

ONTARIO
Yours to discover



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

MESSAGE FROM THE PRESIDENT AND CEO

This year, the Ontario brand has been making its mark and the 2008 'There's No Place Like This' campaign has trumpeted the best of the province broader than ever. For the first time, consumers in U.S. markets such as Boston and New York were exposed to the 'There's No Place Like This' campaign--and with promising results. Ad tracking results show the campaign achieved wide reach, increasing consumer interest in visiting Ontario and leaving consumers with favourable impressions of the province.

On the domestic front, the 'There's No Place Like This' campaign scored well with the addition of two new commercials and artists. Additional results show improvements in Ontario's brand profile including higher awareness of Ontario as a travel destination for shorter trips and improved perceptions of Ontario as a travel destination as compared to the last two years.

This spring, we celebrated another first. We launched new integrated marketing programs for two of the consumer segments identified in our research - families and upscale adventurers. From on-air promotions with YTV and WDIV encouraging families and kids to have fun in Ontario to inserts in the finest food and travel magazines showcasing distinctive getaways in Ontario, the multi-media campaigns are reaching out to our target segments north and south of the border. Read all about it in the 'What We're Doing' section below.

Planning is well underway for the 2008 Ontario Tourism

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Get involved

Register now for 2008 Ontario Tourism Summit

Registration is now open for the 2008 Summit. Building on last year's theme of partnership, OTMPC and the Tourism Industry Association of Ontario (TIAO) are joining forces to co-produce the 2008 Ontario Tourism Summit. This year's conference will be held from October 6-8, 2008 at the Metro Toronto Convention Centre.

This year's theme, 'Getting Ahead of the Competition,' will explore competitive strategies for the future health of the industry. Don't miss an outstanding line-up of industry and business experts including:

- Moses Znaimer, media innovator and voice for the Zoomer generation;
- Greg Sorbara, Chair, Tourism Competitiveness Study;

Summit taking place in Toronto in early October. We are very excited to be teaming up with the Tourism Industry Association of Ontario (TIAO) to bring you this year's event, 'Getting Ahead of the Competition.' The theme will help us explore and encourage dialogue on the important priorities facing the industry today. Registration is now open, so make sure you register for the industry event of the year. Find out more in the 'Get Involved' section.

In advance of the Summit, we will be sharing partnership opportunities for the following year so that you have more time to plan your involvement in our marketing programs. Our staff will once again be available at the Summit to discuss these opportunities with you in further detail.

As we head into summer, let's remember to spend some time exploring our own backyards. I can't wait to get out there and discover more of Ontario this summer... I hope you do the same!

**Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation**

Coming Soon

Nominations for the 2008 Annual Tourism Awards

Get ready to nominate your best tourism initiative for the 2008 Annual Tourism Awards. Why not toot your own horn and nominate your organization's best contribution to the industry. Nominations will open shortly on the Summit's official website www.ontariotourismsummit.com, which will go live the week of July 14th. Categories include:

Marketing Awards:

Best Advertising (Gold, Silver, Bronze)
Best Marketing Campaign under \$25,000
Best Marketing Partnership
Best Interactive Marketing
Best Printed Collateral Material

Journalism Awards:

Best Travel Journalism
Best Travel Photography

Industry Awards of Excellence:

Tourism Innovator of the Year
Business/Event of the Year
Volunteer of the Year
Employee Attraction & Retention

- Warren Jestin, Senior VP & Chief Economist, Bank of Nova Scotia;
- And a 'Titans of Tourism' panel of industry leaders, moderated by Deirdre McMurdy, business journalist and VP of the Public Policy Forum.

Workshop sessions will include e-marketing, PR tactics, brand management, sustainable tourism, tourism product development, and attracting and retaining employees. Book now to get the early-bird rate. To register, visit www.tourismpartners.com.

Submit your comments on Ontario's competitiveness

The Ministry of Tourism is now seeking input from the industry in order to create an action plan that will strengthen Ontario's position in the tourism sector. A discussion paper outlining some of the key issues of consideration was released during Tourism Week in early June. To learn more about the Ontario Tourism Competitiveness Study and to have your say, visit www.tourismstudy.ca. The deadline for submissions is September 30, 2008.

