

ONTARIO
Yours to discover



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Breaking news

Good Morning America broadcasts live inside Ontario's Snow Globe

Ontario's Snow Globe arrived in New York City this month amid much fanfare. The largest snow globe to visit New York City caught the attention of ABC's *Good Morning America* program. On December 18th weatherman Sam Champion broadcasted a live weather report from inside the globe. More than 7.6 million viewers tuned into the morning program -- for an estimated public relations value of \$6.9 million! Additional coverage of the globe also appeared in media outlets across New York State including New York Daily News online, WCBS-AM and WPIX-TV.

What we're doing

Ontario Snow Globe takes Manhattan

Ontario's Snow Globe set up shop in Bryant Park in a bid to bring an Ontario travel experience to New Yorkers' own backyard. From December 14th to the 18th and in conjunction with the Canadian Tourism Commission's (CTC) ['Canada at Bryant Park'](#) program,

MESSAGE FROM THE PRESIDENT AND CEO

OTMPC is headed for an evolution. We know we're competing in an increasingly cluttered and fiercely competitive marketing world. And we know that consumers today want personal and relevant information at their fingertips. So we're evolving our marketing activities to deliver results.

For 2008/09, we will continue to apply our efforts and resources in three areas:

- We will continue to promote every operator in every corner of the province through our brand campaign, which has generated increased visitor traffic to-date. (See "Ontario's brand campaign delivers heads in beds" story below.)
- We have done some exciting new research to develop targeted activities that zero in on Ontario's best prospect customers and to help evolve our partner programs. For 2008/09 our activities will be tailored directly to two target consumer segments in Ontario and the U.S. - families and upscale adventurers/high flyers.
- Finally, we will continue to support industry lead programs through the Tourism Event Marketing Partnership (TEMP) and Industry Partnership Proposal (IPPP) programs.

We need industry aligned with our efforts to cut through the clutter and maximize our reach. With year-round activities occurring, a wide range of partnership opportunities are available and at various price points to help extend our partners' marketing reach. I urge you to visit our partner website at www.tourismpartners.com to find out more about our plans and how you can get involved.

In addition, we are excited about the recent announcement from the Ontario government committing additional resources for domestic and international marketing. As a result of this commitment, we will investigate opportunities to extend our 'There's No Place Like This' campaign into the important U.S. market and increase our direct-to-consumer efforts in important international markets such as the UK, Germany and Mexico.

Coming your way in January is our annual partner satisfaction survey. Please take the time to fill it out and let us know how we're doing.

I look forward to working with all of you in the New Year as plans unfold. Happy Holidays!

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

What's been happening

Ontario's brand campaign delivers 'heads in beds'

Results are now in for Ontario's 'There's No Place Like This' brand campaign conducted over the summer of 2007. The multi-media campaign, complete with catchy tune and striking shots of people enjoying the moment, was so successful in creating pride of place among Ontarians that it increased visitor traffic within the province. According to advertising tracking studies conducted among Ontarians who recalled the advertising, twice as many overnight trips were generated from this year's campaign versus previous campaigns, with 200,000 overnight trips taken representing \$50 million in revenue. OTMPC will continue using the campaign material over the next couple of years in order to maintain the strong momentum started this summer and to keep spreading the word that there really is 'no place like this.'

Ontario continues to be top of mind for short getaways among its residents

Hot off the press! The latest brand tracking studies show that Ontario continues to be top of mind for its residents as a destination for short getaway vacations. When it comes to longer trips, however, Ontarians are looking outside of their borders as a result of stiff competition from friendly and unique Atlantic Canada and the rising loonie, which makes U.S. destinations more attractive.

Ontario also comes out on top (86%) when travellers are asked about their interest in specific destinations within the next year. Reasons for travelling include trips to visit friends or relatives, and trips to enjoy nature and the outdoors. Also on the radar are shopping and skiing trips, which have seen an increase as motivations. Looking ahead, some of the concerns that continue to present a challenge include cost and the price of gas. For more information, visit www.tourismpartners.com.

One million web visitors and counting...



