

ONTARIO
Yours to discover



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

MESSAGE FROM THE PRESIDENT & CEO



The 2008 Ontario Tourism Summit is just around the corner. This year for the first time, we are partnering with the Tourism Industry Association of Ontario (TIAO) to bring you an exciting speaker program, which will help us explore competitive strategies for the future health of the tourism industry. You will not want to miss this opportunity to hear leaders

like Moses Znaimer, media innovator, Greg Sorbara, Chair, Ontario Tourism Competitiveness Study, and a panel of 'titans' of the industry discuss and debate how we can be more competitive.

The world of destination marketing is increasingly crowded and competitive. To compete to win, it is more important than ever to align our efforts to ensure that we stand out above the rest. As the premier tourism marketer, OTMPC is working on initiatives to help you leverage your partnership with us more effectively including:

- a new tool entitled 'A Brand Toolkit for the Tourism Industry,' which will show you how to align with our marketing efforts. The toolkit will be handed out at the Summit on October 8 during a workshop and will also be available after that through www.tourismpartners.com;
- advertising opportunities at various price points to suit your budget including new winter opportunities for the family segment (see details in the 'Get Involved' section); and
- a review of our partnership programs to streamline and improve industry access to partnership opportunities with OTMPC.

You can hear more about our programs and activities at the Summit, which kicks off on the evening of Monday, October 6 in

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In the news

Ontario featured in Bon Appétit magazine and Toronto Star

**Golf Cobble Creek
Muskoka Bay and Wooden
Sticks**

Ontario is at the head of the table as the featured destination in October's *Bon Appétit* magazine. The current issue features a Toronto couple's unique Ontario cottage country experience on Drag Lake in Haliburton. The article highlights Ontario wines, artisan cheeses, recipes, regional produce and a charming cottage

Toronto. Once again, we will host a Tourism Café on October 8 to share information with you and answer your questions. It is not too late to register. Visit www.ontariotourismsummit.com for more details.

Hope to see you there!

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

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country experience.

OTMPC first discussed the possibility of an Ontario story with the magazine's editor at Canada Media Marketplace in 2006. *Bon Appétit* has a circulation of almost 1.37 million and only 11 destinations worldwide are selected per year for this kind of feature profile.

The Toronto Star also included Ontario travel stories in almost every issue of its biweekly travel section (on Thursday & Saturday) beginning in May, featuring everything from Ontario's beaches to resorts, festivals and events. Over the summer, Ontario stories hit the airwaves on PBS, Global, CTV, NY1 TV, Radio Canada and TVA (Quebec).

Ontario makes its television debut in Mexican soap opera

Ontario made its television debut in the Mexican market this summer during the very popular Mexican soap opera, 'Storms Over Paradise.' As a result of a partnership with OTMPC, CTC and Tourism Toronto, a 21-person production crew visited Ontario back in April to film travel related segments in Toronto and Niagara Falls, which were incorporated into the storyline. The program, which airs in primetime and has an average viewership of 9.5 million, generated media attention before and after the show in at least 13 local print, TV and radio outlets including Milenio, Reforma and TV y Novelas.

Ontario's provincial parks in the media limelight in Germany and

Register for the 2008 Ontario Tourism Summit

Only a few days are left until the 2008 Ontario Tourism Summit. There is still time to register. Don't miss the welcome reception hosted by Tourism Toronto on Monday, October 6 at the Metro Toronto Convention Centre, where you will experience the tastes and sounds of Toronto's vibrant neighbourhoods. Continue for coffee, tea and decadent desserts in Horizons at the top of the CN Tower, Toronto's famous iconic landmark.

Learn practical skills and best practices through workshops on: Innovative e-marketing; Innovative Public Relations; Leveraging the Ontario Tourism Brand; Product Development; Sustainable Tourism; and Attracting and Retaining Employees. For more information and to register, visit the Ontario Tourism Summit website www.ontariotourismsummit.com.

What we're doing

OTMPC launches its presence in Mexico at major trade show

To demonstrate the importance of the Mexico and Latin American markets to Ontario, OTMPC recently introduced its new Mexico-based Ontario tourism representatives to the travel trade during a sponsored luncheon at the annual Conozca Canada trade show in Mexico City. Attended by regional Mexico and Latin American tour operators, incentive houses and media, the four-day trade show was held from September 8--12 and was organized by The Canadian Tourism Commission (CTC) to grow trade and tourism exchange between buyers and sellers from Canada, Mexico and Latin America.

The show offered OTMPC the opportunity to conduct one-on-one destination training for approximately 120 Mexican travel agents, as well as conduct meetings with Mexican tour operators to develop new business for Ontario. The trade show also dedicated one evening to the 2008 'Canada a Voces' Awards where the OTMPC-sponsored Mexican soap opera, 'Storm over Paradise,' won the best television category (see 'In the News' for more information.)

