ONTARIO
Yours to discover

OTMPC

2011-2012 OTMPC Marketing Plan

December 2010

Ontario Tourism Marketing Partnership Corporation. An Agency of the Government of Ontario

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EXECUTIVE SUMMARY

2011-2012 is the first year of a new three-year strategy for the Ontario Tourism Marketing Partnership Corporation (OTMPC). The past year was one of transition for both the OTMPC and the tourism industry in Ontario. We saw the creation of Regional Tourism Organizations (RTOs) and a strong leadership role has been carved out for the provincial marketer. The industry has been challenged to align and coordinate our efforts.

The OTMPC Program Review outlined a new mandate including: responsibility for developing and implementing the overall provincial marketing strategy; marketing Ontario nationally and internationally; when marketing within Ontario, working with the regions; providing brand leadership; firmly establishing ourselves as the Centre for Excellence in research, best prospect markets and best practices; and, engaging partners.

The focus for the 2011/12 marketing plan is to get closer to the right consumer in a cost-effective manner and create value for the new RTOs across the province. With the recent exit of the Canadian Tourism Commission (CTC) from the United States (U.S.), we have an exciting opportunity to lead an aggressive marketing strategy aimed precisely at a core target segment to reinvigorate interest and create excitement in Ontario travel experiences. We will develop a consumer marketing platform in cooperation with the RTOs that meets their needs and, in consultation with them, develop consumer insights that serve to align marketing efforts across the province and integrate with the Ontario master brand.

"With the money we get from OTMPC, we're able to leverage over $70 million in tourism business for this province. *That's* an example of partnership that has tangible benefits to our industry. "
-Troy Young, Attractions Ontario

In mature markets where consumer travel needs are sophisticated and presented with highly cluttered offerings, our strategic approach is to clearly differentiate the Ontario brand. We will raise the awareness of and emotional connection to Ontario and explore new brand expressions that resonate in the U.S., Quebec and overseas. In emerging markets where travel needs are developing, we will focus on awareness tactics in relation to an Ontario global brand. Another primary objective will be to develop Ontario brand ambassadors by tapping into our large, new immigrant population with the goal of attracting their Visiting Friends and Relatives (VFR) and enabling them to share compelling content (photos, podcasts, video, etc.) through social media.

Ontario Tourism cannot outspend other destination competitors with global broadcast advertising campaigns so we will develop a flexible and focused marketing strategy that fits the fast-changing and short duration consumer travel purchasing habits. We will shift greater resources to digital media and to the development of brand partners in order to take full advantage of a much wider reach and provide them with all of the content and tools they require in order to persuade consumers to choose Ontario as their next travel destination.

The most profound change has been the digitization of communications tools. The emerging digital landscape has resulted in media content that is personal, portable, searchable, social and interactive. It is less about mass media and more about “MY Media” as consumers become more sophisticated in the way they communicate and connect to digital media—anytime from anywhere.

Digital media will increasingly become an integral part of the transaction chain for the travel industry. Ontario Tourism must plan across paid, owned and earned media. It is through our paid and owned media efforts that we give our consumers something to talk about which will lead to positive earned media that is shared with other consumers. Our assets, including ads across all channels, our branded content, our events, our trade and media relations, and our partnerships must fuel conversations around the Ontario brand and motivate consumers to take action in social spaces.

CORPORATE PROFILE

Organizational Overview

The Ontario Tourism Marketing Partnership Corporation (OTMPC) was established on November 30, 1998 as set out in Ontario Regulation 618/98 under the Development Corporations Act. The regulation was amended by Ontario Regulation 12/04 on February 9, 2004 and by O. Reg. 271/04 on August 27, 2004. OTMPC is classified as an Operational Service Agency under the Government's Agency Establishment and Accountability Directive.

Vision

Inspire consumers to discover Ontario.

