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MESSAGE FROM THE PRESIDENT AND CEO

Fall is upon us and the 2007 Ontario Tourism Marketing Summit is just around the corner. If you've not already done so, there's still time to [register](#). We're excited about the line-up of speakers who will help us explore the power of collaborating with partners to leverage our marketing efforts. There will be lots of new additions to the Summit to engage first-time and returning delegates alike.

We'll also be revealing new consumer segmentation research and OTMPC's future marketing plans. Here's your chance to get early information on partnership opportunities to help you with your planning.

I look forward to meeting many of you at this exciting event which is sure to inspire our efforts in the year ahead.

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

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What we're doing

Get involved

Development of a new Northern Strategy - Have your say!

As the development of the Northern Ontario Tourism Marketing Strategy (an initiative of the Strategic Tourism Development and Marketing Partnership for Northern Ontario) enters its final phase, a series of industry consultations are planned across northern Ontario for late October/early November 2007. We encourage you to attend consultations in your area. Visit www.connexion-north for the dates and locations.

What's been happening

OTMPC continues to forecast great Ontario travel ideas

A first-time partnership with Canwest 'forecasting' Ontario travel ideas to consumers has seen great results. With Ontario banner ads present in 6,000 daily Canwest 'Forecast 4 Me' consumer emails, OTMPC's summer contest recorded 5,800 entries as of July.

News features on Global News Hour including weekly highlights of upcoming festivals and events, two minute Ontario escapes highlighted on Global's morning news programs and a National Post editorial feature and one page advertising are a few of the campaign highlights.

In fact, OTMPC's summer partnership with Canwest was so successful in driving consumers to www.ontariotravel.net, that planning continues for fall and into early March.

Labour pays off at Arts, Beats and Eats

Ontario pumps up the volume

No one in Ontario's tourism industry needs convincing that "There's no place like this"; now Ontario consumers are (no pun intended) jumping on the bandwagon.

People are paying attention: Ad tracking undertaken in July for OTMPC's summer campaign indicates a high level of awareness. Results of an Ontario based web survey showed overall campaign awareness hitting 73 per cent with 92 per cent of respondents specifying they "feel good about Ontario" and 79 per cent revealing they subsequently have "more interest in travelling in Ontario."

OTMPC is determined to increase that interest even more: commencing in August, the fourth commercial featuring the R&B and pop stylings of Ontario singer Keisha Chanté began airing for four weeks. Stay tuned for more results.

It's karaoke time!



Towards the end of August, the 'No place like Ontario' road show began its 10-day, cross province tour offering locals and visitors a chance to share Ontario travel stories as well as an opportunity to exercise their vocal chords through a provincial karaoke competition with a chance to win one of three Ontario vacations. Media followed the road show crew and OTMPC scored some great coverage in an abundance of outlets including the *Ottawa Citizen*, CTV News, *Sudbury Star*,

Chum Radio, North Bay's CKAT Radio and the *Barrie Examiner*. Following each stop, official karaoke contest entries were uploaded to www.ontariotravel.net for on-line voting.

Creating on the ground buzz, these same contest entries have been included in a video sculpture at four key Ontario events in September: Canadian Championship Ploughing Match (Thunder Bay); Kingston Fall Fair; Forest Fall Fair; and the Niagara Grape and Wine Festival.

Go online and check it out. On-line voting closes October 15. Winners will be announced October 19.

Gum. Magazines. Sudoku. Now this definitely calls for a road trip.

If you're like most folk and had to pop into the corner store for a pint of milk recently, you've probably already seen another of OTMPC's promotional boosts. Having begun early August and continuing into March, Ontario travel messages are plastered in approximately 4,000 convenience stores across the province. It's hard to miss the floor decals, posters and 'shelf talkers' with bold colors and dynamic messages that all tie back to OTMPC's print campaign and website.