Hot dog! Ontario's sled dog industry is off and running

Golf Cobble Creek Muskoka Bay and Wooden Sticks

The Ontario sled dog sports community is off and running as the industry gathered on September 20 in North Bay in the heart of [Ontario's Near North](#)

U.K.

Ontario's Awenda and Algonquin Provincial Parks made the September cover story of Germany's leading adventure and travel magazine, *Abenteuer & Reisen*.

Golf Cobble Creek Muskoka Bay and Wooden Sticks

The 16-page feature article was a direct result of OTMPC's work with travel writer Frank Tophoven and reached 102,675 adventure and travel enthusiasts, generating a public relations value of \$1.08 million CDN.

Ontario's Georgian Bay and Killarney Provincial Park were featured in the travel section of the U.K.'s national weekly, *The Mail on Sunday*, on August 31. OTMPC organized a tour for travel writer Rory Maclean in June, which generated the article. *The Mail on Sunday* has a circulation of just over two million readers and resulted in a public relations value of \$1.05 million CDN.

Get involved

to connect the traditional recreational activity with its tourism potential. A significant

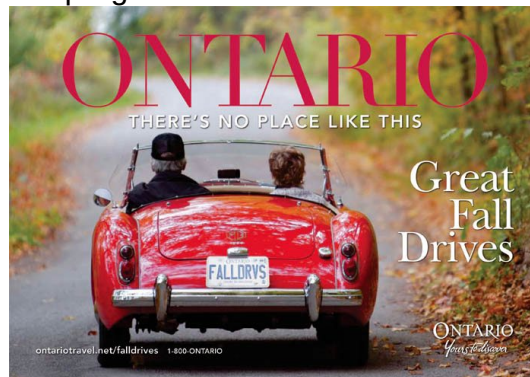
part of the sled dog industry attended the symposium and countless new leads for media partnerships were formed.

With a stacked panel complementing a presentation by Lance Mackey, champion of the Iditarod Sled Dog Race and the Yukon Quest Sled Dog Race, the annual symposium received tremendous media attention for the sport and the Near North Region. Ontario based operators, racers and events were profiled and will be promoted online in October 2008 as part of OTMPC's outdoor program. The annual symposium showcased local world-class sprint champions, as well as top sled dog touring operations from Ontario. The event clearly demonstrated that when it comes to going for a dog sled trip, there's no place like Ontario for a thrilling, mushing experience!

To find out more about outdoor winter getaways including dog sled packages within Ontario, visit www.ontariooutdoor.com. For more information on the OTMPC outdoor program, contact Steve Bruno, Strategic Partnership Coordinator at 519-622-6469 or by email at steve.bruno@ontario.ca.

Great Fall Drives are just a click away

As the summer leaves turn into fall colours, OTMPC's 2008 Great Fall Drives program returns with more great drives amid Ontario's spectacular fall colours. This year's program includes new interactive online route maps that profile 17 fall excursions around the province to connect consumers with information on provincial and national parks, scenic lookouts, and distinctive getaways in and around each route. To view, visit www.ontariotravel.net/falldrives.



To help consumers plan their fall getaway, a 32-page booklet was distributed to Ontario subscribers of *Canadian Biker*, 55+, *Canadian Geographic* magazine and the *Globe and Mail*. Consumers can also receive a free copy of the booklet at provincial and regional travel information centres, by calling 1-800-ONTARIO and through www.ontariotravel.net.

What's been Happening

Register your business on ontariotravel.net

Register your business or event listing for free on OTMPC's consumer website www.ontariotravel.net and reach more than three million consumers annually. For a minimal yearly rate, you can include your logo, an image and a 150-word searchable description. For these and other 2009/10 OTMPC marketing opportunities, visit the partner website at www.tourismpartners.com.

Current marketing opportunities targeting the family segment include: banner ads, packages, family online calendar and e-newsletter on the winter family website. For more information, call OTMPC sales at 1-888-365-4422 or email otmp.sales@ontario.ca.

Have your say at Competitiveness Study consultations

The Ontario Tourism Competitiveness Study has recently added two consultations to the fall schedule in northern Ontario: Thunder Bay on October 22; and North Bay on October 27. The consultations are part of the Ontario Tourism Competitiveness Study, which is looking at ways to increase Ontario's share of the multi-billion dollar global tourism market. Discussions will be led by the Chair of the Study, MPP Greg Sorbara. The consultations will feed into an action plan set to be released in early 2009. To learn how to make a presentation at a consultation, [click here](#).