Partner with OTMPC on marketing programs

Take advantage of dozens of opportunities to enhance your marketing program by partnering with OTMPC. There is something for everyone. Current marketing opportunities include: the consumer website, family website, outdoor, fishing, hunting and recreational motor sports. To view

Sustainable Tourism

The nomination deadline is August 25th. Winners will be announced at the Awards Gala at the Summit on October 7, 2008 in Toronto. [Click here to register for the Summit or purchase gala tickets.](#)

What we're doing

There's no place like Ontario for families

As part of OTMPC's new segmentation strategy, an integrated campaign was launched in April highlighting Ontario as the place to be for a family-friendly vacation. Taking centre stage is a new [Family Fun](#) section of [ontariotravel.net](#), which features year-round travel opportunities. To support the site this summer, advertising in the June/July issues of *Today's Parent* and *Chatelaine* magazines, and on [TodaysParent.com](#), [Chatelaine.com](#), and [CanadianParents.com](#) served to drive families to the site for more information. A new partnership with YTV got the next generation excited about travelling in Ontario. Running from May to June, the partnership included live

Golf Cobble Creek Muskoka Bay
and Wooden Sticks

host mentions, a 'spokeskid' mascot, and an interactive online game and contest encouraging kids to learn more about things to see and do in Ontario.

To connect with families south of the border, promotional partnerships with television stations WDIV in Detroit and WEWS in Cleveland were conducted. In Detroit, WDIV ran a Junior Travel Ambassador contest encouraging kids to audition to be the next on-air travel ambassador for Ontario. The result was a combination of 13 promotional spots filmed on location at Ontario destinations hosted by the winning ambassador Chloe Kiple and on-air WDIV personality Jimmy Rhoades, as well as a campaign microsite and online advertising. In Cleveland, WEWS used well-known on-air celebrity Jim O'Brien to promote the province's family-friendly offerings. The partnership featured commercials, contest promotional spots, an Ontario microsite, online advertising, seven 3-minute vignettes as well as two half-hour primetime specials.

Upscale adventurers urged to discover more of Ontario

An integrated campaign aimed at the upscale adventurer and high flyer consumer segments is persuading culinary connoisseurs to eat, drink, and be merry in Ontario. The April

all marketing opportunities, click [sales calendar](#), or for more information contact the OTMPC Sales team at 1-888-365-4422 or by e-mail at otmp.sales@ontario.ca.

Don't forget that there are plenty of free opportunities to advertise your tourism business or event on [www.ontariotravel.net](#). If you are ready to kick your web presence up a notch, include a logo, an image, and a 150-word searchable description for a minimal annual charge. Visit the partner site at [www.tourismpartners.com](#). Simply register on the site and submit your free listing information, then click the Partnership Opportunities link to see all available opportunities.

Apply to be a volunteer on an OTMPC Committee

If you are interested in helping guide OTMPC's overall strategies and operations, then submit your resume for consideration to participate on one of OTMPC's committees. There are more than 100 industry members currently involved in supporting and guiding the work undertaken by OTMPC. For a list of board and committees, visit [www.tourismpartners.com](#). To submit your resume or for more information, contact Deeple Vyas at deeple.vyas@ontario.ca or by phone at 416-314-7327.

In the news

and June issues of *Food and Drink* magazine featured a five-page insert with partners, as well as a polybagged booklet with more than 50 great getaways. In partnership with the Canadian Tourism Commission (CTC), Toronto Tourism and Ottawa Tourism, an eight-page insert was placed in the May issues of *Food and Wine* and *Travel and Leisure* magazines. *Wine Spectator* magazine's readers were reached with an eight-page advertorial on the Niagara Region, which appeared in the March issue. This partnership with the Ontario Wine Council and participating wineries also features a ['Wine Touring in Ontario' microsite](#) which is live until September.

Golf Cobble Creek Muskoka Bay and Wooden Sticks

In partnership with the *Globe and Mail*, full and half-page print ads featured spa, outdoor, wine and culinary, theatre, heritage sites and golf themes. Online advertising on www.globeandmail.com drives traffic to www.ontariotravel.net/getaway and the [Ontario microsite](#). The microsite is live and houses print advertorial, select editorial articles and various content sections, as well as the People's Choice Photo Contest where contestants select their favourite of the top 20 professional photos submitted to OTMPC for a chance to win a digital camera package. This photo contest ran for six weeks ending June 30th. The second photo contest will

open the week of September 29th.

