

ONTARIO
Yours to discover



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

MESSAGE FROM THE PRESIDENT AND CEO

At OTMPC, we're starting 2008 with a big bang! In December, we received exciting news about an additional investment from the Ontario government to expand our marketing efforts domestically and in key international markets. To keep Ontarians at home and lure American visitors back, we used the investment to launch phase two of the 'There's No Place Like This' campaign. We're also using the investment to promote Ontario's first UNESCO World Heritage site (the Rideau Heritage Route between Ottawa and Kingston) and conduct consumer campaigns in overseas markets. For more details, see stories below. Looking back at the past year, we made great strides in our marketing efforts.

- Motivated Ontarians to discover their province through the 'There's No Place Like This' campaign and helped generate almost twice as many overnight trips versus previous campaigns.
- Identified our best prospect customers and how we can reach them through ground-breaking segmentation research.
- Led the development of a five-year marketing strategy for Northern Ontario, through extensive consultation with industry and government.
- Generated more 'buzz' through innovative tactics such as the world's largest snow globe and the Ontario karaoke contest.
- Increased the number of consumers we touch with our message through increased web sessions and media coverage.

To get a read on what our partners think of our activities, we conducted the second annual satisfaction survey in January. What we heard is that satisfaction and awareness of our programs have improved and staff continue to be our best asset. The results will also help us identify areas to focus on including: communicating our mandate and demonstrating how we are delivering; building effective marketing partnerships; delivering innovative and creative marketing programs; and guiding partners to the most appropriate programs for your business.

Working with all of you, I look forward to building on our successes of the past year.

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

What we're doing

IN THIS ISSUE -- Volume 2/ Issue 2

- ❖ Get involved
- ❖ Coming soon
- ❖ Provincial announcement
- ❖ In the news
- ❖ President's message
- ❖ What we're doing
- ❖ What's been happening

Get involved

Show your commitment to the environment

A simple and symbolic way to contribute to a worldwide event that promotes energy conservation, Earth Hour is an initiative that delivers a powerful message -- everyone can make a difference in addressing climate change; it's as easy as flipping a switch. Join millions around the world on March 29 at 8 p. m., turn off your lights at home and see the world in a whole new light. For more information on Earth Hour, visit www.earthhour.org.

Mark your calendars for 2008 Summit

Planning is currently underway for the 2008 Ontario Tourism Summit to be held October 6th to 8th at the Metro Toronto Convention Centre in downtown Toronto. This year OTMPC is teaming up with the Tourism Industry Association of Ontario (TIAO) to develop a joint conference program focused on marketing and industry priorities. Watch for registration and program information coming soon.

Add your business listing to CanadasGreatOutdoors.com

Become an active partner in the 'Canada's Great Outdoors' program by adding your business listing to the program's website. In exchange for posting a badge on the home page of your website and linking to www.canadasgreatoutdoors.com, your listing will be

Up-and-coming Ontario vocalists bring new tune to 'There's No Place Like This' campaign

Alex Just in time for summer planning season, two new commercials were launched in March on major Ontario networks and specialty channels, providing a fresh reminder of the many tourism opportunities Ontario has to offer. The commercials feature up-and-coming Ontario vocalists - country singer Alex J. Robinson and Canadian Idol star Toya Alexis - who bring their unique sounds and styles to the 'There's No Place Like This' song.

Toya The multi-media campaign also includes radio and cinema ads, and a new splash page on www.ontariotravel.net that lets consumers view the television commercials, see the locations of the shots, download the song and also connect to great Ontario travel ideas.

'There's No Place Like This' songbird heads south to lure Americans back to Ontario

For Ontarians, recording artist Molly Johnson's vocal stylings set against iconic Ontario images were just the ticket to entice them to rediscover their province last year. In the last two months and with Molly's help, consumers south of the border in Detroit, Cleveland, Boston and New York City also received a hint of what Ontario has to offer.

A revamped version of the commercial featuring Molly aired on local network and specialty channels during such popular shows as the 2008 Super Bowl, which scored the highest audience in its history, the U.S. Primaries and the Oscars. Complementing the commercial were radio ads and 1.5 million copies of a 20-page newspaper insert that will be distributed in Boston and New York City on March 30th.

