

ONTARIO
Yours to discover



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

MESSAGE FROM THE PRESIDENT AND CEO

While the challenging economic climate and declining consumer confidence are no doubt having an immediate impact on travel, our research is showing that Ontario pleasure travellers are still interested in travelling in the province (82%) over the next 12 months rather than forego travel entirely. With that in mind, we plan to redouble our efforts in 2009 to keep Ontarians, our biggest market, travelling in the province, as well as leverage international events scheduled for 2010 such as the Winter Olympics and the G8 Summit to attract overseas travellers.

To lure more visitors to the North, we launched a new northern portal northernontario.travel and a multi-media campaign in Chicago in January. These are just two of the activities we are undertaking from the new marketing strategy for Northern Ontario in partnership with Industry Canada/FedNor and Northern Ontario Heritage Fund Corporation (NOHFC), as well as northern tourism industry partners. Our hope is the portal will become the gateway for consumers who want to plan and buy a travel experience in Ontario, Canada's Great Outdoors. See full story below.

The latest medium to come alive with Ontario visuals is the Ottawa Macdonald-Cartier International Airport. In anticipation of the Vancouver 2010 Olympic and Paralympic Winter Games, we teamed up with the Canadian Tourism Commission (CTC) and its partners to put our best face forward to international travellers. The walls and walkways in the international arrivals area are now transformed with colourful images of Ontario travel experiences. Read all about the 'Welcome to Canada' initiative below.

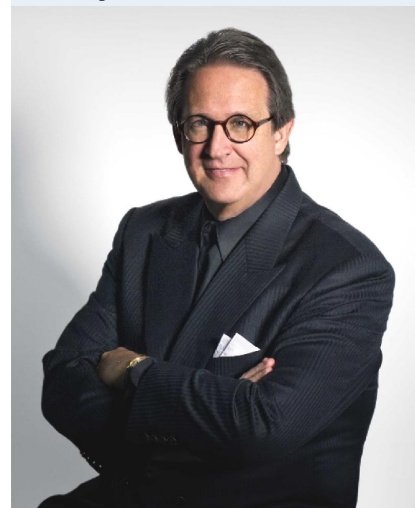
I am pleased to report that over the last three years results from our annual satisfaction survey have shown a steady increase.

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Get involved

Mark your calendars!



The 5th annual Ontario Tourism Summit takes place September 29 to October 1, 2009 at [Caesars Windsor](http://CaesarsWindsor). An exciting line-up of speakers is being planned, including keynote speaker Peter Yesawich, CEO of Ypartnership, who will discuss the latest trends impacting the industry. Ypartnership is a leading marketing, advertising and public relations agency serving travel, leisure and lifestyle clients including Walt Disney World, Bahamas Tourism and Fairmont

We asked you in January for the third consecutive year to tell us how we're doing. You told us that overall satisfaction with OTMPC continues to rise and staff continue to be our greatest asset. The results were also helpful in guiding us to set priorities for the coming year, as well as focus on some areas for improvement. Particularly, we will focus on strengthening our relationship with partners to make more effective use of our collective resources and responding to market conditions. Thank you to those who filled out the survey.

On a final note, I want to acknowledge that OTMPC reaches a milestone on April 1, 2009 - 10 years of working with partners to promote Ontario to the world. We look forward to working with our Ministry colleagues to map out what the future will look like for us and our industry partners, as we evolve our activities and strategies in the coming year. As always, we welcome your ideas and feedback.



Robin Garrett

President and CEO

Ontario Tourism Marketing Partnership Corporation

P.S. Don't forget to keep tabs on our marketing activities and to tell all your friends to sign up for our *Water Cooler* newsletter at tourismpartners.com.

What we're doing

Ontario family segment gears up for summer



THERE'S NO PLACE LIKE THIS

Let the kids run wild this summer in a landscape for outdoor adventure. There are some of the most affordable ways to treat your entire family to fun in Ontario.

Stay overnight at a family resort or bed and breakfast along the red trails. With dozens of waterways to explore from your boat, water or on the shore. So explore the great Ontario outdoors together. What better way to do this than?

If you need ideas, package information or want to see what's happening, see our online Family Fun Calendar.



Find Fun Family Packages online
ontariotravel.net/fam/youdoor
1-800-ONTARIO

ONTARIO
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OTMPC's marketing activities focused, on encouraging families to have fun this summer in Ontario, start in May. A range of activities across a variety of media are planned including a double-page spread in *Today's Parent* and *Chatelaine*, search

Hotels & Resorts. Watch for registration information in future issues of the *Water Cooler* and posted online at tourismpartners.com.

Get your free web listings and participate in OTMPC marketing programs

Register your business or event listing for free on OTMPC's consumer website 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.