OTMPC recently celebrated one million visitors to the Great Ontario Outdoor Adventure site, www.ontariotravel.net/outdoor, during the 10 month period between January and September 2007. This milestone was made possible by the strong team work of the interactive and partnership development staff at OTMPC supported by innovative marketing tactics funded

through the Strategic Tourism Development and Marketing Partnership for Northern Ontario.

New England area gets promotional boost

In partnership with Ottawa Tourism, OTMPC's fall promotion in the Boston and New England area provided the reliable shot-in-the-arm needed to keep the Ontario message alive in a key U.S. market. Four-page ads appeared in the Boston regional August and September issues of *Condé Nast Traveller*, *Gourmet* and *The New Yorker* magazines. The total circulation of these publications in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut was 439,071. For Boston alone, it was 160,000.

Further, a Sens versus Bruins NHL partnered promotional event held in Boston early November included Jumbotron messaging as well as distribution of branded toques, promotional material and an on-site Ottawa getaway. An on-line ad presence on AOL travel website and Boston.com rounded out activities.

Ontario spa pavillion pampers women at National Women's Show



OTMPC and 16 industry partners including Ontario's Finest Inns and Spas, and Ontario Premier Spas hosted Ontario's Distinctive Getaways Pavilion at the National Women's Show in Toronto this past November. Designed to promote Ontario getaways, an impressively-sized interactive spa

the OTMPC and other partners including Ottawa Tourism and Niagara Falls Tourism mounted 'Ontario Week' at Bryant Park. Activities included Ottawa ice sculpture demonstrations, Niagara ice wine tasting, chef demonstrations, featured musical guests and, of course, Ontario's two-storey-high Snow Globe.

Winter site goes live

With the first sign of winter already in evidence, OTMPC launched its dedicated winter micro site on December 1st. Carrying through with the Snow Globe theme, the site includes an interactive snow globe inviting consumers to "shake" and discover winter activities and packages. The site also includes ideas and experiences centred on four themes: family fun; outdoor adventure such as skiing, snowshoeing, dogsledding and snowmobiling; romantic retreats such as spas and resorts; and winter in the city such as restaurant and shopping.

Plus, consumers can register on ontariotravel.net/winter to enter the Winter Wonderland Getaway Contest, which blends the best of the great Ontario outdoors with a memorable eco-lodge experience. The prize is valued at approximately \$3,820 CAD with the contest closing February 14, 2008.

Ontario forecasting winter weather with CanWest

With a successful summer and fall partnership with CanWest media under its belt, OTMPC is continuing to forecast Ontario weather for almost 10,000 email subscribers this winter. Activities include 'Forecast 4 Me' TV in-news mentions and promotions, online presence on Canada.com, daily e-mails to subscribers, promotional contest spots, and weekly features highlighting upcoming festivals, events and destinations during Global News Hour. [To sign up for your personalized weather forecast, click here.](http://www.ontariotravel.net/winter)

Babe Winkelman is the hook for Ontario

As a recognized celebrity fishing pro in the United States for more than 20 years and with more than 900,000 weekly viewers making him the most watched angling show in the U.S., Babe Winkelman is the hook to lure anglers to Ontario. His 30-second

pavilion offered sample treatments and specific ideas for "great girl getaways" including the [Girlfriends Getaway Contest](#) running to mid-February. Fantastic profile of the booth was shared with Toronto firefighters during a City-TV's *Breakfast Television* segment the morning of the show's opening.

Greenbelt tool kit unveiled

An exciting new partnership with [Ontario's Greenbelt Foundation](#) has been developed to increase the profile of the Greenbelt as an area of environmental, agricultural and historical significance and with outstanding tourism potential. A newly developed tool kit for municipalities, tourism and sector associations located within the Greenbelt has been designed to assist with promoting Greenbelt tourism experiences. The kit includes background on the Greenbelt, sample press releases themed to product areas, creative sample ideas on how to promote products using the Greenbelt as a 'hook' and "Greenbelt Walks" trail maps and holders. [The tool kit is now on-line. Click here to see the available resources.](#)

Ontario rocks Quebec at Bienvenue Conference

OTMPC brought the entertainment for the final lunch of the four-day Saguenay City Bienvenue Quebec Conference held mid-October. In partnership with Mirvish Productions, a crowd of 400 guests boisterously received a preview performance of the Toronto North American premiere of "We Will Rock You" as performed by the production's lead singer, Yvan Pedneault.