Mission

To grow Ontario's tourism sector year round by stimulating increased consumer spending and visits and by generating greater partnership participation. The Corporation works strategically, proactively and collaboratively with the tourism industry to market Ontario's tourism experiences and leverage multi-year marketing opportunities and investments in key markets. By working to improve continuously and evolve as a successful private/public partnership, the OTMPC plays a key role in strengthening Ontario's tourism economy and establishing Ontario as a premier, year round destination.

ENVIRONMENTAL SCAN

Economic Environment

2009 was characterized by the global economic downturn, growing unemployment, the credit crunch and falling real estate prices in the U.S.

While most countries turned the corner and started showing economic growth in the second half of 2009 into 2010, the recession had its impact on consumer behaviour. In the last several years, household debt-to-income ratios have increased in many developed countries. With the recession hitting at the end of 2008 and into 2009, consumers increased their saving rates in most developed countries, including the U.S. and Canada, while they curtailed their spending. Real consumption is forecast to pick up slowly in Canada and the U.S. in 2010, but in most of the developed countries in Europe, including the U.K., Germany and

France, further declines in consumer spending are expected.[1] Unemployment in most developed countries is forecast to remain high in 2010.

The economic conditions have contributed to falling consumer confidence in the U.S. again in the third quarter of 2010. Recovery of Canada's resource-based economy seemed to be faster than that of the U.S. The stability of our financial system and the strong housing market in the first half of 2010 boosted consumer confidence here. However, by the third quarter of 2010, consumer confidence was declining in Canada as well, and Ontario observed one of the steepest declines among the provinces.

The strongest economic growth globally is forecast in some emerging markets. Strong economic performance in Brazil, Russia, India and China is resulting in the emergence of a populous middle class in these countries with money and a keen interest in travel.

Travel Behaviour

Economic conditions affected travel behaviour as well. While consumers seem to be unwilling to give up on travel, they are spending less by taking fewer trips, travelling to close-by destinations, taking shorter trips and cutting back on restaurant, accommodation and recreational spending. It remains to be seen how lasting this change in travel behaviour will be.

Our forecast indicates that travel from within the domestic market will grow 1% to 2% annually between 2010 and 2013. Travel from the U.S. to Ontario is forecast to decline further in 2010 and 2011, entering positive territory in 2012. Overseas markets are forecast to achieve about 5% annual growth. Growth in Ontario's largest overseas market, the UK, is forecast to be slower at 1% in the next couple of years, while Japan, China and India are expected to grow at a much stronger rate, some exceeding 10% per year.[2]

"You're up against Dubai, you're up against India, Mexico, South America… the game has gotten much, much tougher."
- Lou Seiler, Casa Loma

Consumers staying closer to home when travelling meant that the domestic market carried our tourism industry in the last couple of years, as Ontario experienced a major decline in U.S. visitation.

Among its own residents, Ontario has high top-of-mind awareness – above 60% – and high interest to travel in Ontario –

1. Tourism Economics; Tourism Decision Metrics, May 2010
2. Ministry of Tourism and Culture; Travel Outlook, October 2010

above 80%.[3] However, in the current economic climate, consumers are increasingly value conscious and price sensitive. We need to provide them with new and compelling reasons to convert interest into travel. Differentiating the Ontario brand and associating it with unique and new experiences could help overcome the "been there, done that" attitude toward the province among Ontario residents.

Outside of Ontario, Quebec is our largest domestic market, accounting for 4% of domestic visitation. Quebec is an insular market, in which Ontario is perceived as reasonably appealing and safe, but undistinguished. Throughout the last 3-4 years, our advertising efforts contributed to an increased top-of-mind awareness of Ontario among Montreal residents. Building a strong Ontario brand in this market would increase the appeal of our province and would help tap into this short-haul market.

In addition to the economic conditions in the U.S., visitation to Ontario was also negatively affected by a weak U.S. dollar and the introduction of the passport requirement. Ontario faces stiff competition in U.S. Near and Mid Markets as American travellers favour their own domestic destinations (NYC, New England) to escape border hassles.

In the Near Markets, despite the continued lack of direct advertising support, Ontario's standing as a short trip destination has been stable in the last couple of years, though at a lower level than what we'd observed prior to the recession and the weakening of the U.S. dollar.

