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From the President and CEO

Welcome back! This is our second issue of the WaterCooler and, once again, we've filled it with our latest news and activities. I want to thank those of you who forwarded feedback after our first issue. We trust you'll keep your comments coming.

The WaterCooler is a direct result of our stakeholder survey, where we asked industry partners how we're doing. For those 42 per cent of respondents familiar with us and our programs, survey results show that OTMPC is valued. We also earned high marks for our staff's knowledgeable approach, customer service, and program and brand implementation.

On the flip side, we recognize and are committed to improvements identified in the survey: increasing our communications to you in the format and frequency you prefer, such as this e-newsletter; increasing awareness of OTMPC and our programs among the broader industry; and increasing industry participation in our programs by providing a longer lead time to buy in.

And how did we do against performance measures for fiscal year 2006/07?

Overall we increased the number of consumers we touch:

- * web user sessions by +22% to 2.6 million
- * ad/PR value by +9% to \$152 million
- * travel information centre visitors by -7% to 1.4 million
- * consumer inquiries by -5% to 442,700

We also launched several innovative marketing tactics including:

- * online travel planning tool
- * virtual print-on-demand tool
- * world's biggest snow globe

I invite you to learn more about our activities and partnership opportunities at our upcoming Summit on October 3-4 in Ottawa. See story below for more details on our great line-up of speakers. In the spirit of collaboration, we have invited former Deputy Minister of Tourism, Bill Allen, in his new position as President of the Tourism Industry Association of

What we're doing



Juno winner Swick in new Ontario ad

Hamilton artist Tomi Swick is the third Ontario based artist to sing the new Ontario song, joining Molly Johnson and Brian Byrne. The new ad featuring Swick, who won the 2007 Juno Award for Best New Artist, began airing on June 4th. OTMPC's domestic campaign, launched in March, has become one of the most popular government promotions ever for its television component. To see the ad, visit www.ontariotravel.net.

Since its launch in March, Ontarians have been responding to the campaign in a big way. Traffic to www.ontariotravel.net has increased by 20 per cent from the same time last year. The new print-on-demand tool, which pumps out customized booklets, has received more than 2,200 orders, 65 per cent of which are from Ontarians. The

summer contest has collected almost 34,000 entries, 92 per cent originating in Ontario. Additional results are expected later this summer.

'Forecast 4 Me' predicts blue skies for Ontario

OTMPC is forecasting great weather this summer, thanks to a partnership with CanWest called 'Forecast 4 Me.' A series of celebrity-endorsed news features providing festival and event information aims to inspire consumers to take an Ontario summer getaway. Starting in mid-May and running into September, the features are appearing regularly on [Global Television](http://GlobalTelevision.com), www.canada.com and in the [National Post](http://NationalPost.com). When complete, it will have delivered 28 million total campaign impressions geographically targeted in Ontario. [For more information.](#)

Ontario delivers what Quebec travellers really want

What Quebecers really want in an Ontario travel destination is new and original experiences that are not available in their own province, according to market research completed in 2006. Targeting English and French Montrealers, OTMPC created a summer campaign with ads focusing on specific and unique experiences as identified in the research: small town touring, nature and the outdoors, family theme parks and attractions, and culture, particularly unique festivals and major exhibitions. An online component drives consumers to the [bilingual consumer website](#). The campaign runs from mid-June through early July.

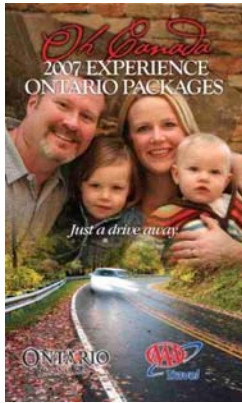
Ontario promotions heat up Detroit, Boston and NY

Residents in Detroit, Boston and NY are hearing a lot about Ontario this summer. In Detroit, promotional spots, celebrity endorsements, high-profile contests to win an Ontario vacation, and an Ontario-sponsored presence on www.ClickonDetroit.com are

all part of the approach with Detroit's NBC affiliate WDIV television. In Boston and NY, a partnered ad in the May issue of *Condé Nast Traveller* and inserts in select newspapers distributed the week of May 22nd are driving traffic to Ontario's website, as is on-line banner advertising on key sites such as www.Boston.com, www.NewYorkTimes.com, AOL and Yahoo until early July. The campaign was created in partnership with Canadian Tourism Commission (CTC), Ottawa Tourism, Niagara Falls Tourism and Tourism Toronto.

