



EXPERIENCE  
**FISHING**

GET HOOKED  
ON FISHING

» [experiencefishingon.ca](http://experiencefishingon.ca)



# Let's Fish – Poll #1

**Poll: 1 Please check the box that mostly applies to you.**

- I am a current operator of the Experience Fishing Program.
- I am interested in becoming an operator of the Experience Fishing Program.
- I am interested in learning more about the Experience Fishing program.





# Experience Fishing



- Combines a new experience
- Opportunity to discover and explore all the things **Northern Ontario** has to offer.

» [experiencefishingon.ca](http://experiencefishingon.ca)



# **Experience Fishing Promotional Video**



# Experience Fishing



» [experiencefishingon.ca](http://experiencefishingon.ca)



# Let's Fish – Poll #2

**Poll #2: My current markets include: (Click all that apply)**

Avid Anglers

New Canadians

Children/Youth

Millennials

Women





New Canadians



Children/Youth



Women



Millennials

# ACCESS NEW MARKETS





# Experience Fishing

As an Experience Fishing Program Operator you will receive:

- Program assistance and business development support
- Basic fishing kits
- Marketing materials and resources
- Online training and resources
- Increased marketing exposure



# Resources

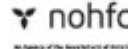


*Congratulations!*

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***Officially completed the Experience Fishing program!***

You have tied knots, baited hooks, casted lines, and now ...  
**you are HOOKED ON FISHING!**



# Resources



## TYPES OF REELS



### Spincast:

A closed-face reel. This reel is often used on children's designs because it is the easiest reel to use, however, not very accurate.

### Baitcasting:

This reel is not usually used for beginners. It is used with heavy bait and lures and requires strict line control.

### Spinning Reel:

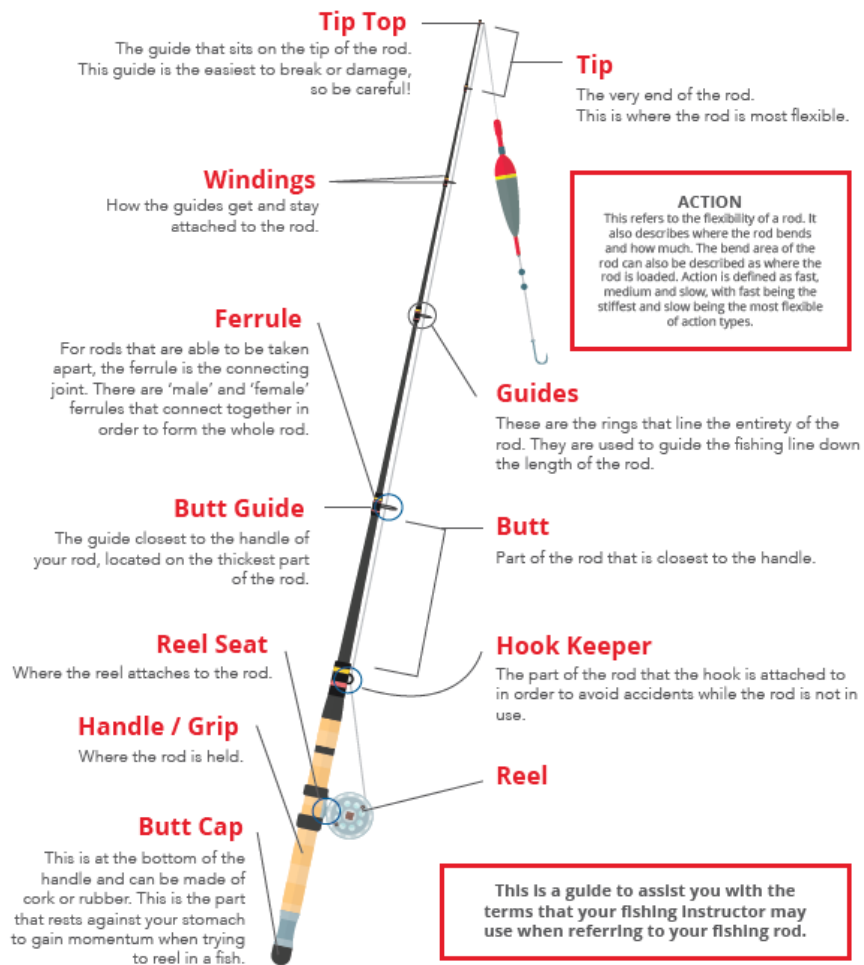
Considered the most popular and is open-faced. This reel is easier to use than baitcasting and more accurate than a spincast reel.

