

ONTARIO
Yours to discover



What we're doing



'This is Living' campaign encourages Ontarians to celebrate Ontario with style

With a rock star, catchy tune, lots of paparazzi and VIPs, OTMPC launched its first domestic campaign in several years. Entitled 'This is Living', the campaign celebrates Ontario's great experiences and diversity, and encourages Ontarians to explore and rediscover all that Ontario offers. "This is Living recognizes that tourism is one of our province's great economic drivers and invests in a campaign designed to build our brand by evoking pride," said Robin Garrett, president and CEO of OTMPC. Beginning March 19th, the multi-media campaign will run ads on television, cinema, newspapers, magazines, billboards and online. Also launching is an online component www.ontariotravel.net/summer where visitors can get travel ideas and packages, and request customized travel guides. [For more information.](#)

Revving up with some 'Great Summer Drives'

The 'Great Summer Drives' program is revving up with a new contest and program ads. Launched March 19th and valued at \$12,000, the contest highlights the Georgian Bay Coastal Route and is a partnership of more than 35 Destination Marketing Organizations, as well as Choice Hotels, Attractions Ontario, Ontario Parks, National Car Rental, Coleman and Nikon.

Watch for program ads to hit the road soon in Ontario Travel Discoveries, Today's Parent, Canadian Living and Attractions Ontario Passports. In partnership with Ontario Parks, 'Great Summer Drives' inserts will be mailed with campsite confirmation



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From the President and CEO

Welcome to the first issue of the OTMPC Water Cooler. Change is in the air at OTMPC. You told us in a recent survey your wish to receive more information and news electronically. After a couple of years of producing the OTMPC Marketing Update in print, we are now going virtual so that we might better serve your needs. You asked and we're delivering.

Each issue of the e-newsletter will contain information about our current activities, notification of future plans and events, as well as opportunities where you might get involved. We are also working on the development of a score card so we can report on our performance measures in future issues. Our chief goal is to share with our partners useful information in the most accessible and timely manner possible so that you can get involved.

Watch for us! The OTMPC Water Cooler will be distributed to your in-box on a quarterly basis. We look forward to your feedback in order to best make the OTMPC Water Cooler the place where you'll want to catch up.

Robin Garrett
President and CEO

forms.

What's been happening



Ontario puts on a show to lure planners

Ontario dazzled more than 3,000 meeting planners during the dramatic closing reception at the Professional Convention Management Association's convention in Toronto - held for the first time in 51 years outside the United States. Working with various partners, OTMPC co-hosted an evening of Ontario food, culture and entertainment. The positive impression should help pave the way for more meeting and convention business for the province. [To view conference photos.](#)

TORONTO STAR

LIGHT SNOW, LEGAL-8C (NORMAL -18C) • FRIDAY, JANUARY 26, 2007 • (torstar.com)

GREAT SHAKES Snow globe rolls into frigid city



A two-storey snow globe has arrived at Nathan Phillips Square on Toronto's WinterCity Festival Kicks off. Adding some drama last night as what was to be the coldest night of the winter so far yet, from left, Mark Mimoda, Shelly Flynn and Renske Mergel. Forecasters say the cold is staying put. Story, C2

efforts alone resulted in more than \$250,000 in print, radio and television editorial with front page coverage on the Toronto Star and Kingston Whig-Standard among the coveted results. To view [press release](#) and [photo](#).



World's biggest snow globe tours province

Despite the fact that there was a lot of nail-biting as winter took its time to arrive, Ontario's "Winter. Get Into It" campaign put the spotlight on winter fun and activities. A two-storey, 20 foot-wide snow globe attracted significant attention as it travelled across the province. The value of public relations

Mexico is heating up The Canadian

Ontario Tourism Marketing Partnership Corporation

COMING SOON

2007 Ontario Tourism Marketing Summit - Oct. 3 - 4

Dates and location are confirmed for OTMPC's third annual Marketing Summit. Mark your calendars for **October 3-4, 2007** at the Ottawa Congress Centre in Ottawa. More details will be released as they become available.



