

ONTARIO
Yours to discover



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

Message from the President & CEO

As we close another year, I'd like to reflect on some major successes we achieved in the last few months that will serve us well in the coming months and years.

In October, we held a successful Ontario Tourism Summit in partnership with the Tourism Industry Association of Ontario (TIAO) for the first time. The 2008 Summit garnered the highest attendance since its inception. More than 580 delegates joined us in Toronto for two days of learning and networking. Plans for next year's conference in Windsor from September 29 to October 1, 2009 are already underway. We hope you will consider attending what has become the premier business conference for the Ontario tourism industry.

We knew our 'There's No Place Like This' campaign was a winner and now we have proof. In early November, we were honoured to receive recognition from the tourism industry for our multi-media campaign. At the National Awards for Tourism Excellence hosted by the Tourism Industry Association of Canada (TIAC), our campaign won the 2008 Marketing Campaign of the Year award. We will continue to build on this successful campaign in the years ahead.

In late November, we hosted 700 German travel agents at the 2008 DERTOUR Travel Academy, an annual event that brings agents to a destination for training and education. It is the most recognized and reputable leisure travel convention in the world and it has a history of increasing visitors to the host destination. We look forward to growing the German market over the next few years as a result of this first-hand exposure to our products



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Breaking news

Ontario's 'There's No Place Like This' promotion wins 'Marketing Campaign of the Year'

With its catchy tune and striking shots of people enjoying a moment of high delight, the 'There's No Place Like This' campaign has been capturing the hearts and interest of Ontarians since it was launched in March 2007. Recently, the campaign also caught the attention of the National Awards for Tourism Excellence where it won 'Marketing Campaign of the Year.' The awards gala was hosted by the Tourism Industry Association of Canada (TIAC) in Gatineau, Quebec on November 4, 2008. The multi-media campaign was honoured for its success in reigniting Ontarians' pride and increasing visitor traffic within the province. In summer 2007, the campaign generated 248,000 trips representing \$50

and experiences.

We welcome your feedback on how we're doing. Don't forget to fill out our annual satisfaction survey coming your way in January 2009.

Happy holidays everyone.



Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

What we're doing

Ontario welcomes DERTOUR Travel Academy

Ontario rolled out the red carpet for the [2008 DERTOUR Reiseakademie](#) (Travel Academy) opening ceremony at the Ontario Science Centre on November 27. DERTOUR is the most recognized and reputable leisure travel convention in the world and brought a select group of 700 German travel agents to Ontario for training and destination education.



Established in 1974, the Travel Academy combines familiarization trips and interactive workshops for German and Austrian travel agents and suppliers. This year's participants were divided into two groups and follow the same week-long program from November 27-December 3 and December 4--10. The program included daily sightseeing excursions to experience Toronto, the Niagara Region, and Ontario's historical Saint-Marie Among the Hurons. Eight German travel trade journalists also

million in revenue.

To read the news release and for more coverage, [click here](#).

Rideau Canal ranks high with National Geographic Society

The National Geographic Society recently announced the Rideau Canal world heritage site as second best on its 2008 'Places Rated' Destination Stewardship survey.

More than 100 historic places around the world were evaluated on their environmental and ecological quality; social and cultural integrity; condition of historic buildings and archaeological sites; aesthetic appeal; quality of tourism management; and outlook for the future.

The annual survey is available in the November/December 2008 issue of *National Geographic Traveler* magazine. For more information, visit National Geographic [online](#).

In the news

Culinary expert can't get enough of Ontario's flavour

Dave Eckert of the PBS series, *Culinary Travels with Dave Eckert*, returned to Toronto in early November to shoot another Ontario episode of his educational culinary travel show on PBS.