Ontario's U.S. marketing efforts has Americans racing to discover Ontario

In the U.S. for fall, a television promotion with NBC affiliate WDIV in Detroit includes promotional spots, celebrity endorsements and a "Race to Discover" Ontario contest. OTMPC's own travel page on www.clickondetroit.com has also been designed with the consumer in mind as has contest sponsorship on CBS radio as well as three live fall broadcasts.

Combined with on-line advertising on www.boston.com and via AOL Travel, OTMPC's also added an on-site promotional event as well as Condé Nast editorial for added impact.

Ontario has everything the LGBT market wants in a vacation

Ontario is running a promotion geared to the LGBT market. Since May and as part of an initiative targeting the Lesbian Gay Bisexual Transgendered (LGBT) market in New



A receptive crowd of 1.2 million people attended Pontiac Michigan's Arts, Beats & Eats Festival on Labour Day Weekend. OTMPC's Ontario Showcase, a 15,000 square foot medley of interactive booths was a great hit for the 28 partners present and representing Tourism Toronto, Northern Ontario, Stratford Tourism, Southwestern Ontario, Windsor Tourism, Oktoberfest, Ontario Parks, Niagara Falls Tourism, Kingston Tourism and VIA Rail. Canada Customs was also on hand to answer queries related to passport and border crossings; as was Meyer's, a partnered U.S. drugstore chain which provided on-site passport photos to consumers.

Ontario Travel Discoveries gets a facelift for the fall issue



The results of a recent Ontario Travel Discoveries reader survey indicated that readers hang on to the magazine for an average of eight months with almost 80 per cent of readers taking an Ontario trip as a result. The survey also indicated the desire of consumers to see a more contemporary look for the magazine. OTMPC

has delivered that look with a new cover, layouts and colours. The fall issue not only looks great, it also lays out fantastic travel profiles from the Royal Winter Fair to profiles on regional cuisine to Ganonogue cruising. The majority are distributed in the Globe and Mail and 11 additional Ontario papers, the balance of English and French language copies are being made available to subscribers and to consumers through Ontario Travel Information Centres and by calling 1-800 Ontario and via download at www.ontariotravel.net.

OTMPC partners for a menu of unique overseas promotions

During July and August and in partnership with the Canadian Tourism Commission (CTC) Korea, OTMPC spear-headed a coordinated consumer campaign that targeted family travellers in Seoul, Korea. Five hundred thousand branded place mats were distributed to a hungry audience via 53 TGIF restaurants.

With the spotlight on urban experiences and together with Air Transat and Air Canada, OTMPC is also flying tandem with Tourism Toronto in the United Kingdom. Having commenced early September and running mid-October, consumers across the pond will be tempted by a promotion which includes on-line, radio and contest giveaways as well as commuter train station billboards. An eight-page supplement in *Departures*, a magazine targeting American Express Platinum and Centurion Cardholders, is also a part of the menu.

Consumers prove they're more than game for a Great Ontario Outdoor Adventure

Since January, 676,000 visits to the [Great Ontario Outdoor](http://www.greatontariotravel.net)

York, Los Angeles, San Francisco, and Chicago, OTMPC has partnered with Tourism Toronto on on-line, out-of-home and magazine advertising. This promotion will run to the end of December.

If you build it, Americans will come

In partnership with Condé Nast and *Architectural Digest* magazine, a series of special lectures, tours and panel discussions with leading architects, experts and editors will take place in New York, Miami and Los Angeles in October and November. Cross promotion of these initiatives will be taking place in the pages of *Architectural Digest* and other Condé Nast publications as well as in each of three cities.

Commencing late September, eyes and ears will be centre stage as a radio and newspaper campaign targeting Detroit, Rochester and Buffalo focuses on Stratford's Fall Theatre packages. This effort will be seen through a joint venture with the Stratford Tourism Alliance.

How 'bout them fall leaves eh?



Fall drive touring routes, getaways, arts excursions, Ontario Parks experiences, and fall harvest events have become front and centre in the minds of listeners. For the first time and through September, OTMPC's Great Fall Drives is being promoted on southwestern Ontario's 740AM Sunday morning radio.