Enticing consumers to 'Live the high life' in Ontario

Upscale adventurers in Ontario and the U.S. are being invited to sample the high life in Ontario this summer. By registering on ontariotravel.net, consumers are entered in a contest for a chance to win a Distinctive Getaway for four. Valued at more than \$14,000, the prize package features luxury accommodations, fine dining, entertainment, golf, spa and theatre. Contest closes August 31, 2008. The ['Livin' the High Life'](#) contest will build OTMPC's online database of consumers for future e-marketing.

South Korean 'Maple Generation Family' tours Ontario

South Korea's popular 'Maple Generation Family' Program launched another season with a visit to Ontario and paparazzi in tow. The family visited Ontario in late April to film a tour of the province, which will be broadcast on the major South Korean TV station KBS.

dragon boat

While in Toronto the family also met Ontario Minister of Tourism Peter Fonseca at the Royal Ontario Museum for a brief presentation and photo session with local media. The event received coverage on the OMNI 2 program Arirang Korea and in the Toronto-based Korea Canada Central Daily newspaper.

Ontario's northern expeditions shine in Robb Report

Ontario's unique northern expeditions from Toronto to James Bay were the subject of a four-page article, North American Adventures: Bearing Witness, in the May issue of the Robb Report. The article highlighted the adventures to be had exploring Ontario's great outdoors,

Industry comes together to unite on plan to capture attention of motorcycle enthusiasts

On June 18th, OTMPC's Northern Office hosted 50 industry stakeholders in Parry Sound to get rolling on motorcycle touring as part of the Recreational Motorsports - [Go Ride Ontario Program](#). Representatives from the motorcycle touring sector and tourism industry from across the province discussed opportunities to tap into the emerging market of motorcycle touring. The full-day meeting identified significant opportunities and resulted in a commitment from DMOs, associations, industry suppliers and manufacturers to work cooperatively to capture the attention of riders from across North America and to ensure there is no place like Ontario to ride motorcycles!

The recreational motorsports program was developed with the assistance of Rainbow Country Travel Association through the Strategic Tourism Development and Marketing Partnership for Northern Ontario. For more information, please contact Claude Aumont at claudio.aumont@ontario.ca or 705-971-2432.

Festival season gets rolling in Ontario

With support from OTMPC's Tourism Event Marketing Partnership Program (TEMPP), festivals and events across the province celebrated another successful season this spring with more to come in the summer. The Art of Jazz festival and the second annual Luminato festival featured some of the best local and international artists, bringing the crowds along with them. Upcoming events like Toronto's Just for Laughs festival (July 24th to 27th), the Windsor International Film Festival (July 18th to 27th), the Shores of Erie International Wine Festival (September 4th to 7th) and the White Pine Cultural Festival (June 1st to August 31st) are sure to keep the province abuzz and draw locals and visitors alike. Visit www.ontariotravel.net for a full list of coming events.

What's been happening

Aboriginal culture and polar bear habitats while still enjoying hot showers and satellite television at lodges such as the Cree Ecolodge.

Northern ON float plane

Touted as the global luxury resource, the Robb Report has a guaranteed circulation of 120,000 per issue, garnering more than \$500,000 USD in PR value. Resulting from an Ontario-sponsored visit, the article is the first Canadian destination coverage in the Robb Report and an excellent example of OTMPC's work with partners to match media with stories.

Quick Facts:

As a result of familiarization tours, PR events and other media opportunities:

- Europe media relations achieved \$13.9 million in earned media coverage for the fourth quarter.
- Asia Pacific region achieved \$3.7 million in PR value in the fourth quarter in more than 24 publications, websites and TV broadcasts in Japan, China, South Korea and Australia.
- PBS aired a segment called 'TravelScope Ontario, Canada's Far North,' more than 1,059 times between March 26th, 2007 and April 6th, 2008.

Singing the Ontario song down south

Consumers south of the border in Detroit, Cleveland, Boston and New York City were exposed this February and March to Ontario's 'There's No Place Like This' campaign--and with promising results. Just released ad tracking results show that overall the campaign proved to have wide reach with a 49 per cent recall level in Detroit, 42 per cent in New York City, 40 per cent in Boston and 28 per cent in Cleveland. Almost one third of New Yorkers and Bostonians who recalled any advertising claimed that it made them more interested in visiting the province in future and left them with favourable impressions of the province. The integrated campaign included a television commercial airing during popular shows such as the 2008 Super Bowl, the U.S. Primaries and the Oscars, as well as radio ads and a 20-page newspaper insert.

