build your tourism cluster with us and earn advertising credits.

Contact

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