Overseas campaigns include charting of Ontario's UNESCO Heritage site

Designated as Ontario's first UNESCO World Heritage site, the Rideau Canal took centre stage in consumer and trade promotions in March aimed at overseas markets. Travellers from Germany, France, China, South Korea, Japan, the UK and the U.S. had a sampling of the rich history and cultural significance of the route through magazine ads, newspaper inserts and online promotions. The campaign was undertaken in partnership with the Rideau Heritage Route and Parks Canada.

dragon boat

Overseas ad

March also saw consumer campaigns executed in the UK, Germany, Mexico and South Korea in partnership with local tour operators, the CTC, Tourism Toronto and Ottawa Tourism. With the goal of raising awareness of Ontario as a spring and summer touring destination, the multi-media campaigns are spreading the Ontario message via ads in newspapers, magazines, radio, online and out-of-home vehicles such as transit.

Five-year tourism marketing strategy for Northern Ontario gets ready for implementation

Developed with sleeves rolled-up and in consultation with industry and government, a five-year northern Ontario tourism marketing strategy is now complete and awaiting implementation. Out of the blocks early was a consumer campaign in the Chicago market featuring celebrity outdoorsman Babe Winkelman. All tactics, including contests, TV and radio spots, email and the 'wrapping' and 'posting' of a number of Chicago Transit Authority's trains drive consumers to www.ontariotravel.net.

included in the online 'trip planner.'

The site was designed to provide one-stop shopping for American visitors looking to play in Ontario's great outdoors and was developed through the Strategic Tourism Development and Marketing Partnership for Northern Ontario. To participate, visit www.canadagreatoutdoors.com/addmylisting.

Register for interactive marketing workshops

To enhance your interactive marketing skills, register for one of two training programs offered in Northern Ontario through the Strategic Tourism Development and Marketing Partnership.

- Get hands-on training on website and viral marketing techniques until April in various northern locations. To register, visit www.tourismkeys.ca or call Partnership Coordinator Tracey Cooke at 705-945-6583 for more information.
- Learn how to use digital photography for traditional and online marketing through a series of one-day workshops held from April 14th to 24th. To register, visit www.thedigitaltourist.ca or call Partnership Coordinator Tracey Cooke at 705-945-6583 for more information.

Coming soon

Consumer website to unveil new look this spring

Come spring, the www.ontariotravel.net site will be sporting a whole new look. The launch will unveil a redesigned homepage and special sections directed at two of OTMPC's target consumer segments - families and upscale adventurers through the Distinctive Getaways program. Watch for the unveiling later this spring.

Thanks to a string of successful promotions over the last several years particularly with the 'There's No Place Like This' campaign, OTMPC has built significant consumer recognition with the www.ontariotravel.net web address. As a result, OTMPC will keep this address as its main site for the relaunched website and for all marketing materials going forward. An alternate address, ontario.travel, will be redirected to the main site.

canadagreatoutdoors.com. The strategy was developed in partnership with OTMPC, Industry Canada/FedNor and the Northern Ontario Heritage Fund Corporation through the Strategic Tourism Development and Marketing Partnership for Northern Ontario. More details on implementation plans to follow soon.

Interest in Go Ride Ontario increases

Go Ride

With engines fully revved, OTMPC's Go Ride Ontario program is seeing a constant increase in visitors to its www.gorideontario.com site; destination marketing organizations' partnererel links are also swelling with web traffic originating from the site. Partnership tactics executed from September to December

have generated by far the most interest in the snowmobile section.

To-date, the site has received more than 57,000 unique visitors with 30,000 having sneaked a peek within the last month. Mid-January saw motorcycling and boating tactics begin their own roll-out.

European travel trade brings them back

In more ways than one, Ontario remains a winner. OTMPC's won again with a recent announcement: an exceptionally well-known leisure travel convention -- the DERTOUR Academy -- will take place in Toronto later this year. Providing academic and experiential training for staff involved in the selling and promotion of German DERTOUR destinations, a total of 900 delegates (from a pool of 12,000 applicants) will participate including German trade media, airline representatives and suppliers. Toronto also welcomed the Academy in 1992 with a subsequent 33 per cent increase in German visitors to Canada the following year.

Various other European travel trade operators continue to be kept abreast of everything Ontario has on tap. Three hundred and fifty agents were trained in Germany and the UK with more than 200 additional agents registering for an online UK training program; five German product managers were hosted on a winter familiarization tour to Ottawa, the Algonquin area and Toronto; three joint marketing agreements (JMAS) were executed in both the UK and Germany, and a trade mission to Germany's ITB travel trade and consumer show was orchestrated in early March.