"OTMPC has a strong presence in the India, Japan an China markets... and they've really led the charge to get those new markets to deliver people to the province."
– Jack Robinson, CN Tower

In Mid Markets, Ontario continues to have little profile as a potential destination and there is very low knowledge of Ontario as a travel destination. We need to educate consumers on what Ontario has to offer with continued marketing communication to get on their consideration list.

Overseas markets represent a small proportion of Ontario visitation, but they are high-yield markets as visitors from these countries stay longer and try to absorb as much as they can during their stay. With the emergence of new, lesser-known, lesser-frequented international destinations and the relative affordability of air transportation to these locations, there is increased competition in our source markets. Once again, differentiating Ontario

3. TNS Brand and Advertising Tracking Study

with a strong brand will be key to attract visitors to our province.

Traditional markets such as the U.K., Germany, France and Japan will still provide a large proportion of overseas visitation however growth is expected to come from markets such as China and India as the emergence of the new middle class in these countries creates purchasing power. In June 2010, Canada received Approved Destination Status from China (ADS), which allows us to market our destination there. Tapping into new source markets requires understanding the different needs and interests of travellers as well as understanding cultural differences when serving these travellers at the destination.

Social and Cultural Environment

Demographic changes also affect travel to Ontario. Ontario's population is getting older. Though the empty-nester baby boomer generation has more money and time to travel than previous generations, keeping them in Ontario is a challenge. With the many available choices, they travel extensively to international destinations. Ontario's best bet is to offer them competitive tourism experiences for short getaways.

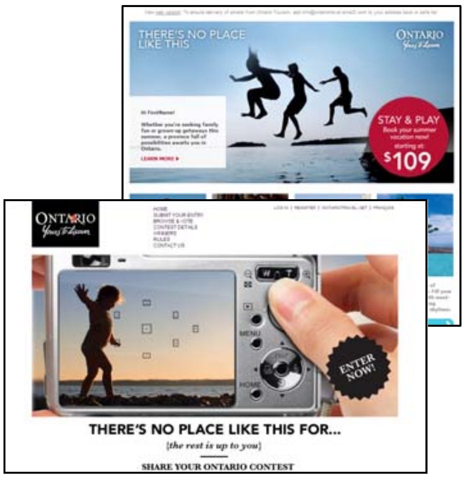
Many of Canada's new immigrants settle in Toronto. It is estimated that by 2026, 50% of Toronto's population will be new Canadians.[4] For many new immigrants, their language preference continues to be their mother tongue, including for media consumption. Though they tend to travel to their homeland, getting to know their new surroundings provides an opportunity for Ontario tourism. Related to immigration is increasing ethnic diversity. To serve these ethnic markets, tourism offerings need to be tailored to different cultural backgrounds and travel interests.

"Ontario Tourism in a number of ways has really provided value to every partner in the province in terms of how the brand is implemented and projected." – *Antoni Cimolini, Stratford Shakespeare Festival*

Global warming and high gas prices have also brought sustainable and green tourism to the forefront. Consumers are increasingly conscious of the impact they have on the environment and tourism is not an exception. Heightened awareness of environmental issues might change consumer expectations and result in additional pressures on tourism suppliers. However, it remains to be seen how much cost increase the consumer is willing to take on to satisfy these expectations. This is an emerging trend that requires careful monitoring on the part of the tourism industry both in terms of development and positioning opportunities, as well as consumers' price sensitivity.

4. Research Resolutions, If The Future Were Now…, TAMS 1999

Cheaper and convenient air travel made it possible for consumers to broaden their horizon, and travel to more distant destinations in recent years. The importance of air access cannot be underestimated and has contributed to the challenges faced by Canada and Ontario. Cost of air travel to and within Canada is relatively high, creating a price disadvantage for international travellers.



Technology

Making it easy for consumers to access information and plan their trip is imperative in this highly competitive environment. The widespread use of the Internet allows the consumer 24/7 access to information. The web has become the number one planning tool, surpassing even word of mouth.[5] Consumers can be lured to take a trip to other destinations based on the information and the images presented at the travel websites, the ease of use of the website, and the opportunity to book the trip.