Deputy Minister to lead Asian mission



Deputy Minister of Tourism David Lindsay is leading a delegation of provincial tourism sectors on a mission to Japan, South Korea and China for one-to-one meetings with government officials and key travel industry organizations. The mission coincides with the Guangzhou International Travel Fair during which the OTMPC, in partnership with the CTC, will be hosting the opening night gala. The fair is considered one of the most important international travel fairs in the Asia-Pacific Region and represents an important platform to introduce products to travel agencies, tour operators and media from across China.

OTMPC reaches trade, media and consumers in Berlin, the U.K., Paris
OTMPC is meeting with media at the ITB Trade, Media

Tourism Commission (CTC) recently headed south to Mexico, with Ontario representation, on a mission to warm up interest in Canada's offerings in the growing Mexican market. A new campaign targeted at Mexican consumers is also helping to turn up the heat. The impression left? Canada is a fun place with lots to explore. In the upcoming months, Ontario will be leveraging the Canadian campaign with product and trip ideas to the province. OTMPC is also hiring a Mexican in-market consultant, scheduled to be in place by April 2007, in order to maintain the momentum. Stay tuned for more information. [For a taste of the CTC campaign.](#)

This just in: tourism performance results now available on-line

In December 2006, overseas border crossings to Ontario increased by 0.9 per cent over 2005, to their highest level on record for the month of December. For the latest statistics on visitation, accommodation rates, consumer confidence and the travel price index, check out the Ministry of Tourism's [February 2007 Tourism Performance Update for Ontario.](#)

The word's on the street about Great Ontario Outdoor Adventures

The word's out. During the last 13 months, web traffic to the Great Ontario Outdoor Adventures website has totalled close to 140,000 visits. A total of 200,000 French and English language branded calendars have been well received at places such as Mountain Equipment Co-op, Coast Mountain Sports as well as at four major adventure shows and an additional 20 partnered shows. Thousands more were included in the winter issue of *Canadian Geographic*.

Coverage appears in electronic and print versions of Canadian Geographic and in the publication's Eco-Tour guides in each official language. The latest family outdoor getaway contest valued at \$12,000, closes May 31. [Check it out.](#)

OTMPC welcomes new manager

OTMPC is pleased to welcome Amalia Kyriacou in the role of Manager of Corporate Communications and Public Affairs from the Ministry of Economic Development and Trade. Amalia has several years of communications experience in various organizations including Director of Communications for a national industry association. Amalia can be reached at 416-314-6590 or by email at amalia.kyriacou@ontario.ca.

Ontario in the news

Workshops bring Ontario to Chinese media

Together with the CTC, B.C. Tourism and Alberta Tourism, OTMPC held a series of successful media orientation workshops in January, which have generated a total of 47 stories on Ontario tourism. In total, 88 media representatives attended from top Chinese newspapers, TV, radio and internet. Nineteen Ontario stories have already been generated with 28 more articles scheduled to appear over the next few months. To view coverage on [Sohu.com](#), [People.com](#), [Xinhua.net](#) and [Sina.com](#).

Korean media discover Niagara's own icewine

and Consumer Show in Berlin mid-March. Just to give you an idea of its size: last year more than 6,646 journalists attended from 96 countries. OTMPC is also attending the U.K.'s Spotlight Canada trade and media show and the consumer show held mid-March in Paris. For more information on [ITB](#) and [Spotlight Canada](#).

Get your 2007 Fun Pass

Fun Passes will once again be handed out in the spring to elementary school children across the province. More than 1.5 million copies of the incentive booklet will be distributed. Fun Passes encourage families to combine fun with education at Ontario parks as well as 15 of Ontario's tourism and cultural based agencies.

'Distinctive Getaways' program gets facelift



The popular 'Distinctive Getaways' program is revamping its website and brochure to generate more consumer traffic. Launching on April 23rd, the redesigned website, ontariotravel.net/getaway is expected to increase visits from last year's program, which saw more than 206,000 visits.