AAA partnership drives Americans into Ontario

Did you know that 83 per cent of U.S. overnight leisure travellers from the border states drive into the province by car, van or RV? To encourage these travellers to drive to Ontario, OTMPC worked with American Automobile Association (AAA) on new initiatives to reach out to its eight million members in these markets.



Produced in conjunction with border market AAA offices, a brochure with 12 all-inclusive packaged getaways is now available exclusively to members. In advance of the brochure's release, OTMPC and partners were on the road in upstate New York and Ohio conducting training with more than 125 AAA call centre staff, agents and management. With partner Collette Vacations, OTMPC worked with AAA Carolinas to reach 900,000 Carolina households. Tying in with the existing Collette Vacation fly drive motorcoach program, these longer haul AAA members have been targeted via television promotion with departure dates in September for a "Best of Eastern Canada" tour.

E-ticket pilot aims to make line-ups a thing of the past

OTMPC is testing e-ticketing this summer in three Niagara Region travel centres. The service provides visitors the opportunity to purchase tickets for various Niagara Region attractions at stand-alone kiosks. The project aims to increase individual and additional visits to area attractions and help consumers avoid line-ups. If expanded, e-ticketing would add a new dimension to OTMPC's service offerings to visitors.

Summer's here - Ontario travel centres open for business

Special thanks go to members of the tourism industry, including the Ontario Science Centre, Tourism Thunder Bay and North of Superior Travel Association, which supported a number of the 65 summer students (pictured here) with training.



Overseas media relations goes electronic



markets. The kit will be updated annually.

With a fresh, up-to-the minute approach, the overseas media relations team recently added a new tool to its strategic arsenal: multi-lingual electronic press kits. The two-CD kit contains background information, history, as well as current story ideas in seven languages: English, French, German, Spanish, Japanese, Korean and Chinese. Formatted for ease of use, the kit also contains a third CD of seasonal Ontario images gathered from OTMPC's on-line image bank. To date, more than 800 have been shipped to CTC offices and in-market representatives in these key international

Ontario in the news

Editorial value in overseas media increases by 60 per cent

OTMPC's Europe/Mexico media relations team has put the finishing touches on another busy year of hosting media from its core European markets (UK and Germany) and secondary markets of France and Mexico. By March 30,

Ontario (TIAO) to speak about his organization's future plans. We look forward to nurturing an effective alliance with TIAO.

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

Register for 2007 Summit

Scheduled from October 3 to 4, 2007 in Ottawa, confirmed speakers include: **DICK POUND**, Olympic marketing expert; **DON TAPSCOTT**, renowned author and authority on information technology; **LINDA NAZARETH**, economist, TV journalist and author; **MICHELE MCKENZIE**, Canadian Tourism Commission; and **ROD J. HARRIS**, Tourism British Columbia.

To register [visit here](#). Don't forget to sign up your marketing programs for the 2007 Ontario Tourism Marketing Awards. Call for nominations will go out soon.

Congrats to Chris Milner!

OTMPC is pleased to announce that Chris Milner has been confirmed as Director, Northern Partnerships. Chris previously served in the position on an acting basis since September 2006. We look forward to having him lead the development and implementation of a five-year Northern Ontario tourism marketing strategy.

Get involved

Submit your comments for Northern Ontario Strategy

It's not too late to submit input to the development of a five-year Northern Ontario tourism marketing strategy, an initiative of the Strategic Tourism Development Marketing Partnership for Northern Ontario. Well-attended industry consultations were held recently in Kenora, Parry Sound, Timmins, Sudbury, North Bay, Sault Ste. Marie, and Thunder Bay with a francophone session held in Kapuskasing. Visit www.connexion-north.ca for more information or to submit comments via email at mysay@connexion-north.ca.

Book your ad space in OTMPC's magazine

Advertising space is now available for the fall 2007 and winter 2007-2008 issues of *Ontario Travel Discoveries* magazine. Discounts apply when booking space in both fall and winter English issues. To learn more about these and other opportunities for advertising your tourism region, association or business, click here.