Social media play an increasingly important role in marketing. Particularly for the younger generations, there is a shift away from traditional to social media and they spend a significant amount of time with this new form of communication. Reaching opinion leaders and tapping into the power of social networks requires a different approach from marketers, involving the consumer in the marketing process.

The use of mobile devices in travel is increasing. By 2014, 142.1 million users, representing 53.9% of the U.S. mobile user population, will access the internet using mobile browsers or applications.[6] Mobile devices play an increasingly important role in travel planning and during the trip as well, from checking in for flights and hotels to accessing information on attractions and restaurants. Accessibility of travel information on mobile devices makes it easy for travellers to be informed, make or change travel plans and get the most value for money on their trip.

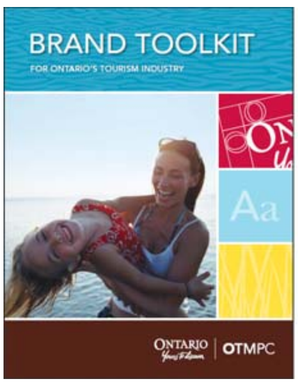
New ways of consumer communication are emerging and methods such as mobile advertising, user-generated videos and full-length professional videos are gaining importance. 3-D content is expected to be the next phase in consumer communication. All this provides great opportunities for marketers to be innovative and attract consumer attention.

5. TAMS, 2007
6. eMarketer, August 10, 2010

ONTARIO TOURISM BRAND PROPOSITION

Ontario needs a strong, resonant tourism brand that provides a point of differentiation, consistency and durability in destination marketing. Currently, Ontario's presence as a potential destination remains strong within the province but as we expand into the U.S. and overseas markets, we need to conduct research to determine brand expressions that will influence the travel intentions of the global consumer to visit Ontario. Regardless of market, the Ontario brand needs to continue to provide a strong call to action to visit Ontario now.

Four years have passed since the inception of the highly successful "There's No Place Like This" campaign. It has generated 1.8 million trips within Ontario and $320 million in visitor expenditures. The "There's No Place Like" campaign has been successful in reaching a broad audience and is well liked by consumers in Ontario. We will continue to build on the strong domestic brand equity as diagnostics remain favourable for the Ontario market. We will refresh with new artists for the song in order to be proactive in maintaining consumer interest and explore global brand expressions that resonate outside the borders of Ontario.



The Ontario Brand Pillars are "diverse, dynamic, fun and easy". In 2010, we created a new visual identity based on the emotional benefits of the Ontario brand. We have since applied the new visual style to all our marketing activities across the organization, and have shared it with the professional photographers, photography students, consumers via User Generated Content (UGC) and industry who provide images to us. Our key message needs to promote rich Ontario travel experiences, focus on getaways and value for money.

The impact of the brand will depend on consistency of presentation and repetition of all "on brand" content. This consistency in visuals and content that resonate with visitors will provide Ontario a distinctive voice in a fiercely competitive marketplace. Next steps will be to consult with RTOs across the province and enable the regions to leverage the Ontario brand with easy-to-use tools. We will work with the RTOs to help develop their regional brand identity while ensuring integration with the overall Ontario brand.