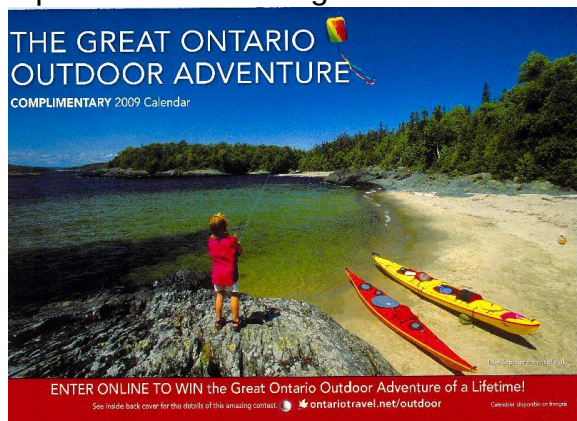
This time his story is about Ontario's regional cuisine and culinary tourism. The episode is scheduled to air in the U.S. in Spring 2009 across 44 states on more than 250 stations. For more information on *Culinary Travels with Dave Eckert*,

joined the travel academy to generate media publicity for Ontario back home.

OTMPC extended pre and post academy familiarization tours to 264 travel agents to explore Ontario's outdoor experiences, First Nations/Aboriginal, and provincial parks that rank high with German tourists. To showcase Ontario's beauty, culture and attractions, the groups experienced the Rideau Heritage Route, Ottawa, Kingston, Blue Mountain, Muskoka, Algonquin Park, Haliburton, the Kawarthas, and St. Jacobs.

2009 Outdoor Adventure Calendar hits newsstands

It's back and it's better than ever. With a vibrant mix of action and landscape images by award winning Ontario-based photographers, the 2009 Great Ontario Outdoor Adventure calendar provides just the right motivation for consumers to experience Ontario's great outdoors. Inspirational artwork by the



Group of Seven, dozens of outdoor event listings and details on the Great Ontario Adventure of a Lifetime [contest](#) make this calendar a welcome addition to anyone's wall. The calendar will be distributed in the January/February edition of *Canadian Geographic*

magazine to 100,000 subscribers in Ontario. A French calendar will be distributed to 30,000 subscribers of Quebec magazine *Geo Plein Air* with their January/February edition. The calendar can also be picked-up at various Mountain Equipment Co-op stores throughout Ontario beginning in January.

The calendar is promoted through Ontario Parks, Mountain Equipment Co-op, Canadian Geographic, Nikon, and is supported by the Strategic Tourism Development and Marketing Partnership for Northern Ontario, which is jointly funded by Industry Canada/FedNor, the Northern Ontario Heritage Fund Corporation and OTMPC with administrative support provided by Ontario's Near North.

Angling campaign hooks up in Minneapolis

Following last year's successful Chicago angling campaign, the 2009 Gofish program will focus on increasing awareness of Ontario as an overnight destination among consumers in Minneapolis, Minnesota. Consumer segment research conducted

visit the show's website by clicking [here](#).

Fort Henry's newest attraction gets frighteningly good coverage



OTMPC's North America media relations team helped elevate and brand Fort Henry's first ever Fort Fright attraction with provincial and national media coverage in its inaugural year.

The PR efforts stimulated media interest in Fort Henry's newest attraction resulting in coverage in the *Toronto Star*, *Toronto Sun*, *Ottawa Citizen*, Canada News Wire and television segments on Canada AM, CTV Ottawa, A Channel Ottawa, and Global TV Toronto. Estimates to-date show the value of this coverage to be over \$650,000. The coverage helped increase consumer awareness of the Fort's newest attraction. More than 19,500 visitors attended between October 6 and November 15.

Pat Macdonald, General Manager of the St. Lawrence Parks Commission, said "It is this proactive approach and partnership in stimulating tourism in shoulder

last year identified Minneapolis as the target market to support the northern marketing strategy. To maintain the province's share of angling tourism, targeted television, radio, out-of-home, and website advertising will drive consumers to angling packages on www.gofishinontario.com.

The television campaign launches in early December with inspiring visuals and experiences to reach avid anglers and will run for approximately 13 weeks. Babe Winkelman will also return as Ontario's celebrity spokesperson in the U.S. angling market. Beginning in January, large full-colour graphics promoting Ontario tourism will be visible on two commuter trains as they travel throughout the city. This tactic will coincide with 'Discover Ontario' month on WCCO radio, the preferred station of anglers and outdoor recreational enthusiasts from the U.S. upper midwest.

What's been happening?