## DRAG

Is a setting on the reel to determine how much resistance a fish feels when it is hooked. Determining the drag is a fine science since tiring out the fish is desired, but making the drag too tight causes the risk of damaging or breaking the line.



## PARTS OF A FISHING ROD





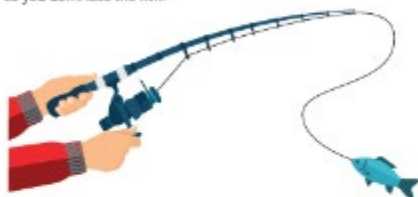
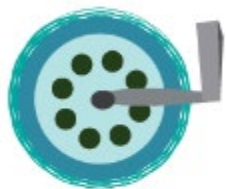
# Resources



## HOW TO CATCH A FISH

### 7 REEL IN THE FISH

Pull the fish in by pumping and lifting the rod vertically while reeling in the line. Make sure to keep the line tight so you don't lose the fish.



### 8 USE A NET TO CAPTURE THE FISH

When placing the fish in the net, be careful of the fish's sharp spines and the hook, which might be sticking out of the mouth.



### 9 DECIDE IF YOU ARE RELEASING OR KEEPING THE FISH

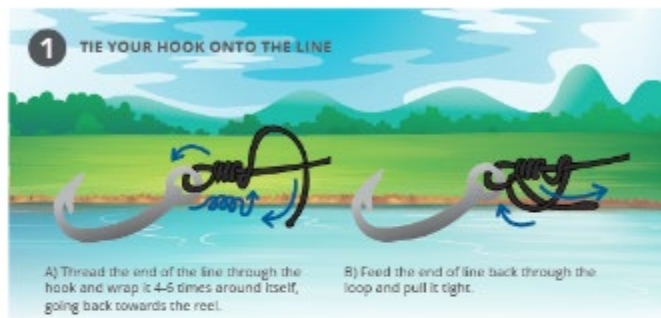
Regardless of your decision, you will need to gently back the hook out of the fish's mouth. If you are releasing the fish, put it gently back in the water.

**HINT:** Using pliers will make this process easier.



## HOW TO CATCH A FISH

### 1 TIE YOUR HOOK ONTO THE LINE



A) Thread the end of the line through the hook and wrap it 4-6 times around itself, going back towards the reel.

B) Feed the end of line back through the loop and pull it tight.

### 2 ATTACH YOUR BOBBER AND WEIGHTS TO THE LINE



Beginners should use a large bobber so it is easier to see when a fish has been caught. Attach your weights about 12" above the hook.

### 3 BAIT YOUR HOOK



Depending on the type of bait used, you usually thread the bait through the hook to keep it secure.

**HINT:** Bend the bait back towards the hook and then again halfway.



## HOW TO CATCH A FISH

### 4 CAST YOUR LINE



**HINT:** The casting motion is similar to skipping a stone across the water.

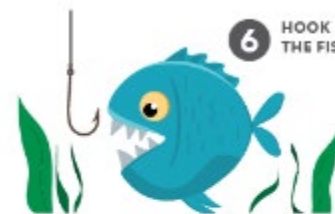
Bring the rod back to your side, then smoothly swing it in the direction you would like to cast, releasing the line in that direction. Releasing the line will depend on the type of reel being used.

### 5 WAIT AND RELAX

You can reel in the line slowly while lightly jerking the line to simulate the movement of live bait. However, do not immediately start reeling back as soon as you've cast.

**HINT:** Sit quietly so fish can get startled by loud noises.

### 6 HOOK THE FISH



After you feel a tug on the line, you will want to do a quick jerk backwards and up. This will secure the fish on the hook.