U.S. travel agents share the spotlight

An exclusive marketplace and awards lunch feting 100 of the United State's top travel agents was held recently in New York City and in conjunction with the CTC. A dinner featuring Canadian cuisine and Ontario wines was subsequently held for 12 pre-selected agents with Elora-based culinary author and activist Anita Stewart as guest speaker.



Fall is convention time for North American travel trade

Since September, OTMPC North America Travel Trade has attended five conferences -- outcomes of which are geared to both groups as well as [free and independent travellers \(FIT\)](#). With operators and agents attending from across North America, a total of 182 pre-scheduled appointments provided OTMPC opportunity to promote the expansion of existing tours and to present ideas for the creation of new tours.

Feedback reflects a growing trend toward targeting "higher end" Boomers whose preference is small group travel with choice of "a la carte" touring options including wine/culinary, spa and theatre; a perfect match to OTMPC's identified consumer segment and a component of [Ontario's new market segmentation strategy](#).

Capital City hosts Ontario Motor Coach Association November 10-14



In partnership with the National Gallery of Canada, Kingston Tourism, Wineries of the Lake Erie North Shore, Conference Aid Tours and the Ontario Motor Coach Association (OMCA), a tour operator reception was hosted mid-November by the OTMPC at the National Gallery and to kick off the OMCA's five-day convention. This elegant evening provided Ontario partners with a great opportunity to

network with more than 140 guests from Ontario, Quebec and the U.S. and with the province's diversity proudly showcased through the more than 150 Ontario images that were projected during the event and via mega screen.

Ontario throws backstage party for meeting planners

Together with 20 Ontario partners, OTMPC hosted a reception during



Ontario promotional spots are currently airing in conjunction with his show and until the end of March. Babe is further preparing Ontario feature articles for his syndicated column, an Ontario presence appears on his website and he is also making Ontario-partnered trade show appearances.

Good things really do grow in Ontario

Working closely with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) this past year, OTMPC's Savour Ontario restaurant program now includes [a dining section on the Distinctive Getaways website](#) where consumers can search for restaurants dedicated to serving Ontario freshness. Forty-one restaurants (with a further 60 in development) are currently included for searching and are all part of OMAFRA's "Pick Ontario Freshness" campaign which continues to promote Ontario agriculture. Launched this past June, the latest "Good Things Grow in Ontario" campaign will be augmented with additional promotions being planned for 2008.

In the news

Ontario touts virtues of wine regions

The CTC partnered Kanata 2007 Ontario wine seminars and tastings conducted by noted wine critic David Lawrason was one of five recent Japanese media events reaching a total of 260 journalists. With a season that hosted 18 media across 12 publications and two television broadcasts including the 50-minute prime-time broadcast of the Korean Gold Maple family. OTMPC secured \$4 million in editorial coverage. Key experiences included the Rideau Heritage Route, wine areas of Ontario, Algonquin Park, and spa and wellness experiences.

FAMtastic Ontario experiences with "Wine and Water"

the Canadian Society of Association Executives (CSAE) national conference held mid-October. With a "We Will Rock You" theme, more than 90 VIP planners attended this high energy "backstage party." Complete with backstage passes, guests were treated to a live performance by Yvan Pednault and Talia Shlanger from Mirvish's Toronto production of "We Will Rock You." To further showcase Ontario's 'star' credentials, partners each wore t-shirts showcasing a band or musical artist with origins in Ontario.

Ontario promoted to Asian travel trade

The Ontario message was strongly delivered this fall to travel industry representatives in key Asian markets. At Showcase Canada, OTMPC Asia/Pacific travel trade held 22 business sessions with South Korean tour operators and conducted 52 meetings at Japan's Kanata trade show. They further connected with travel representatives at the China International Travel Mart (CITM) in Kunming, and trained agents and conducted business-to-business sessions in Shanghai and Beijing.