Asia Pacific travel trade keeps Ontario top-of-mind with operators and via celebrity travel

OTMPC's Asia Pacific travel trade team continues to hit the pavement. Sales calls and major partner meetings were held at the Canadian Inbound Tourism Association (Asia Pacific)'s annual general meeting in Vancouver and an Ontario client event attended by 34 Ontario stakeholders and 62 operators was organized. CTC Japan regional seminar sales training for more than 27 agents was conducted as were product presentations for more than 265 travel trade and 130 media at CTC Japan Christmas events held in the cities of Tokyo, Osaka and Nagoya.

Last but not least, a stakeholder spring mission to Japan, South Korea and China is currently in progress and will launch the 'Maple Generational Family Program' whereby a well-known celebrity family's Ontario travels are broadcast on South Korean and Chinese television.

Provincial announcement

Sorbara leads competitiveness study to boost Ontario tourism

According to the United Nations World Tourism Organization, the number of international travellers is expected to double to nearly 1.6 billion by 2020. With this in mind, Minister of Tourism Peter Fonseca recently named Greg Sorbara, MPP for Vaughan and former Minister of Finance, to look at all aspects of the Ontario tourism industry - from marketing practices and product development to workforce and infrastructure - in order to identify ways to increase Ontario's share of the multi-billion dollar global tourism market.

Working with tourism and business leaders, Sorbara will study: what Ontario's tourism industry does well and where there is room for improvement; identify Ontario's best prospects for growth and best practices around the globe; and develop an action plan, to be released in 2009, to ensure tourism continues to be a key contributor to Ontario's economic prosperity. To read the news release, click [here](#).

In the news

Snow Globe plays host to on-air personalities

YTV Snow Globe

Not only did OTMPC's touring snow globe remind Ontarians there's no place like home for winter fun, it also got the attention of local on-air personalities. Broadcasts from inside the globe featured popular kid show hosts Joyce (pictured here) from YTV's 'Kid Zone' and Paula and Andrew from Discovery Kids' new science show 'SciQ', as well as live weather reports from City-TV's Michael Kuss.

What's been happening

Well-mapped, Great Fall Drives shows results

For those with a hankering to get out and explore, [OTMPC's Great Fall Drives](#) continues its bid to increase the profile of Ontario's spectacular driving routes. Results for the 2007 program show an increase in [route views](#) to 96,123 -- up 34 per cent from 2006. Last year also saw an increase in [map views](#) from 31,254 to 37,128, as well as an 11 per cent click-through rate to partner websites. A strong 31 per cent open rate and 14 per cent click-through rate can be reported for the 194,000 campaign emails delivered to in-boxes.

Website downloads for the Great Fall Drives booklet reached 3,260 in 2007 with 6,355 guides having been distributed since this past August through call centre requests.

Distinctive Getaways contest wraps

The Distinctive Getaways 'Four Seasons of Indulgence Contest' has wrapped up its final stage having closed mid-February and with winners to be announced shortly. Last year's winner of the playful golf getaway which closed October 31, 2007 will tee off with three friends at Raven and Monterra Golf courses this spring!

The entire contest run received 30,542 entries with 58 per cent identified as new consumers -- of these new consumers, 69 percent (or 12,123 names) have been added to the Distinctive Getaways program database, having opted-in for future communication.

Peace of mind and Giant Outdoor Adventure a click away

Great Outdoors Banner

Creating lasting family memories or simply seeking an escape and renewed peace of mind is now easier for consumers with the January 31st refreshed [Great Ontario Outdoor Adventure website](#). With a Mountain Equipment Co-op 'Trip of the Week' among the site's new offerings, the partnership is further in evidence with a year-long roll-out of in-store signage and promotional placement in [Mountain Equipment Co-op's](#) Ottawa and Toronto retail locations. Conceived to generate awareness and increase web traffic, components include the 2008 Great Outdoor Adventure Calendar ([which is also available for order here](#) or by calling 1-800-ONTARIO) and staging for the recently unveiled '[Win Seven Days with the Giant!](#)' contest.

Launched early January in Thunder Bay, the latest 'Adventure of a Lifetime Contest' is an exciting effort positioning the City of Thunder Bay with Sleeping Giant Provincial Park.