# Resources



## GETTING A FISHING LICENCE

In order to fish in Ontario's lakes and rivers, you will need to obtain a fishing licence. We have outlined the steps, required information and costs associated with obtaining an Ontario Fishing Licence. Consult with your accommodation provider to see if they have the ability to sell you an Ontario Fishing Licence. They can also assist with determining what licence is right for you. If your accommodation provider does not have the ability to issue a licence, be sure to ask where you can get a licence.

- 1 You need to first purchase an Outdoors Card. You can apply online at [www.huntandfishontario.com](http://www.huntandfishontario.com), or by phone at 1-800-288-1155, or by visiting the nearest Service Ontario location. For a list of locations, please visit <https://www.ontario.ca/travel-and-recreation/hunting-and-fishing-licence-issuers>. The Outdoors Card is required for people between the ages of 18-65 years old and is valid for 3 years.
- 2 At the time that you purchase your outdoors card, you can also apply for your Ontario Fishing Licence. To obtain your Fishing Licence you can apply online at [www.huntandfishontario.com](http://www.huntandfishontario.com), or by phone at 1-800-288-1155, or by visiting the nearest Service Ontario location. The Ontario Fishing Licence is required for people between the ages of 18-65 years old and is valid for 1 or 3 years.

What information is required to obtain a licence?

- First and last name
- Mailing and residential address
- Date of birth
- Height and eye colour

Please see below a breakdown of the costs for an Ontario resident to purchase an Outdoors Card and Fishing Licence.

2019 PRICING GUIDE	
Outdoors Card	\$9.68
3-year sport fishing licence tag	\$90.07
3-year conservation fishing licence tag	\$51.09
1-year sport fishing licence tag	\$30.02
1-year conservation fishing licence tag	\$17.03
1-day sport fishing licence (You don't need an Outdoors Card) Valid for 1 calendar day starting at 12:00 midnight	\$13.80

**PLEASE NOTE:** these prices are subject to change so please visit [www.ontario.ca/page/fishing-licence-fees-ontario-residents](http://www.ontario.ca/page/fishing-licence-fees-ontario-residents) to ensure the information is still accurate.

What is the difference between the conservation and sport fishing licence?

**Conservation Fishing Licence**  
Reduced catch limits.

**Sport Fishing Licence**  
Normal catch limits.



## PREPARING FOR YOUR TRIP

We have created a list of basic packing requirements to ensure that you are fully equipped and comfortable during your visit with us and during your fishing experience.

### GENERAL PACKING LIST

- Clothing and personal items (layers are best)
- Rain suit
- Rain boots
- Soap, shampoo & toiletries
- Camera, film & batteries
- Small first aid kit
- Charcoal and lighter fluid for grill
- Sunscreen
- Insect repellent
- Sunglasses
- Hat
- Fishing Licence
- Groceries  
(Check with accommodations on meal options)

You may also want to bring (but is not necessary)

- GPS
- Cell phone and charger
- Waterproof bag to transport items in a boat
- Fishing rods and reels
- Tackle box (especially jigs)
- Fillet knife and sharpener
- Pliers
- Fish scale

### CLOTHING & ESSENTIALS

Ensure you check the weather in the days leading up to your trip for forecast details. We suggest that you plan your fishing clothing for all weather conditions. Layers that can be added or subtracted are best.

#### FISHING CLOTHING - COOL WEATHER

- Quality rain gear
- Waterproof footwear
- Heavy shirt & socks
- Insulated underwear
- Insulated gloves and hat
- Layers - Windbreaker, Hoodie, Fleece
- Heavier jacket  
(recommended in early spring or late fall)

#### FISHING CLOTHING - WARM WEATHER

- Shorts
- T-shirts
- Tennis shoes
- Water shoes

Remember to bring casual clothes and an extra pair of shoes for dining in the lodge and enjoying other activities available on-site.