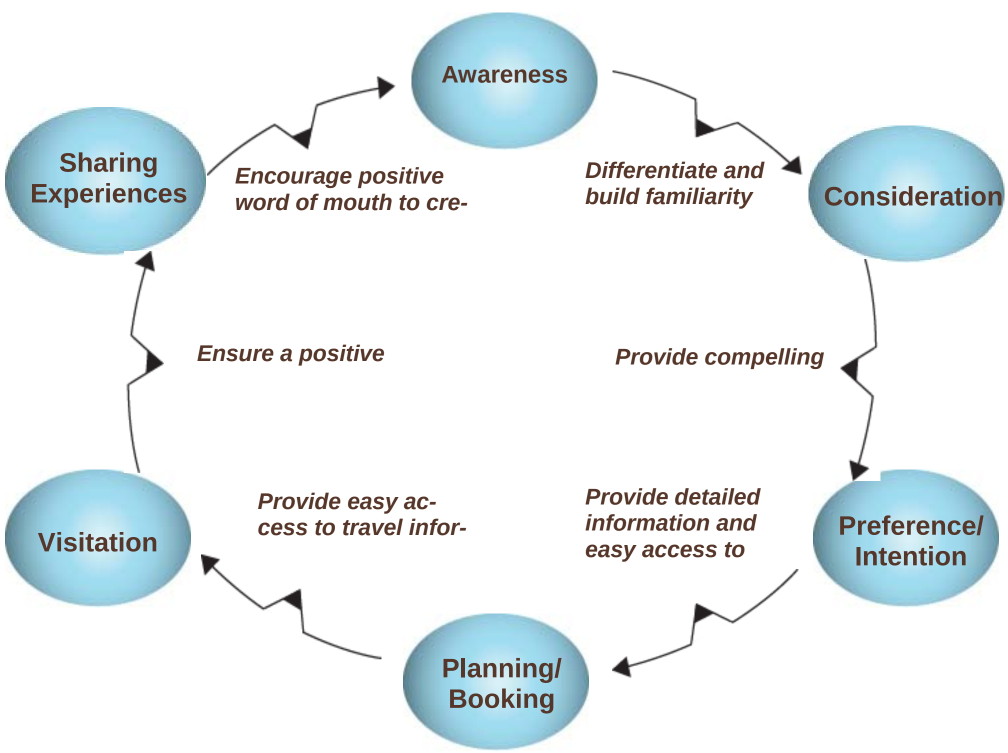
OUR OBJECTIVE

OTMPC's objectives are:

- Consumer Focus – Strengthen information services and lead consumer research
- Marketing Excellence – Lead the evolution of the Ontario brand and strengthen targeted marketing approaches
- Effective Partnerships – Expand and align partnerships with marketing strategy
- Strong Team –Improve organizational excellence
- Results Driven – Build our reputation as a high performing tourism marketer

OUR TRAVEL PURCHASE CYCLE

Our Travel Purchase Cycle
As OTMPC works to achieve our objectives, our activities aim to positively influence the consumer's intention to travel to Ontario. We will invest in marketing programs that move consumers through the travel purchase cycle including an emphasis on their travel experience while they are in Ontario and sharing their experiences after their visit. We will seek to use the advocacy of previous visitors to Ontario by encouraging visitors to use positive word of mouth and storytelling with their peers. We also recognize the importance of gaining endorsements from the local population, new Canadians and celebrities who can have a significant impact on potential visitors.



Our Target Markets
A core element of OTMPC's strategy is to target high yielding consumer and business segments that have a high propensity for travel and a strong interest in urban and outdoor experiences.

Leisure

Consumer leisure travellers in 11 core markets (Domestic, U.S., UK, Japan, Germany, France, Mexico, India, China, South Korea and Brazil)

Business

Meetings, Incentives, Conferences and Events (MICE)
50 – 250 people meeting size

Key Markets	**Market Size**	**Segment**
Ontario	779,000 920,000 289,000 252,000	Adventurer Couples including LGBT* Fun Loving Families Sportifs des Banlieus & Camping et Pique-Nique Ultimate Outdoor Adventurers
Quebec	1,000,000 423,000 660,000	Families Rustiques Connaisseurs Quebecois Couples
Manitoba	44,800	Ultimate Outdoor Adventurers
United States Mid-Markets Near Markets	 6,500,000 3,500,000	 High Flyers Including LGBT

*LGBT = Lesbian, Gay, Bisexual and Transgender

Our Target Markets Overseas

Mature	Maintenance	Emerging
Top 5 major markets Flat or in decline Need to maintain visits, spend & market share Activity driven by OTMPC and CTC In-market reps more proactive (except France)	Minimum investment to maintain presence Small and/or in decline Investment in market would not turn things around Activity driven by CTC	Small but potential for growth CTC in market Exploratory Activity driven by CTC for year 1 / 2
UK, Germany, Japan, France	South Korea, Mexico	India, Brazil, China

