



FOR IMMEDIATE RELEASE

## Showcasing Northern Ontario to the World

GREENSTONE, Ontario, 04/25/08 – NOmap, GEOMA's state-of-the-art online interactive map launched today, showcasing Northern Ontario to the world. With its spectacular detail and ease of use, Northern Ontario's first and only comprehensive web mapping application will be a leading source of Northern Ontario tourism related information.

NOmap.ca is designed to boost Northern Ontario's online tourism presence and increase travel interest to the north. NOmap.ca emerges onto the world stage to promote the tourism related establishments, activities and services available throughout Northern Ontario, making this information freely accessible via the Internet.

"The Travel Activities and Motivations Survey conducted in 2007 found a dramatic shift in how travelers plan their holidays and trips. They found that 69% of Canadian travelers and 75% of American travelers, who visited Northern Ontario, planned their trips on the Internet" said Jim Turner, the General Manager of GEOMA's parent company, Geraldton Community Forest.

"NOmap.ca is an avenue for Northern Ontario businesses to gain world-wide exposure through the most important marketing tool available today, the Internet. Northern businesses not aggressively promoting themselves online are missing out on a significant amount of potential revenue."

Northern Ontario businesses can put their business on the map as brightly coloured points, which people around the world can simply click to expand and reveal information about that particular business including a link to that business's website. NOmap.ca has powerful search functions that allow users to locate features throughout Northern Ontario. NOmap users can search for accommodations, attractions, dining, indoor and outdoor recreation, services, and shopping destinations. Visitors interested in fishing can even find out what fish species are in a specific lake! NOmap.ca is no ordinary online map; it is



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highly detailed with unique viewing options that show Canoe Routes, Hiking Trails, Cross Country Ski Trails, Townships, Snowmobile Trails, and Wildlife Management Units.

“On behalf of the McGuinty government, I congratulate the Geraldton Community Forest organization on the launch of NOmap,” said Northern Development and Mines Minister Michael Gravelle, who also chairs the Northern Ontario Heritage Fund Corporation (NOHFC). “I am delighted that the NOHFC has invested a total of \$366,500 in Geraldton Community Forest initiatives that are helping smaller northern communities develop valuable tools to help improve planning and attract tourists to our region.”

“Without the support of the NOHFC in developing NOmap, this online promotion tool would not have been possible,” added Turner.

“NOmap.ca is exactly what Northern Ontario needs; interactive maps are the fastest growing tourism tool today. It’s set up for the tourism industry, to help promote tourism in Northern Ontario, so really there’s no limit as to who it’s going out to,” stated Tara Gallant, GEOMA’s GIS Supervisor.

Using their years of experience in the mapping and tourism business, GEOMA keeps on top of current technology, and are one of Northern Ontario’s leading mapping specialists.

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For more information you can visit the map site at [NOmap.ca](http://NOmap.ca).

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