In the U.S. near markets, overall tracking of brand awareness shows that Ontario has retained its profile as a possible destination for both short and extended trips. In addition, the results show consistent and significant improvements in near market travellers' perceptions of Ontario as a good place for experiencing arts and culture, and for meeting friendly people. In U.S. mid-markets, almost half of Boston and New York City residents expressed an interest in Ontario, suggesting more significant presence in these markets could help convert their interest to action.

2008 'There's No Place Like This' campaign scores well with Ontarians

Golf Cobble Creek Muskoka Bay and Wooden Sticks

On the domestic front, Ontario consumers were exposed in February and March to new commercials featuring Ontario vocalists Alex J. Robinson and Toya Alexis. And they liked what they saw. The latest ad tracking results show that the campaign scored well among Ontarians with an exceptionally high overall campaign recall of 86 per cent. The multi-media campaign also

Congrats!

OTMPC welcomes Glen Spriggs to Travel Centres

Glenn Spriggs joined OTMPC on May 22 as the Partnership Coordinator for the Ontario Travel Information Centres (OTICs). Glenn, the former Manager of Sales and Promotions at Resorts of Ontario, will focus on developing new partnerships for the OTICs.

Three new officers appointed to OTMPC Board

Anna Buchnea is the General Manager of Sales Development and Communications for Air Canada. Ms. Buchnea has worked for Air Canada since 1979. She has held several progressive positions in both the operational and commercial branches, including Manager, Leisure Sales - Asia before being appointed to her current position in 2005.

Brian Richardson is the Vice President, Brand Marketing and Communications of Fairmont Hotels & Resorts (formerly Canadian Pacific Hotels). Mr. Richardson has over 15 years of marketing experience in the travel and tourism sector, and has held successively senior marketing positions in a career spanning Air Canada, CN Hotels Inc., Canadian Pacific Hotels and Fairmont Hotels & Resorts.

Jack Robinson is the Chief Operating Officer (COO) for the CN Tower and Vice President, Canada Lands Company. Mr. Robinson joined the CN Tower in

included radio and cinema ads. A new splash page on www.ontariotravel.net was also launched in March 2008 and features photos and videos of each of the campaign artists from 2007 and 2008.

Sharing Ontario's pride at IGLTA

Recently, OTMPC teamed with partners to reinforce the message that Ontario is a welcoming and ideal

destination for lesbian, gay, bisexual and transgender (LGBT) travelers. OTMPC's travel trade and media relations attended the International Gay and Lesbian Travel Association (IGLTA) conference and media and trade marketplace in Las Vegas, Nevada. IGLTA is the

world's leading travel trade association committed to growing and enhancing its members' gay and lesbian tourism business through education, promotion and networking.

dragon boat

This 25th anniversary conference drew approximately 450 delegates allowing OTMPC to solicit key LGBT media and trade while also establishing and strengthening relationships with key LGBT editors, journalists and trade representatives. In addition, Ontario was co-host of the closing night gala reception in conjunction with Tourism Toronto, CTC, Ottawa Tourism and Niagara Falls Tourism. Next year's IGLTA conference will be held in Toronto.

German travel trade and media learn the art of cooking Ontario-style

To promote the launch of the inaugural Air Canada Frankfurt to Ottawa flight, OTMPC in partnership with Ottawa Tourism, Ottawa Airport Authority and Air Canada hosted a series of Ontario themed culinary events in April 2008.

Held in Munich, Zurich, Hamburg and Frankfurt, more than 100 tour operators, travel agents and media attended the events.

German culinary event

Chef Michael Blackie of the Brookstreet Hotel in Ottawa engaged the group in hands-on cooking demonstrations. Participants had an opportunity to become "sous-chefs" for the night under the watchful eye of Chef Blackie who also instructed them on Canadian cuisine and

1993 as Director of Sales and Catering, added Food and Beverage to his portfolio in 1996, and was appointed COO in 2004. Before joining the CN Tower, Jack held senior positions with Pepsi-Cola Canada, Famous Players Theatres (Paramount Pictures) and Lantic Sugar Company.

local food specialties found in Ontario.

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