Key Markets	Market Size	Segment
United Kingdom	13.1 M	Adults, University Education, Household Income $100k+, Major Urban Centres
France	7.1M	
Germany	6.2M	
Japan	4.1 M	
Brazil	2.5 M	
Mexico	1.5M	
South Korea	1.2M	
China	1.1 M	
India	0.7 M	“

OUR KEY STRATEGIC PRIORITIES

The following strategic priorities for action will drive the achievement of our objectives in the 2011-2012 timeframe.

1. Differentiate and extend the reach of the Ontario brand globally.
2. Maintain a strong domestic market in partnership with regions, destinations and sectors.
3. Capitalize on the Northern strategy and Ontario's Outdoors.
4. Extend our marketing efforts to welcome New Canadians and their visiting friends and relatives.
5. Strengthen our appeal to the Quebec market.
6. Develop a U.S. consumer marketing platform for regions.
7. Harness the power of digital marketing.
8. Maximize growth drivers with increased investments in overseas markets.
9. Promote the International Indian Film Academy (IIFA) Awards and Weekend and the War of 1812 bicentennial.
10. Integrate Ontario's leisure experiences with Meetings, Conventions and Incentive Travel (MC&IT) to increase pre- and post-travel activities and return visitation.

Strategic Priority #1 – Differentiate and extend the reach of the Ontario brand globally

“There's No Place Like This” is a highly successful domestic brand for Ontario but we must explore global expressions that build on the brand equity. Tourism Australia launched “There's No Place Like Australia” in 2010 on a global platform with mas-

sive marketing investments. Ontario Tourism cannot match Australia's investments so we need to conduct brand research, assess the brand architecture for global applications and evolve our brand expression to create excitement for Ontario around the world.

We will assess and redevelop or create assets that are on brand and in new mediums. We will develop an online brand toolkit that will encourage RTOs to leverage the Ontario brand for local campaigns using radio, print and digital tactics. We will also proactively approach and explore international brand partnerships that offer a unique opportunity to promote the Ontario brand around the world, drive increased awareness and inspire travel. These strategic brand partnerships must align with the Ontario brand and have wide reach in our target markets.

Strategic Priority #2 – Maintain a strong domestic market in partnership with regions, destinations and sectors

Our competitive strengths in Ontario are familiarity, ease and short getaways. We will continue to build on the "There's No Place Like This" creative expression with multi-media campaigns that highlight seasonal offers and drive consumers to the web for conversion.

We will collaborate with industry and RTOs to create compelling seasonal offers and integrate across channels. We will launch seasons with a consumer event, aggressive media relations that promote seasonal offers, and broadcast promotions in spring/summer and winter. Our social media hub will serve to enhance all marketing year round and we will integrate tactical offers across our social networking sites.

In order to shift marketing investments to the U.S. consumer program, we reengineered our print strategy to produce fewer but more effective print pieces that have broad appeal and can be utilized for cross-border markets. We will produce one signature brand publication to showcase the breadth of pan-provincial travel experiences with strong retail components. The Ontario travel magazine will launch in spring with a compelling mix of editorial and related travel packages that promote regional experiences. It will be distributed through OTICs, RTICs, 1-800 orders and U.S. border markets. It will also be available in an interactive PDF format on our website as well as iPad and mobile versions.

Strategic Priority #3 – Capitalize on the Northern Strategy and Ontario's outdoors

Our natural environment and outdoor experiences represent one of Ontario's key tourism opportunities. The Northern Tourism Marketing Strategy recognizes this opportunity and the value of aligning and coordinating effort across Northern Ontario. The strategy will continue to guide our efforts in supporting Northern Ontario marketing efforts.

We will engage avid outdoor consumers in both domestic and U.S. markets with innovative targeted "avid" outdoor marketing strategies for the angling, hunting, motor sport, nature and adventure segments. We will ensure that these strategies are coordinated and integrated within all of our consumer-segmented plans.