Look for the 'Distinctive Getaways' expanded 20-page brochure in the upcoming spring issues of *Food and Drink* and *Golf Style* magazines. This year, six well-targeted e-newsletters will continue the momentum created during the previous program cycle, which saw more than 35 per cent of recipients opening their email and 13 per cent accessing links.

Get involved

Korean media were recently introduced to Niagara's Icewine Festival in January organized by OTMPC in partnership with the CTC, Agri-Food Canada and the Wine Council of Ontario. Seven representatives from five key Korean media outlets now understand just one of the reasons Ontarians love their cold weather. Coverage from KBS TV alone is worth more than \$49,000 in unpaid promotion. [To view coverage.](#)



OTMPC plays host to prominent U.K. and German journalists

Since December 2006, Ontario has played host to journalists from the U.K. and Germany. Media outlets included the Daily Telegraph (U.K.), Deutschland Radio (Germany), The Sunday Telegraph (U.K) and Daily Telegraph (U.K.). Unpaid editorial coverage for December 2006 and January 2007 alone total more

than \$1.6 million for the U.K. and more than \$1.4 million for Germany. Results are still pouring in for February and March.



Canada's travel media feted at TMAC conference

OTMPC was front and centre at the recent Travel Media Association of Canada's three-day conference and media marketplace held

in February. Ontario hosted the gala and awards ceremony on February 18th where top travel media from across Canada were celebrated. The winner of the *Tourism London Outdoor Photography Award*, was Benoit Legault, whose shot of OTMPC's snow globe was captured during the TMAC conference. Along with editorial coverage, the picture made it's way to the front page of the London Free Press.

Ontario makes North American headlines

OTMPC has been busy getting the word out about Ontario attractions, such as Toronto's celebration of Chinese New Year and ice fishing on Lake Simcoe. As a result, Ontario has received coverage in media outlets across North America including Canada AM, AM740, Canoe & Kayak, New York Times, New York Post, Chicago Tribune, Washington Times and Buffalo News as well as online.

WINTER

Calling all northern tourism operators

Building on the previous strategy, northern and outdoor industry leaders recently kicked-off the development of a new five-year strategy. All Northern Ontario operators are invited to play a role in shaping their future. Facilitated consultation sessions will be held the week of April 23rd in North Bay, Timmins, Sudbury, Sault Ste. Marie, Thunder Bay, Kapuskasing and Kenora. To find out more, visit www.connexion-north.ca or submit comments via email to mysay@connexion-north.ca.

Participate in northern workshops for overseas markets

In partnership with FEDNOR and the Northern Ontario Heritage Fund Corporation, International Market Travel Trade Workshops were recently held by OTMPC for those northern operators interested in accessing international markets.

An initiative of the Strategic Tourism Development Marketing Partnership for Northern Ontario, these sessions serve to provide a great understanding of OTMPC's international priorities. Additional sessions outlining OTMPC's overseas initiatives and how to best access these markets will be held for northern operators over the next few months. Watch for more information on dates and locations.

Market your product or service with the Ontario brand

Now is your chance to take advantage of any or all of our most recent consumer advertising opportunities. Market your product or service under the Ontario brand and reach key consumers you might otherwise miss. [To learn more.](#)

Promote your business or event on OTMPC website

Opportunities exist for partners to promote their business or events at no charge on the OTMPC

FACTOID!

Toboggan comes from the Algonquin word odabaggan and was first created to carry game over snow. While traditionally made of wood, the Inuit made theirs from whalebone.

The Europeans, when first encountering Ontario's First Nation people, were impressed with the advantage the toboggans had over sleds in carrying great loads over soft snow.

Today the only loads we're pulling are our kids. They're of course enjoying toboggans on the thrilling, hidden and not-so-hidden hills of Ontario.

consumer website

www.ontariotravel.net. [For more information.](#)

Apply for TEMPP funding for your festival or event

OTMPC's Tourism Event Marketing Partnership Program (TEMPP) has approved funding for 105 festivals and events since the beginning of the fiscal year. [For revised 2007-2008 TEMPP guidelines and application.](#)

www.ontariotravel.net | www.tourismpartners.com

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