Visit Ontario travel centres

Please feel free to drop in, meet the staff and learn more about the new products and services available. The centres are

2007, Ontario was covered in a variety of publications and broadcast media with a PR value of \$12.2 million for UK coverage and \$18.3 million for Germany, for a grand total of \$31.8 million including France and Mexico, a 60 per cent increase over last year.

Ontario garners \$56 million in editorial coverage

In the last year, media relations outlets across North America have been singing the praises of Ontario to the tune of \$56.7 million for editorial print, broadcast and on-line coverage, a six per cent increase from last year. Recent outlets include *Canadian Geographic Travel*, *Coastal Living*, *Condé Nast Traveler* and *Canoe & Kayak*.

Campaign puts Ontario's Great Summer Drives on the map

A media and ad campaign helped put the Great Summer Drives program on the map. As a complement to the advertising, radio interviews on CKTB Niagara at Noon and AM640's The Stafford Show and television coverage on CTV's Canada AM brought increased attention to the program. More than 30,000 consumers have entered the 10-day Georgian Bay Coastal vacation - created with Georgian Bay route industry partners, as well as Choice Hotels and National Car rental. [To read the coverage.](#)

What's been happening

Hands-on workshops teach tools of the trade

Launched at the end of May and running into early June, OTMPC's overseas travel trade team piloted three workshops in Hamilton, Ottawa and Orillia in conjunction with local destination marketing organizations. Modelled on a similar workshop held earlier this year for northern operators (and co-sponsored by FEDnor), sessions include an overview of European, Mexican and Asian markets, and key media and trade tactics including distribution networks, pricing and planning cycles. Based on feedback, OTMPC will determine if these sessions will be rolled out across more regions of the province next year. Stay tuned.

International buyers Rendez-vous in Quebec City

In late April, with buyer attendance at an all time high, Quebec City played host to Rendez-vous Canada, Canada's premier travel trade marketplace. This is a key forum for developing international business to Canada. Ontario was represented by 128 seller organizations - a range of "export-ready" tourism suppliers and destination marketing organizations. OTMPC staff met with tour operators from around the world to discuss existing partnerships and to introduce new products & destinations. [For more information...](#)

Ontario tourism delegates on a mission to Asia

Seven Ontario tourism delegates swept through Asia this past spring on an eight-day mission to reinforce Ontario's commitment to three key Asian markets - China, Japan and Korea. The fourth such mission to Asia was led by Deputy Minister David Lindsay and included OTMPC Chair Bill Duron and Overseas Committee Co-chair Michael Ruby, Tourism Toronto's Bill Allen, Niagara Parks Commission's Joel Noden and Tourism Hamilton's David Adames.



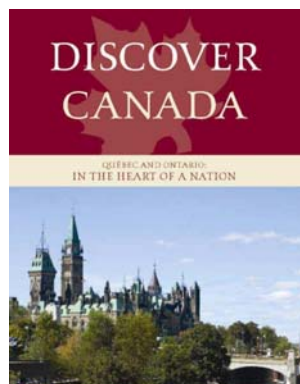
the opening ceremonies of the Guangzhou International Travel Fair.

In partnership with CTC and Northwest Airlines, the Deputy Minister launched the Maple Family Program (pictured here) - a promotion which films a celebrity Korean family's visit to Ontario and airs the segment during primetime South Korean TV.

In China, the delegation was joined by Parks Canada's Brendan Fraser who represented Bethune Memorial House and with other delegates participated in the Showcase Canada trade show and in

New partnership offers Ontario adventures to 55+

A new partnership with Elderhostel saw the development of 26 Ontario programs targeted at the 55+ traveller. A non-profit organization providing lifelong learning adventures to nearly 200,000 adults every year, Elderhostel is America's first and the world's largest educational travel organization for this demographic. The Ontario programs are highlighted in a 32-page brochure and will also be featured on the [Elderhostel](#) and related websites. In addition, using Elderhostel's permission-based database, a direct mail campaign will target 85,000 Americans, 15,000 Canadians and an additional 40,000 members



open daily from 8:30 am to 5:00 pm. Extended hours from May to August vary by location. Call ahead to confirm hours of operation.