# Fishing Kits





# Fishing Kits



**EXPERIENCE FISHING**  
705-478-9713  
www.experiencefishingon.ca

Bait-2-Go Inc.  
2182 Denison St.  
Toronto, Ontario  
Canada M6P 2G2  
705-661-1400  
trybait2go@gmail.com  
www.bait2go.ca

**EXPERIENCE FISHING**  
705-478-9713  
www.experiencefishingon.ca

**BAIT 2 GO**

**EXPERIENCE FISHING**  
705-478-9713  
www.experiencefishingon.ca

**BAIT 2 GO**

# Fishing Kits



GET ON FISHING  
CONNECT



# Marketing & Promotion

**Experience Fishing**  
@ExperienceFishingON

Home  
Posts  
Reviews  
Videos  
Photos  
About  
Community  
Create a Page

**EXPERIENCE FISHING** GET HOOKED ON FISHING  
+ experiencefishingon.ca

Experience Fishing offers the full package by combining a new experience with the opportunity to discover and explore all the things Northern Ontario has to offer.

NORTHERN ONTARIO | FedNor | nohfc | Northeastern Ontario | Superior | Algoma | SUNSET COUNTRY

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Write a post...  
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**Posts**  
**Experience Fishing**  
October 17 at 3:48 PM

**Community** See All  
Invite your friends to like this Page  
71 people like this  
77 people follow this  
Dana Gibbons and 1 other like this or have checked in  
0 check-ins

**About** See All  
(705) 476-8713  
Typically replies within an hour  
Send Message  
www.experiencefishingon.ca  
Fishing Spot  
Hours  
Always Open

<https://www.facebook.com/ExperienceFishingON/>



# Program Requirements

- Complete training modules on key business topics:
  - Cultural Awareness
  - Customer Service
  - Social Media
  - Experiential Packaging
- Create an Experience Fishing Package to market to new markets
- Develop marketing strategies to showcase the Experience Fishing Program



# Training



**EXPERIENTIAL TRAVEL  
PACKAGING**



# Experiential Travel Package



**FISHING IS  
ABOUT THE  
EXPERIENCE**



# Let's Fish – Poll #3

**Poll #3: I currently offer experiential fishing packages.**

Yes

No





# Capture Experiences





# Capture Experiences





# Capture Experiences





# Capture Experiences





# Capture Experiences





# Capture Experiences



# Share the Experiences



skaterstock.com • 778925056



Angling Algoma

@AnglingAlgoma

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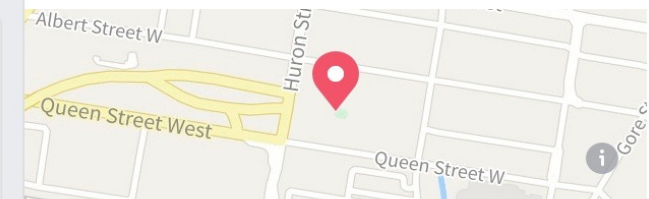
Angling Algoma

April 22 at 11:22 AM · 🌐

So many great memories made last year!! Hoping we get to see our great guests again this summer. Thank you Experience Fishing for giving back and helping out the kiddo's on my boat last season.

#experiencefishing #takeakidout #algoma

Ontario Travel Algoma Kinniwabi



(705) 943-5286



Send Message



www.anglingalgoma.com



Fishing Store



Price Range \$\$



Hours

Always Open



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Page Transparency

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Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.