Ontario tourism steals the show at Bienvenue Québec

Ontario tourism was highly visible at the province of Quebec's travel industry event, Bienvenue Québec, on October 30. Sixty Ontario partners attended the annual conference to promote their



products and destinations with tour operators. An OTMPC and Tourism Toronto sponsored lunch showcased Ontario. The program featured entertainment based on the hit television show, 'So you think you can dance,' and showed the

crowd of tour organizers that Ontario is a great place for their clients to have fun.

New York travel agencies get the royal treatment

New York City was the scene for two events on October 15-16 with OTMPC promoting Ontario tourism to key tour operators and travel agencies.

Ontario hosted an information session in New York City on October 15 for upscale travel agencies to learn about current trends and share information on their clients' expectations when they choose a vacation destination. The 41-74 Club of NYC, an organization of professional women in travel, was the venue for the following session with six partners (Tourism Toronto, Ottawa

seasons that will help us continue to build profile to attract additional visitors to Eastern Ontario."

Mexico's *Travel + Leisure* magazine covers Ontario



More than 80,000 readers in Mexico saw Ontario's travel experiences featured prominently in the cover story in the September 2008 issue of Mexico's *Travel + Leisure* magazine. The print piece generated more than \$1.25 million in PR value for Ontario and originated when *Travel + Leisure* photographer Roberto Gutiérrez Durán and celebrity Mexican Chef Monica Patino participated in an OTMPC and Canadian Tourism Commission sponsored tour of Niagara-on-the-Lake and Toronto from July 24-28.

Tourism, Niagara Falls Tourism, Wine Country Cooking School, Niagara's Finest Inns, and the Stratford Festival). Yvonne Nichie of the Canadian Tourism Commission said, "We have received many positive phone calls from attendees that appreciated the Ontario partner support. We definitely made an impact!" The event provided access to a very influential group of travel organizers, and resulted in an Ontario tour planned for 21 upscale travel agents in December 2008.

'Perfect Family' and 'Rose Wedding' promotions connect with Chinese consumers

In an effort to boost visitor arrivals from China, OTMPC participated in two recent partner promotions. A partnership with CTC China's 'Perfect Family' campaign and the 'Rose Wedding' promotion with CTC China, Ottawa Tourism and Tourism Toronto connected with families and young couples in China.

On November 3, Shanghai Media TV ran a broadcast featuring a visit by 13 couples who experienced Ontario as a romantic wedding and honeymoon destination in Niagara Falls, Toronto and Ottawa. The promotion was supported online with Sohu.com, one of China's top Internet portals, with a four-week site to promote Ontario as a romance destination. Travel packages and a contest were promoted on the site and resulted in 200,000 visits and a PR value of \$1.2 million.

The 'Perfect Family' campaign used celebrity endorsement to generate interest in Ontario travel through the Internet. The campaign included a blog by World Ice Skating Champions Shen Xue and Zhao Hong Bo showcasing their Ontario travel experiences. The blog received 62,297 visits and was voted the most popular travel blog on news.sohu.com. Activities included consumer surveys, partnerships with leading lifestyle magazines and online portals. The results of the campaign show a PR value of \$2 million.

Family and upscale campaigns reach their audience

Launched in April 2008, Ontario's family and upscale adventurer programs have delivered positive results over the past quarter with a concentrated effort to increase their audience reach.

Ontario families have been surfing the family website (www.ontariotravel.net/family), which received almost 1.85 million total page views between April 21 and October 31. A mass email promoting the 'Your Family Could Light Up The Falls' contest was also well received, resulting in almost 5,000 entries and more than 2,600 new registrations to www.ontariotravel.net.

Coming soon

Tourism Study Update

The Ontario Tourism Competitiveness Study wrapped up its final consultation session in North Bay on October 27. A final report is expected to be released in early 2009. It will provide recommendations to further the long-term growth and competitiveness of Ontario tourism.

The report will encompass what was heard at 13 consultation sessions from across the province, submissions received from tourism stakeholders, and the results of 14 independent research projects commissioned for the study.

Tell us what you think - 2009 OTMPC satisfaction survey coming in January

Help us improve our marketing and partnership programs by providing your feedback through our annual satisfaction survey. The survey is an opportunity for all partners to provide feedback about their involvement in OTMPC activities and to make suggestions for future improvements. Instructions and a link to the online survey will be distributed to all partners by email during the week of January 5th. We look forward to hearing from you.