We will continue to work in partnership with cities, regional and provincial associations and the new Regional Tourism Organizations to refresh the Northern Tourism Marketing Strategy and work in partnership to align and coordinate marketing efforts. The Northern Portal and the development of unique and compelling content will continue to be a critical strategy and consumer call to action.

Strategic Priority #4 – Welcome new Canadians and their visiting friends and relatives (VFR)

Ontario has the largest immigrant population in Canada with almost 45% foreign born residents. Immigrants from China and India represent the largest group of immigrants in recent years. We will develop programs that engage and inspire Ontarians with the best travel ideas and packages to attract VFRs and cater to their tastes. We will develop social network campaigns that tap into VFRs with travel tips and encourage the sharing of travel stories. We will promote Ontario travel experiences that tie into important occasions and provide ideas such as Great Summer Drives and introduce strategies for people who are new to the outdoors.

Strategic Priority #5 – Strengthen our Appeal to the Quebec Market

Quebecers account for 2.3M overnight leisure trips annually to Ontario and this number is forecast to grow 6% by 2013. Ontario is perceived as reasonably appealing and safe, but undistinguished. Quebec celebrity endorsements have worked very well

in the past and we will continue to build on this strategy moving forward. We will focus on the Montreal market due to its sheer size, relatively close proximity and the tendency of Montrealers to be more open to travel outside Quebec.

We will inspire family and couples getaways with a consumer event in the spring, online advertising to drive opt-in registrations to the database, targeted email marketing and aggressive media relations, including social media channels. We will also continue to leverage celebrity endorsements such as Chantal Fontaine in broadcasts and online vignettes.

Strategic Priority #6 – Develop a U.S. marketing platform for regions

With the recent departure of the CTC from U.S. consumer marketing, we have a leadership role to promote the Ontario brand and provide long-term marketing opportunities that drive regional tourism experiences. The U.S. border states account for 3M overnight leisure trips annually and 43% of the U.S. population living in the states around Ontario own a passport which is an increase of six percentage points since WHTI was announced.

Our marketing approach is to capitalize on the perceived goodwill of Ontario's brand and build on our uniqueness as a foreign-yet-close and easy-to-travel-to destination for U.S. Near and Mid-Markets. Our media strategy is to develop a multi-media platform that includes world-class publications that attract the affluent American with a passport and high propensity to travel. The media platform must include 6-9 print insertions throughout the year including year-long online presence, leveraging social media assets, a consumer event tie-in and celebrity endorsement. The marketing platform will include flexible RTO-bundled consumer marketing offerings with various pricing, levels of consumer impressions and urban or soft outdoor experiential promotions.

RTO partners will benefit from significant media cost savings, leveraging the Ontario, Canada brand and a suite of compelling value adds such as targeted email, bonus readership listings, iPhone and iPad editions.

Strategic Priority #7 – Harness the power of digital marketing

Consumer behaviour for travel information is rapidly shifting away from print to digital mediums with over 93% using the Internet during the travel planning process.. The vast majority of social network users (82%) select their travel destination online while it is predicted that there will be 142.1 M consumers accessing the internet using mobile devices by 2014. We need to provide content where the consumers are making their travel decisions.

Our digital strategy is to develop a niche mobile application to enhance the visitor experience and link to OTICs. We will work with RTOs and partners to aggregate content for mobile applications. We will also aggressively utilize social media to engage consumers and reach influencers in order to create brand advocates. We will link the social media hub with tactical consumer campaigns, actively monitor social networks and seed content as appropriate. We will conduct regular contests to encourage consumer generated content and to increase opt-in registrations. We will invite influential bloggers and OTICs staff to contribute Ontario travel content and ensure high search engine rankings with search engine marketing (SEM), search engine optimization (SEO) and high content refresh.

We will continue to enhance our website based on changing consumer needs and advances in technology. The contract for our website vendor expires in 2012 so we will initiate an RFP and begin the initial phases of website redevelopment and improved functionality.