Ontario Pavilion is centre stage

Adventure show opening

The Ontario Pavilion was site central for the opening of the [Toronto Outdoor Adventure Show](#) held the last weekend of February. Demonstrably the show's heart, the pavilion (created in partnership with OTMPC's Great Outdoor Adventure program and Ontario Parks) created a stir with attendees through live music, native drumming, dancing, organic cheese tasting and experiential seminars which included such diverse topics as digital photography and Algonquin Park wolf howls.

Amongst local coverage received are these samples from [Mississauga, Toronto](#) and [Sault Ste. Marie](#). At the end of its six-week Ontario tour, the snow globe generated editorial coverage valued at \$286,000 - a 15 per cent increase over last year - and reached more than six million people.

North American media relations delivers Ontario message

Washington times

If the medium is the message, OTMPC's North American media relations team continue to present Ontario with panache. April to mid-November public relations results total more than \$49 million with third quarter results earning coverage in such outlets as PBS Buffalo & Detroit, *Canoe and Kayak*, *Robb Report*, *En Route*, *Destinations*, *Fashion*, *Washington Post*, *Ottawa Sun*, *Toronto Star* and *Winnipeg Free Press*.

Working to further increase outcomes, stories were also pitched at recent Canadian media marketplaces held in Seattle and Denver and at the Travel Media Association of Canada's (TMAC) annual general meeting and media marketplace in Halifax mid-February.

European media deliver results

Nueva Spa - Europe media

To-date, 42 media outlets have been hosted from the UK, Germany, France and Mexico with such results as *Best Magazine*, *Elle*, the *Times* online, *Suddeutsche Zeitung*, *Sudwestpresse Ulm*, and not to be forgotten, *Swishy Magazine*. Generating more than \$31 million (year-to-date) in public relations value for Ontario, additional scheduled appointments were held with approximately 150 media in Germany.

The overseas media team also participated in

MC&IT connects the dots for meeting planners

Together with Ottawa Tourism, Niagara Falls Tourism and Tourism Toronto, OTMPC's sponsored Internet Café at the Professional Convention Management Association (PCMA) conference held mid-January in Seattle garnered tremendous exposure for Ontario as an extraordinary meeting destination with the more than 3500 meeting professionals in attendance.

Additional partner collaboration took place with Tourism Toronto and the Convention and Visitors Bureau of Windsor, Essex County and Pelee Island at the Meeting Professionals International (MPI) Professional Education Conference held in Houston early February and attended by more than 3400 delegates. Creative 'Get In Touch With Ontario' collaboration lent itself to 'connection spots' featuring four distinct martini bars/lounges serving up signature drinks from each destination with an opportunity for delegates to win one of four Ipod touch players.

North American travel trade team closes the sale

OTMPC's North American travel trade team continues to promote and facilitate market-ready products with tour operators, wholesalers, travel agents and auto clubs. In partnership with Collette Tours and Tourisme Quebec, 110 Ontario/Quebec tour bookings to-date are the result of 100,000 direct mail pieces delivered this past January to American Association of Retired Persons (AARP) members. In partnership with Ottawa Tourism, Tourism Toronto and Tourisme Quebec, four tour operator JMAs are being finalized which target two of OTMPC's recently identified U. S. consumer segments -- high flyers and silver streaks.

Fifty one-on-one tour operator meetings, in addition to an OTMPC lead market intelligence caucus session attended by 60 industry participants, were held early February at the American Bus Association Conference.

a special 15-minute Ontario feature on German travel shopping station [Sonnenklar TV](#), which has approximately 500,000 daily viewers. Prior to the January telecast which took place over five days, a total of twenty, 30-second Ontario trailers were broadcast, alerting viewers to the program -- with Ontario packages included in an Air Transat partnered email campaign distributed to 142,000 subscribers.

Ontario is toast of the town for Asia Pacific

dragon boat

Drinking up results, Asia Pacific media relations reports \$2.37 million in public relations value for the months of December, January and February as a result of mention in more than 24 publications, websites and television broadcasts.

Japan media Rideau route

Coinciding with the Niagara Ice Wine Festival, a webcast (produced in English, Chinese, Japanese and Korean) and ice wine tasting event were held in Beijing for 60 of China's top CEOs. To-date, coverage resulting from the webcast includes clips on China's CCTV Channel Four and Korea's Click Global television stations.

Sign up for our 
Email Newsletter

Privacy by  **SafeSubscribe**SM

Ontario Tourism Marketing Partnership Corporation | 900 Bay Street | 10th Floor, Hearst Block | Toronto | Ontario | M7A 2E1 | Canada