OTMPC shares Rideau Heritage Route experience with international tour operators

To help international tour operators create new Ontario packages for their clients, OTMPC shared the ultimate Rideau Heritage Route experience with a group of Japanese tour operators this summer.

Golf Cobble Creek Muskoka Bay and Wooden Sticks

From June 5-10, the group, including key planning staff from Tokyo, Nagoya, Osaka, Vancouver and Toronto, learned firsthand about the many outdoor and cultural experiences available for Japanese visitors to Ontario's Rideau Heritage Route and beyond. The tour included a canoe excursion on the Rideau

Canal, Canada's newest UNESCO World Heritage Site, and a walking tour of Parliament Hill in Ottawa to watch the changing of the guard and view the Victorian gothic architecture. The tour continued on with a native Aboriginal dancing experience on Turtle Island followed by a drive through Merrickville and a stop at Kingston's historic Fort Henry.

Ontario makes travel planning easier with new LGBT online guide

Ontario is being marketed online to lesbian, gay, bisexual and transgender (LGBT) travellers thanks to a new partnership that was forged between OTMPC, Conxity, Tourism Toronto, Ottawa Tourism and the Niagara region this past summer. The partnership launched a new online travel guide to provide a source of travel information for LGBT travellers in Ontario with the internationally recognised tour operator, Conxity.com. For more information on the LGBT market, contact Sandra Rice, Trade Consultant for North America at 519-873-4487 or by email at sandra.rice@ontario.ca.

Japanese travellers encouraged to 'Feel Canada'

To motivate Japanese consumer interest in Ontario as a holiday destination, OTMPC partnered with the CTC, Alberta and B.C. this summer on the 2008 'Feel Canada' campaign. The consumer campaign included newspaper advertorials in top Japan dailies including *Asahi*, *Yomiuri* and *Mainichi Shimbun*. With approximately 30 two-page spreads on Ontario, Alberta and B.C., the ads were in market at the beginning of June with a total circulation of 24.2 million readers. The web and e-marketing campaign elements generated 90,000 impressions per week and approximately 47,000 page views, as of July 3. The CTC e-newsletter went out to 52,000 database subscribers and linked to the Ontario campaign page at www.ontariotravel.jp. The advertorials, web and e-marketing campaign directed Japanese consumers to book travel with leading Japanese tour company, H.I.S. Experience Japan.

Participate in new 'Travel Centre Domination' program

Are you looking to take advantage of the newest promotion opportunity to grow your business with the Ontario Travel Information Centres? OTMPC's new 'Travel Centre Domination Program' offers the perfect setting for you to exclusively dominate a centre for a period of one week and/or a long weekend.

There is no place like the Ontario Travel Information Centres to provide a unique opportunity to reach your consumer face-to-face. OTMPC's 18 locations attract 1.2 million visitors a year, with the busiest travel centre averaging 2,981 visitors per week. Each of the centres caters to a diversified consumer and opens the opportunity for you to reach them with your message. For more information and to request an application form, contact Suzanne Rubinstein, Director, Travel Information Centres at 416-325-6656 or by email at suzanne.rubinstein@ontario.ca.

Check out OTMPC's new online marketing directory

Want to keep current on OTMPC's marketing activities? Check out the new [online directory](#) listing OTMPC's 2008/09 marketing programs targeted at the domestic, U.S., and overseas markets. This handy resource allows industry partners to view images, content and commercials from the brand, Distinctive Getaways and Family Fun segments, Quebec and outdoor campaigns. The directory also

Coming soon

OTMPC's head office is moving

OTMPC is relocating its head office to the Toronto Life Square building across from the Toronto Eaton Centre on October 14. Attracting the highest foot traffic in the city, the Yonge and Dundas intersection is quickly becoming the city's media hub. OTMPC will have access to the location's existing technology and infrastructure including 20,000 square feet of outdoor signage and 30 strategically placed interior video and projection screens along with traditional advertising displays. The new building houses a state-of-the-art meeting facility.

Update your records with our new mailing address:

**10 Dundas Street East, Suite 900
Toronto, ON M7A 2A1**

Please note that telephone and fax numbers, and email addresses will remain the same.

identifies when and where each program is in market. To view, visit www.tourismpartners.com and click on '2008/09 Marketing Campaigns' at the top left hand corner of the 'Partnership highlights' menu.

OTMPC's Board visits Thunder Bay

Golf Cobble Creek
Muskoka Bay and Wooden Sticks

OTMPC's Board of Directors recently participated in an authentic voyageur experience in Thunder Bay.

Back to front: Michel Gauthier, Anna Buchnea, Mike Ruby (acting Chair of overseas committee), Bill Duron, Sergio Buonocore (Fort William), Peter Boyle (Fort William), Brian Richardson, and Bud Dickson.

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