Also for the first time, an ad and postcard have been included in 1.9 million copies of CAA magazine.

Pressing forward in a concerted effort to extend reach, an additional 60,000 copies of the *Great Fall Drives* brochure have been printed; for a grand total of 260,000. Ontario subscribers of *Canadian Geographic*, *Good Times*, 55+ and *Canadian Biker* magazines now know what they have been missing. Consumers can continue to request the brochure at provincial and regional travel centres, from 1-800-ONTARIO and ontariotravel.net/greatdrives.

There's a distinct interest in Ontario Distinctive Getaways

In the four months since going live in early April, www.distinctivegetaways.ca has seen 114,000 visits, or an average of 738 per day; 200 more visits per day over the same time last year. Increased traffic to the website can only continue as OTMPC's partnered three-page presence this fall in *Food & Drink* magazine with wine and culinary partners Ottawa Tourism and the Wine Council of Ontario continues as toast of the town. To further build product awareness and developed in partnership with Ontario's Finest Inns and Spas as well as Ontario's Premier Spas, a Distinctive Getaways presence will also be part of the soothing balm of travel ideas available to consumers at the Toronto National Women's Show Ontario Spa Pavillion held in early November. Arranged via show organizer's and in advance of the show, the Spa Pavillion's promotional profile is valued at \$840,000 and includes radio, TV, online, an on-site Wellness Stage and promotion-oriented gift bags.

Ontario recreational motor-sports program gaining traction

OTMPC's new recreational motor-sports program brings together four key aspects of 'motorized tourism' under one umbrella. Snowmobile, all terrain vehicle, boating and motorcycle ideas and trip-planning tools are scheduled to be in market mid-September and just in time for the fall snowmobile show season.

In addition, this program which is planned to position Ontario as the foremost ticket to ride, will be marketed year-round.

The new micro-site, the primary call to action will promote motor-sports to an enthusiast audience in the domestic and near border U.S. market. Contact the Northern Office at 705-945-6578 for more information.

In the news

North American media relations team draws attention

Over the past few months, OTMPC's North American media relations team has continued to draw media attention to every part of the province for feature coverage of Ontario wine and culinary, architecture, theatre, culture, outdoors, history, urban experiences, festivals and events products for feature coverage.

TRAVEL & SPORT



(left: Capital Magazine)

[Adventure website](#) have been recorded with a total of 30,000 entries received for both the 2006 and 2007 Great Ontario Outdoor Adventure of a Lifetime contest; approximately 14,000 registrants having opted to receive regular emailed product updates.

The 2007 winner of the Great Ontario Outdoor Adventure Of a Lifetime Contest, Ms. Genevieve Ouimet of Ottawa with her family, recently claimed their prize: A lodge based trip, complete with regional cuisine of Northeast Ontario was served up by Temagami's Smoothwater Ec lodge and photojournalist adventurers Gary and Joanie McGuffin taught the Ouimets a few tricks of the trade with prize-winning camera equipment provided by Nikon Canada.

Ontario stays on the trail for increased North American travel trade opportunities

OTMPC's North American travel trade department continues to pursue the development of joint marketing agreements (JMAs) as well as the ever-present organization of sales agent training.

The road continues ahead with the organization of sponsorships for such events as Saguenay City's Bienvenue Quebec held mid-October, Kansas City's National Tour Association (NTA) conference held early November, Ottawa's Ontario Motorcoach Association (OMCA) conference held mid-November and Cancun, Mexico's United States Tour Operators Association (USTO) conference held early December.



Bringing it all back home, tour operator familiarization tours have put Toronto, Niagara Falls and Niagara-on-the-Lake

on the map for top agents from Libgo who were here in June. A recent [Gutsy Women Travel](#) familiarization tour has seen a new six-day tour program finalized for these same destinations.

European tour operators like what they see in Ontario

Europeans continue to be drawn to Ontario and with the aid of OTMPC's European Travel Trade area, tour operators are not only able to keep up with demand, but help create even more.