Keep your information current

With 2.6 million user sessions logged in 2006, the OTMPC website has to be refreshed constantly. We ask our partners to continue to keep their information current. Don't have a business listing on the site? Register at [tourismpartners.com](#) or call OTMPC Sales for more information. A basic listing is free; a premium listing, with image, logo and 150-word searchable description, is only \$200 per year.

Planning a meeting? Invite OTMPC

Since March, OTMPC's Partnership Development and Sales team have attended 11 meetings bringing together almost 1000 tourism members from across the province including Brockville's 1000 Islands International Tourism Summit (pictured here).



If your association or industry group is having a meeting, consider inviting the

team to discuss the benefits of working with OTMPC and the opportunities available to Ontario tourism businesses and associations of all sizes. Please contact otmp.sales@ontario.ca to further discuss options and timing.

Coming Soon



Ontario in Motown-area spotlight

OTMPC and its partners are planning once again to participate in Pontiac, Michigan's wildly popular [Arts, Beats and Eats Festival](#) over Labour Day weekend. This unique event allows couples and families to taste, see and hear a variety of Ontario experiences. Partners such as Via Rail, Tourism Toronto, Niagara Regional partners, Northern Ontario, and Kingston Tourism will showcase Ontario as the fun, diverse, easy and dynamic place it is. More than one million people attend the event with the "Ontario Showcase" a major attraction.

OTMPC takes sales roadshow to Europe

OTMPC will be on the road again during the last two weeks of June spreading the Ontario message in Europe with Tourism Toronto, Tourism Hamilton, Niagara Falls, Ottawa Tourism, Niagara Parks Commission, Starwood Hotels and CityPass. Sales meetings with key

via email. In preparation, OTMPC and partners trained 70 Elderhostel call centre staff in Lowell, Massachusetts in early May to much acclaim.



Workshop opens door to five U.S. cities

At the end of March and in partnership with the CTC, more than 75 Ontario partners attended an OTMPC-organized U.S. leisure trade workshop. Led by the CTC Executive Director of Leisure Travel Sales, Tom Karins, and followed by the CTC's in-market leisure directors from Chicago, New York, Boston, Seattle and Atlanta, presentations were delivered on regional markets, trends and opportunities.

Adventurers get inside scoop at Ontario Parks' Insider.com

Launched early spring and continuing throughout the year, OTMPC's Strategic Tourism Partnership for Northern Ontario with Ontario Parks have teamed together to develop an e-marketing and media campaign customized for RV, family, wilderness and U.S segments - in total representing 115,000 consumers. The campaign cross promotes northern Ontario parks through gateway communities, [Great Ontario Outdoor Adventures](#), [Great Drives](#) and more. Web results to date have proven strong with higher than average open, click-through and page rate visits. To learn more about this program visit www.ontarioparksinsider.com and sign up for these great e-newsletters. To see a sample click [here!](#)

Distinctive Getaways adds golf and spa experiences

Golf excursions and relaxing spa experiences are the latest additions to [Ontario's Distinctive Getaways](#) program. Created by the OTMPC together with more than 50 industry partners, the program was designed to increase shoulder season traffic and build awareness of Ontario's high-end tourism products through a website and a 20-page guide, distributed in the spring issue of *Food and Drink* and *Golf Style* magazines. The website includes a trip itinerary planner, interactive mapping and contests valued at more than \$12,000.

partnered tour operators as well as training for both reservation and travel agents are planned in Zurich, Vienna, Munich, Hamburg and Frankfurt, followed by Dublin, Glasgow, Manchester and London. As a wrap-up, the group will participate in the second annual Canada Day Celebrations in London's Trafalgar Square - along with an expected 30,000 consumers. Britons will be entertained with an array of Canadian tourism, entertainment and culinary icons.

Marketing Tip

What Captures the Attention of Radio Listeners?

Trying to get a radio station to pick up a story you are pitching is as difficult as them trying to capture the attention of listeners flipping through the dial. That's why radio stations want targeted, interesting and valuable content. [Follow these tips and guidelines](#) so that radio stations don't pass you up on the dial.

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