

# NOTO Executive Director's Report - November 2025

## Laurie Marcil

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### Reflecting on a Year of Gratitude, Challenge, and Commitment

As we take a moment to reflect on the past year, we are filled with gratitude for the many people and partners that continue to make our work possible. While the challenges remain significant for the tourism industry, the support from our Board, our incredible staff, our members, tourism colleagues, and the dedicated business owners who provide exceptional outdoor products and services has been nothing short of inspiring.

### Gratitude for Your Support

At the heart of our success are the individuals who make up this community. Our Board members have been instrumental in providing guidance and leadership, ensuring that NOTO remains focused on the needs of our sector. Our staff has been tireless in their dedication to supporting our members, advocating for the industry, and driving initiatives that strengthen the resource-based tourism community. We are deeply grateful for their passion and commitment.

We also owe a great deal of thanks to you, our members. Your resilience, creativity, and dedication to your businesses help fuel the growth of the entire sector. The outdoor experiences you offer are not only a draw for visitors but are also integral to the fabric of our economy and our communities. We are proud to stand with you.

### Facing the Challenge Together

For many years now including this past one, we continue to navigate a serious challenge: securing sustainable funding for the work we do. Voluntary, membership-based organizations, like ours, face increasing difficulty in recruiting, retaining members and generating the necessary revenue to support operations. This is not unique to NOTO but is a broader challenge faced by organizations in all sectors, both within the tourism industry and beyond.

And yet, despite these financial hurdles, the need for our sector's voice is stronger than ever. We continue to receive calls from business owners, industry leaders, and government bodies who rely on us to provide guidance and data, share concerns, and push for solutions. It is clear that there is a deep need for organizations like NOTO—organizations with a dedicated Board and staff that are focused solely on serving their members and advocating for their needs.

We encourage our members to invite others to be part of NOTO and help support our collective efforts to strengthen tourism.

### The Value of Community and Advocacy

There is an undeniable need for a place where our sector can come together to share ideas, raise concerns, and develop solutions. NOTO continues to be that community—an organization that listens, understands, and amplifies the collective voice of its members. We work closely with both industry partners and government representatives to shape policies and regulations that will allow our businesses to grow and thrive, while ensuring the sustainability of our outdoor tourism resources for generations to come.

For over 95 years, NOTO has been that advocate, that body, and that community. We've been here to support the resource-based tourism industry through thick and thin, and we remain committed to doing so for another century to come. The work we do may be challenging, but it is also immensely rewarding, knowing that we are working to ensure that our sector has the resources and the platform it needs to succeed.

See the [attached list](#) of current active advocacy files and membership enhancements.

## Looking to the Future

As we move forward into the next year, we remain focused on one goal: to continue providing the support, resources, and advocacy that our sector so urgently needs. The calls for help continue to grow, and we are committed to answering them—whether through our work with industry leaders, government bodies, or simply by being here for you, our members.

Thank you once again for your trust, your passion, and your continued support. Together, we will face the challenges and celebrate the successes that lie ahead.

For those who are not yet members, we are eager to welcome you, just reach out.

Warmest regards,



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