Joint Marketing Agreements have been signed with the U.K.'s Thomas Cook Signature and Canadian Sky as well as Germany's Meirers Weltreisen, DERTOUR, SK Touristik and Skytours. Twenty Irish agents were recently impressed by Ontario offerings as were agents present on two German familiarization tours, one of which included a visit by motorhome to Ontario's north, a mode of Ontario travel by which German consumers have increasingly shown interest.

Ontario's German promotions very 'clever'

Last year's German "Clever Women" CTC led partnership which featured Ontario as a top Canadian destination, involved extensive cross-promotions and media coverage. This year OTMPC's involvement continues with an insert of Ontario "Clever Women" travel packages included in four German women's magazines.

Recognizing the market potential and in partnership with Tourism Ottawa, a six-page Ontario feature will also be included in the Germany Gay Guide 2008. To round-off activities, OTMPC is also delighted Ontario will be the feature province for a non-traditional German market CTC partnership. The theme? Water!

Stay tuned for details.

Olé Olé - Spanish website launches

OTMPC continues to help Mexico warm to the cool charms of its northern neighbour with the recent launch of

Outlets have been extensive and include the *Toronto Sun*, *Calgary Herald*, *Kingston Whig Standard*, *Ottawa Citizen*, CBC/Radio Canada, CTV Canda AM, CFRB radio, Osprey Media, *Canadian Geographic*, *Philadelphia Inquirer*, *Capital Magazine* (Washington D.C.), *Hemispheres*, *Destinations*, *Arts & Leisure Syndicate*, the *New York Post* and *Diver's Magazine*.

In partnership with Hilton Toronto, Cree EcoLodge and the Northern Ontario Native Tourism Association (NONTA), the *Robb Report* visited Toronto, Moose Factory and Peawanuk.

First quarter European media results are in

With a PR value of \$3.2 million for Germany and \$1.7 million for France, OTMPC has strongly established a fun, easy, diverse and dynamic Ontario message in these markets for the balance of the fiscal year. To date, second quarter results for Germany are already well over \$7.7 million and for the U.K. past \$1.4 million.

Plans are already underway for 10 more German media familiarization tours representing a mix of individuals and groups. Here's just a sampling: A group of five journalists will soon experience Killarney, Sudbury and the Algonquin area; *Golf Journal* will feature Ontario golf courses such as Taboo, Angus Glen, Deerhurst Highlands and Osprey; Vox-TV will film Haliburton, Niagara and Toronto; *Outdoor Magazine* is to cover hiking and canoeing in Killarney and Algonquin Provincial Parks; and *Fur Sie*, a glossy women's magazine, will travel to the Grand River region to do a story on fly-fishing!



(Left: The Observer)

Ditto for the U.K.: *BBC History Magazine* will feature the Rideau Canal's new UNESCO heritage designation; the *Herald* will experience the Polar Bear Express and First Nations' tourism in Moosenee and Moose Factory; *Sunday Life* is to get the skinny with a Toronto and Niagara story; while the *Sunday Express*' travels to Toronto, Niagara and Algonquin and the *Telegraph*'s 5-day a

heritage cruise through eastern Ontario, are sure as well to be a compelling read.

OTMPC Asia Pacific media relations builds Ontario awareness

OTMPC's effort at solidifying awareness of Ontario as a travel destination is paying off. For the current fiscal year to date, media relations endeavours in the Asia Pacific market have resulted in PR coverage for the province valued at more than \$12.1 million.

Three Chinese and three Japanese media familiarization tours have already visited Ontario with two TV crews; one from China's Xian TV and the other, the Korean Broadcasting System.



OTMPC also partnered with CTC Australia to host the Australian Associated Press, the Sydney Herald and New Idea. In addition to Toronto and Niagara Falls, the group also sailed up the Rideau Canal on a houseboat and participated in a voyageur canoe paddle. (See image)

Mid-September saw another CTC partnership with a Japan Kanata media event held in Tokyo promoting Ontario's wine and culinary tourism

product.

a [Spanish language micro-site](#).