Ontario's upscale adventurers were also busy picking up their copy of the 2008 Distinctive Getaways brochure. Interest in the brochure continued this past fall with total distribution reaching 8,078 copies, well above the 6,355 copies distributed last year. Telephone and online requests for the brochure also increased 27 per cent over last year. In September, a Great Fall Drives email generated its highest two-day traffic, driving 7,606 visits to www.ontariotravel.net/falldrives.

News from the Summit

Ontario Tourism Summit has its biggest year



The fourth annual Ontario Tourism Summit had its biggest year yet. More than 580 delegates from destination marketing organizations, attractions, accommodations, tourism organizations and associations across Ontario descended on the Metro Toronto Convention Centre on October 6-8.

This year's theme, 'Getting Ahead of the Competition,' addressed competitive strategies for the future health of the industry, and included a series of panel sessions, workshops, presentations and networking opportunities. Keynote speakers covered all aspects of the political, economic, media, and industry spectrum including Greg Sorbara, Chair, Ontario Tourism Competitiveness Study; Warren Jestin, Chief Economist, Scotiabank; Moses Znaimer, media innovator and voice of the Zoomer generation; and Cody Plott, President & COO, Pebble Beach Company.

The 2008 Summit was co-hosted by OTMPC and TIAO. For more information on the Summit, [click here](#).

Thank you to our 2008 Summit sponsors!

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Get involved

Get your copy of Ontario's brand toolkit

Ontario's brand toolkit for tourism partners was met with strong interest at the 2008 Ontario Tourism Summit. The toolkit was developed to enable Ontario's operators to align their marketing communications with OTMPC's efforts through a consistent look that will present a unified brand to consumers.

[Download](#) your copy of the brand toolkit and align with the Ontario brand.

Apply for a Celebrate Ontario grant

This year's Celebrate Ontario funding is available to both new and existing festivals and events to improve their products and experiences they offer, and bring in new and repeat visitors to Ontario. For more information or to apply for a Celebrate Ontario 2009 grant, visit the Ministry of Tourism's website, at www.tourism.gov.on.ca. The application deadline is January 16, 2009.

Mark your calendar for 2009 Ontario Tourism Summit

OTMPC and TIAO have announced the dates for the 2009 Ontario Tourism Summit. The conference will be held from September 29 to October 1 at the Caesars Windsor convention centre, a state-of-the-art 100,000 square foot convention centre located in downtown Windsor.



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Ontario's top tourism marketers honoured

The 2008 Ontario Tourism Marketing Award winners were announced at a gala awards dinner on October 7 at the Metro Toronto Convention Centre. The evening recognized innovation and excellence in Ontario's tourism industry with marketing and journalism awards handed out to Ontario's top tourism leaders.

Congratulations to all of the winners for their outstanding contributions to promoting Ontario tourism. For more information on this year's winners, [click here](#).

Tourism ambassador Walter Oster receives Lifetime Achievement Award



The Honourable Monique Smith, Minister of Tourism, was on hand at the 2008 Ontario Tourism Marketing Awards gala ceremony to present Walter Oster with the Lifetime Achievement in Tourism Award for his contributions to the Ontario tourism industry over 30 years.

Mr. Oster is President and owner of Pier 4 Storehouse Restaurant, Chair and CEO of the Canadian National Sportsmen's Shows, and has been Chair of the Metro Toronto Convention Centre since 1998.

To learn more about Walter Oster and the Lifetime Achievement in Tourism Award, [click here](#).

To learn more about next year's Summit, read the [news release](#).

Sign-up to receive the Water Cooler in French

The OTMPC e-newsletter is now available in French for members of the Ontario tourism industry. The Water Cooler was first produced in French for Fall 2008 (Volume 2, Issue 4), and is available on the French tourism partners website under the Industry Resources section.

If you would like to receive the Water Cooler in French, please send an email to cooler@ontario.ca.

Congrats!

Jim Grayston receives tourism award



Jim Grayston, Partnership Coordinator with OTMPC's Northern Office, has received the Outstanding Person in Tourism Award from the North Western Ontario Tourism Association for 2008. The award is given in recognition and appreciation of many years of hard work and dedication to Ontario's tourism industry.

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