The team proudly showed off Ontario's fall foliage back home with three familiarization tours including a trek with Chinese operators to Algonquin Park, and an introduction to Ontario fall colours at Blue Mountain for operators from Japan.

Keeping Ontario top of mind for Europe/Mexico travel trade

OTMPC Europe/Mexico travel trade connected with key industry contacts at the most important events in the British, French and Mexican markets this fall: 2008 marketing projects were discussed and new marketing partners and ideas sourced at World Travel Mart in London; at Top Resa in Paris and Deauville, emphasis was placed on introduction of more Ontario travel experiences for individuals in key tour operator brochures; while in Mexico City at Conozca Canada, the team also connected with tour operators in addition to training agents.



Reporting on the Summit

2007 Summit delivers latest marketing trends

The upcoming leisure economy, the web generation and the rise of online communities are some of the trends impacting the tourism industry that were explored at the 2007 Ontario Tourism Marketing Summit held in Ottawa from October 3-4.

Prominent industry speakers on hand to share their best practice strategies included Rod Harris, President & CEO, Tourism British Columbia; Michele McKenzie, President & CEO, Canadian Tourism Commission; Dick Pound, chief power broker for the International Olympic Committee; Don Tapscott, author and authority on information technology; and Linda Nazareth, economist and author. [For additional 2007 Ontario Tourism Marketing Summit reporting, click here.](#)



Ontario's top tourism marketers receive awards

On the evening of October 4th, the 2007 Ontario Tourism Marketing Awards were handed out during a gala ceremony to 10 winners who were recognized by a panel of industry experts as the top tourism marketers in Ontario.

Congratulations to all of the winners for their outstanding contributions to promoting travel in Ontario. [For 2007 Ontario Tourism Marketing Award coverage, click here.](#)



And the Lifetime Achievement Award goes to...



Ontario hosted several European and Mexican media tours recently, including two partnered with CTC Germany and CTC Mexico. Entitled "Wine & Water," the tours gave media the opportunity to present a great taste of the Niagara wine region to their German audience with Mexican media learning how best to splurge and unwind Ontario-style in such places as St. Jacob's.

North America media feted at prestigious events

OTMPC's media relations team has been busy feting and touring some of North America's most prominent travel journalists at prestigious events: more than 70 New York City media including Condé Nast Traveler, Travel Weekly, Travel + Leisure, Destinations, and Saver were present at the annual Canadian Partners Media Luncheon at New York's Four Seasons Hotel in mid-September; more than 30 top San Francisco-based travel/lifestyle media attended the Ontario Wine Media Dinner held in San Francisco on November 1st which included special guests, Sherri Haig (Ontario Wine Council) and Los Angeles-based Chantal Ramsay, (Canadian Consulate General, Consul for Economic Affairs - Ontario).

Window competition puts spotlight on Toronto shopping

In early November, downtown Toronto retail windows were transformed with a little holiday magic. The OTMPC's Atrium-on-Bay OTIC location teamed up with a student of the Ted Rogers School of Retail Management at Ryerson University and Yonge Street retailers for a friendly competition. While OTMPC's window was not the winner, efforts helped to establish the area as a holiday shopping destination of choice.

Get involved

Get them while they're hot
OTMPC has lots of opportunities for partners to get

Donald Ziraldo, an active supporter and proponent of wine and culinary tourism development for the Province of Ontario, received the 2007 Lifetime Achievement award for his dedication and achievements in the tourism industry over the last two decades. [For more background on Donald Ziraldo's achievements, click here.](#)

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Coming soon

Is that a giant snow globe?!

Back by popular demand, OTMPC's winter campaign includes a Snow Globe tour through the province for the second year in a row. The two-storey-high one-of-a-kind conversation starter stops in Collingwood, Hamilton, Niagara Falls, Toronto, Sault Ste. Marie and Mississauga with a media relations strategy designed to maximize local coverage at each of the planned tour events. Partners include Algoma Central Railway, the Delta Chelsea Hotel Toronto, 1000 Islands Marketing Partnership, Days Inn Canada and Ottawa Tourism promoting winter product with all OTMPC-supported efforts driving consumers to www.ontariotravel.net/winter.