Courting most recently has involved the promotion of Christmas shopping mini-breaks with the launch in September of OTMPC's first ever Mexican consumer campaign. Running through to October, the partnership was created with Tourism Toronto, Air Canada and four Mexican tour operators and includes radio, newspaper, eight-page colour supplement and back-lit mall posters.

The recent and current training of 200 Mexican travel agents and the soon to be expected naming of an OTMPC in-market Mexican representative will help cement this budding relationship.

World Travel Fair OTMPC's oyster...

...and the 15,000 pieces of Ontario collateral material distributed a most desirable pearl to the more than 100,000 visitors who attended the World Travel Fair 2007 in Tokyo, Japan. Held mid-September and with an audience consisting of travel trade, media and consumers, Ontario's presence at this annual event was the result of a partnership with Tourism BC, Travel Alberta and Air Canada.

MC&IT program remains front and centre with meeting planners

Staying front and centre in the minds of meeting planners is a key goal of OTMPC's Meeting Convention & Incentive Travel department. A number of conferences have recently been attended including participation at the American Society of Association Executives (ASAE) & the Centre for Leadership's Springtime Expo in Washington mid-June which was attended by over 2,100 DC/Virginia area conference planners.

Further Ontario awareness was generated beneath the CTC's Canada banner and to over 5,500 industry executives and suppliers who attended the ASAE Annual Meeting held in Chicago mid-August.

OTMPC, Tourism Toronto, Ottawa Tourism and Team Windsor's sponsored presence at the Meeting Professionals International (MPI) World Education Congress held in Montreal at the end of July firmly established Ontario as a fun, easy, diverse and dynamic destination. In addition to Ontario signage displayed throughout the conference and which reinforced messaging, MPI's Cyber Café & Lounge, complete with Ontario screen saver images, video displays and custom lounge pillows with logo, set the vibe for over 3800 meeting professionals. No wonder there was a full house - a one page ad was featured in the May and July issues of MPI's The Meeting Professional and as part of the CTC's MPI National Program. The party continued as OTMPC support of the CTC's closing night reception was evidenced through Ontario video clips and a specialty drink.

Marketing Tip

Want to outshine the competition and increase your status with customers? Establish yourself as a "go-to" source for industry information. [Following these steps will get you started.](#)

Coming soon

OTMPC hits the road in Asia

OTMPC will once again be participating at Showcase Canada taking place in Seoul mid-October, followed by Kanata taking place in Tokyo, Nagoya and Osaka Japan. Both shows, coordinated by the Canadian Tourism Commission, present an opportunity to make contact with key tour operators, through a one-to-one meeting format.

Along with other Ontario Destination Marketing Organizations (DMOs), OTMPC will also be participating in the China International Trade Show (CITM) in Kunming, China early November. The four-day show, managed by the CTC, is comprised of trade, media and consumer components. Following the show, training sessions for the travel trade will take place in Shanghai and Beijing.

Congrats!

New OTMPC Director, Overseas Marketing

OTMPC is pleased to welcome Raymond Mathias to the position of Director, Overseas Marketing. Raymond brings significant international marketing skills and a very strong understanding of the industry to OTMPC having worked with The Walt Disney Company in Orlando, Visit Wales in New York, and VisitBritain in Toronto. In his most recent position with VisitBritain, Raymond delivered two years of record visitor growth from Canada to Britain. He holds experience in all facets of marketing including research, branding, advertising, customer relationship management (CRM), partner marketing, e-marketing, direct marketing, travel trade and media relations.

Singh named OTMPC Director, Partnerships

OTMPC is also pleased to announce the appointment of Narvin Singh as Director, Partnerships. Narvin has demonstrated strong leadership, program development and financial management skills in his previous positions as Manager, TEMP & IPPP programs; Manager, Strategic Partnerships-Destination; and most recently as Director, Overseas Marketing. Narvin has already fostered many partnerships with stakeholders whose strategic marketing efforts align with those of the OTMPC in both domestic and international markets.

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