Strategic Priority #8 – Maximize growth drivers with increased investments in overseas markets.

Our key overseas markets are mature but still very large and important markets for Ontario. The digital landscape is fundamental to the way emerging market consumers express themselves. For example, consumers in China are engaging the Internet for an average of 16 hours per week with 111M managing social network profiles. We will leverage the Canada brand where appropriate while exploring Ontario-led consumer marketing opportunities with iconic regional experiences. We will continue to grow consumer registration to databases for UK, Germany, France and Mexico for email marketing. We will execute experiential consumer marketing campaigns with multiple partners and implement e-marketing in the UK and Germany. We will develop a website that meets consumer demands in China and includes social networking and highly interactive content. We will leverage the social media hub to execute consumer campaigns in the UK, France, India and China.

"Ontario Tourism helped us set up links and relations with the Federal government and they have organized lots of workshops in China."
- Michael Zhao, China Travel Services Inc.

We will provide opportunities for Ontario travel trade to take their product to market at trade shows and sales missions. Eventually we aim to offer market readiness seminars for RTOs and industry operators. We will also educate and provide overseas travel trade and media relations partners with tools to close the sale through media and product buyer familiarization trips. In addition, we will update trade and consumer collateral.

Strategic Priority #9 – Promote IIFA and the War of 1812 bicentennial

The IIFA awards and weekend event will be held for the first time in North America on June 23 – 25, 2011 in Toronto. Our goal is to increase the profile of Ontario as an international destination and drive sales of tourism packages. We will target South Asian populations based outside the GTA and drive traffic to a customized IIFA2011Toronto website for online booking and information regarding Ontario, Toronto, the venue and the film stars. We will target tour operators serving the South Asian travel market, generate increased coverage of the event and host media familiarization trips that cater to South Asian audiences.

The Bicentennial celebration of the War of 1812 will occur over a 30-month period that builds on the Federal Government's marketing initiatives. We will leverage the War of 1812 bicentennial for heritage tourism in partnership with Heritage Trust and Ministry of Culture.

Strategic Priority #10 – Integrate Ontario's leisure experiences with Meetings, Conventions and Incentive Travel (MC&IT) to increase pre- and post-travel activities to return visitation

Overseas markets currently represent the greatest areas for growth and higher yield. Therefore, we will leverage CTC and key industry partnerships for media and database efforts of site selectors, meeting planners, media and economic developers for targeted marketing. We will continue to maintain a presence at key industry events and tradeshows and host Internet cafes that attract client inquiries for Ontario. We will explore the development of innovative B2B social networking campaigns to generate leads and integrate the MC&IT value proposition with our website to include advertising, content, SEM and promotion of companies that provide MC&IT services. We will work with RTOs to evaluate our role and ensure there is no duplication of effort.

Our Outcomes

Trade Development

Consumers are able to access and purchase Ontario travel experiences with ease

Work cooperatively with the industry to educate travel trade and sell Ontario through key initiatives such as:

- Trade events
- Product familiarization trips
- Market readiness seminars

Proposed Target:
Develop 14 new operator products

Consumer Marketing

Increased intention and actual travel to and throughout Ontario with increased expenditures

Deliver integrated consumer marketing programs targeted at best prospects in core markets.

Partner with regions to deliver compelling messages and strong consumer travel offers that convert prospects to purchase Ontario travel experiences.

Proposed Target:
Ad Brand tracking = 65% Ontario;
38% Quebec; 2% U.S. Mid; 16% U.S. Near
Opted In Database = 240K
Web sessions= 4M

Media Relations

Media have increased knowledge of appealing Ontario travel experiences and generate high quality and broad media coverage

Target specific media outlets and generate positive domestic and international editorial coverage for Ontario tourism.

Leverage wide reach broadcast opportunity including digital assets with strong tourism message.

Conduct media familiarization trips.

Proposed Target:
Overseas PR Value = $82M
North America PR Value = $135M

For more information or to partner with OTMPC, please visit our Tourism Partners website.