Page created - June 9, 2017

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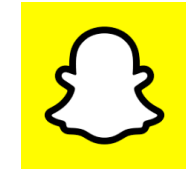
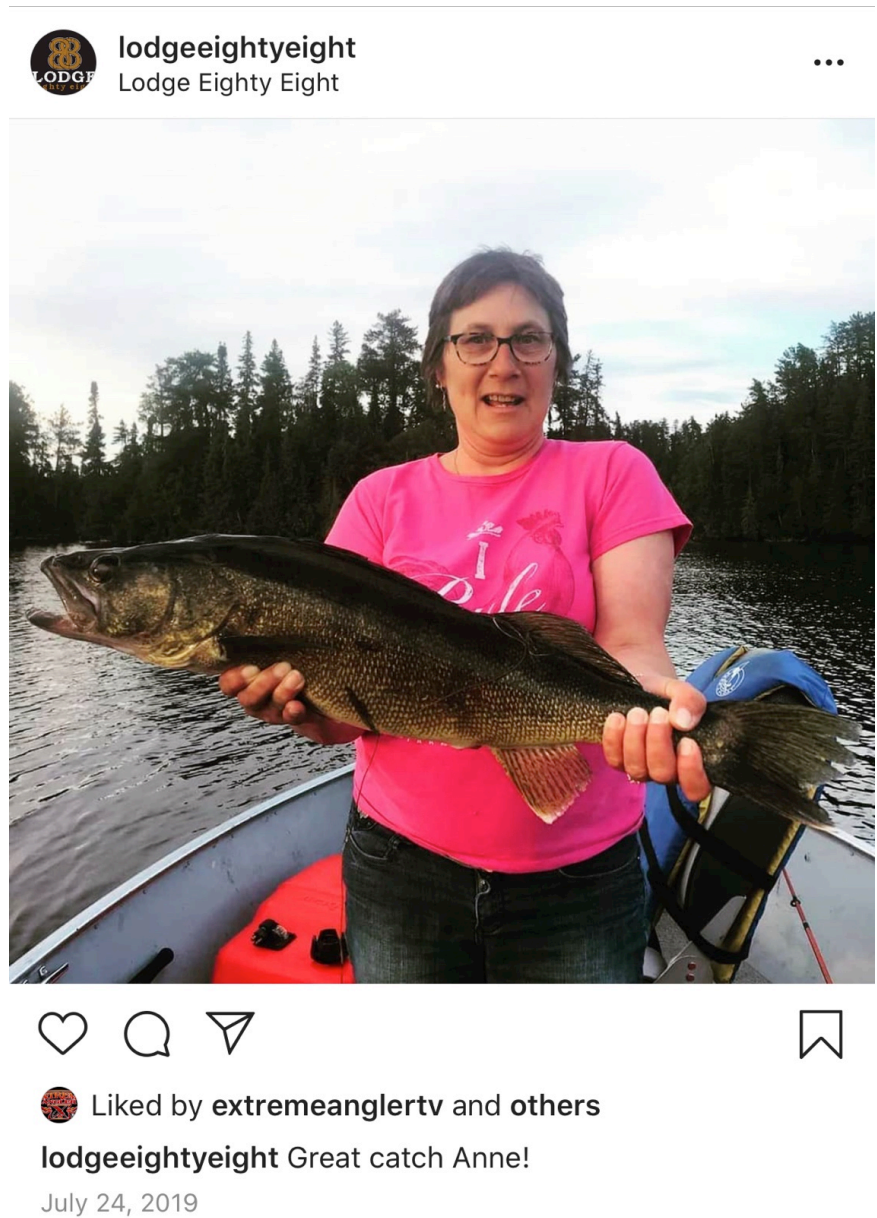
# Share the Experiences



#ExperienceFishing



#DiscoverON



#GoFishinginOntario





# Fast Track to Success



## FAST TRACK TO SUCCESS

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TEN's Fast Track to Success (FTS) is a one-on-one coaching program, delivered by a skilled consultant retained by Tourism Excellence North (TEN) – called a TEN Specialist.

No cost to Experience  
Fishing Operators



[tourismexcellencenorth.ca](http://tourismexcellencenorth.ca)

# Accomplishments

- 12 Northwest
- 14 Algoma
- 15 Northeast

- Experience Fishing Livestream Derby
- 30-minute episode with FishON!
- Michael's Family Fishing Getaway

CATCH THIS OPPORTUNITY

40 Participating  
Operators



# Program Ambassadors

Ambassador Video

# Program Ambassadors

*Northwest*

**Kashabowie**  
*River Resort*

*Algoma*



*Northeast*





# Next Steps

**To register as an operator visit:**

<https://tourismexcellencenorth.ca/experience-fishing-user-registration/>



[www.experiencefishingon.ca](http://www.experiencefishingon.ca)





The act of fishing transports us to a special world, and a state of mind, where we are free.

**Fennel Hudson**



# Thank You



## *Sponsorship Spotlight*

Thank you to our program  
champions for all of the  
support!



# Thank You

## Questions?

» [experiencefishingon.ca](http://experiencefishingon.ca)



Facebook: @ExperienceFishingON



Instagram: experience.fishing