Calendar promotes the great outdoors

Arriving just in time for the holiday season, complimentary poly-bagged copies of the 2008 Great Ontario Outdoor Adventure Calendar will be included in the January/February issue of Canadian Geographic. Copies are also being distributed in-store at [Mountain Equipment Co-op](#) outlets in Toronto and Ottawa. After January 1st, complimentary French and English-language copies are available by calling 1-800-ONTARIO.

OTMPC introduces new annual magazine

OTMPC is introducing a new annual magazine to target Ontario's best prospect customers as identified by recent segmentation research. It will be aimed at family and upscale consumer segments in the domestic market and will link the brand campaign and the segment strategy to help focus consumer interest.

Its content will reflect the year-round appeal of Ontario and highlight the travel experiences/ideas of interest to the target segments. It will also drive them to the website, an important planning tool for both segments. Advertising will be limited to 16 full page ads only to ensure the magazine is content rich. Seasonal and smaller space ad opportunities will be migrated to a new online interactive and downloadable version. The

involved.

Magazine

Full page and on-line buying opportunities will be made available early January for our annual magazine.
Booking deadline: early February 2008
Materials deadline: Mid-February 2008

Ontariotravel.net

Serving as the main information portal for Ontario Tourism, OTMPC's consumer site receives 2.6 million user sessions annually. Opportunities include banner ads, paid placement, and basic and premium listings.
Booking deadline: Early February 2008
Materials deadline: February 2008

Micro sites

Banner ads as well as free package listings are available on OTMPC's fishing, hunting, recreational motorsport and outdoor micro sites.
Booking deadline: Early March
Materials deadline: Mid-March

For more information or to book space contact OTMPC's sales department at otmp.sales@ontario.ca or by calling 416-314-6314 or 1-888-365-4422.

Spread the word: Iconic Wasaga Beach remains open for business!

Plans are already underway to rebuild a popular section of the Wasaga Beach area after a recent November fire destroyed only a portion of the nostalgic beach-front area. The majority of buildings along Beach Drive remain untouched and popular attractions including bars, shops and restaurants were unaffected by the fire and remain fully operational for the 2008 tourist season. For example, Wasaga Beach's landmark Dardanella Nightclub continues its year-round operations.

Congrats!

Ontario Travel Information Centres (OTIC) welcome Partnership Coordinator

OTMPC is pleased to welcome Neil Beaudry to the position of OTIC Partnership Coordinator. Neil joins OTMPC from his position of Account Director at OTMPC agency-of-record Fuel

Ontario Travel Discoveries magazine is being discontinued in keeping with OTMPC's new segmentation strategy and the consumer trend towards using more online sources for travel research and planning.

CITAP Marketplace

In December, OTMPC will participate in the annual Canadian Inbound Tourism Association (CITAP) Asia Pacific Marketplace in Vancouver including coordinating functions that will provide Ontario suppliers with an opportunity to meet with over 50 Vancouver-based tour operator representatives.

Advertising where his knowledge of Ontario's tourism industry was honed. Neil's background in marketing and partnership development include stints with the Art Gallery of Ontario (Barnes Exhibit), Heritage Toronto, McMichael Canadian Art Collection and at the former Ministry of Citizenship, Culture and Recreation where he managed "That's The Ticket" -- a campaign designed to increase visitation to Ontario's cultural attractions. Neil's skills in the areas of communications, marketing and partnership development will be a key asset in the OTIC strategy development.

Web Designer joins OTMPC interactive team

OTMPC is pleased to announce the appointment of Amira Elhalabi as Web Designer. Amira studied fine art at the University of Western Ontario and has secured a creative graphics diploma along with several years of graphic design experience most recently as Creative Web Designer at Pi Media, St. Joseph Communications in Toronto. Amira will be supporting OTMPC's interactive team with emarketing and web design.

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