Don't miss your chance to sign up for marketing opportunities that are currently available at a range of buy-in levels including: the main [consumer website](http://ontariotravel.net) (paid placement and search banner ads); [family segment website](http://ontariotravel.net) (banner ads, packages, family online calendar); and banner ads on the [Great Ontario Outdoor Adventure](http://ontariotravel.net), [recreational motorsports](http://ontariotravel.net), [fishing](http://ontariotravel.net), and [hunting](http://ontariotravel.net) micro sites.

For more information about these marketing opportunities, call OTMPC Partnership Development and Sales at 1-888-365-4422 or email otmp.sales@ontario.ca.

Celebrate Tourism Week at an Ontario Travel Information Centre near you

Tourism Week (June 1 to 7, 2009) presents a great opportunity for you to showcase your tourism products to visitors and join in the celebrations occurring in your community. The Ontario travel

engine marketing, online advertising, and email deployments. A partnership with Canwest Global features live remotes in various locations across Ontario over an eight-week period with community reporter Susan Hay. The partnership also includes advertising and editorial in the *National Post* and an online presence on Canada.com.



The province's Fun Pass, featuring coupons to Ontario provincial attractions, will once again be distributed through Ontario schools to kids aged four to 14. Additionally, OTMPC will be working with Resorts of Ontario to offer family oriented resort getaways as prizing in conjunction with seasonal contests on the family section of ontariotravel.net.

Quebec campaign encourages families to visit Ontario this summer

In May and June, well-known Quebec personality Chantal Fontaine hosts a series of on-location Ontario vignettes on Radio Canada TV, intended to give family vacation ideas to encourage Francophone families in Montreal to visit Ontario. Ontario is also targeting English Montrealers in May and June through the continuation of a series of full-page ads in the *Montreal Gazette* complemented by radio executions on key Montreal stations. This represents year two of a campaign that in year one resonated with Quebecers. Since an OTMPC campaign presence was established in 2005 -- results in this market have improved each year. Ontario's efforts in 2008 were successful in generating 43,000 incremental trips to Ontario and \$6.5 million in Quebec visitor spending.

Travel centres generate additional tourism spending say survey results

Ontario's travel information centres serve as a vital in-market resource for travellers and generate significant tourism spending, according to a consumer survey conducted in 2008. Results show that \$74 million in additional tourism spending was generated solely as a result of stops at the centres during the survey's five-month window (May 20 to October 31, 2008). Of that amount, \$67.2 million was spent by visitors already engaged in enjoying an Ontario vacation, with \$6.8 million generated by visitors not on vacation at the time they came to the travel centre. The results also indicate the centres significantly extend the length of visitor stay -- or the equivalent of \$7 million in spending. In addition, 61% of visitors to travel centres expect to finalize their travel plans in-market with the aid of Ontario's travel information centres.

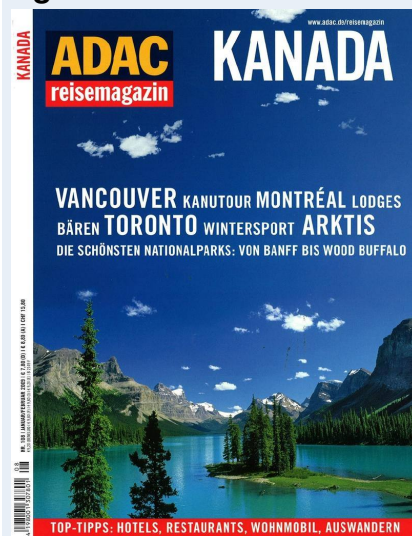
Product testing tour conducted for 'Women in Travel'

information centres will be hosting open houses throughout the week. For more information on how you can get involved, contact a [travel centre](#) near you.

In the news

A sample of media stories as a result of OTMPC efforts

The French River gets a German high five!



OTMPC's long-standing relationship with German travel writer, Ole Helmausen, continues to reap media dividends. Since September 2003, when his tour to the French River first took place, Mr. Helmausen's articles have appeared in five publications. The most recent is *ADAC Motorwelt*, which is published by Europe's largest automobile club, the Allgemeiner Deutscher Automobile Club with more than 15 million members. A second article, featuring Toronto, also appears as a result of a familiarization tour taken in December 2007. The total PR value for both pieces totals more than \$1.4 million (CDN).

Ontario's floral colours profiled in Japanese magazine

program



OTMPC worked with 20 industry partners and the CTC to co-ordinate a successful four-day product testing tour for nine New York City travel agents at the end of February. The trip showcased Toronto and the Niagara Region for the Women in Travel program.

Feedback from participants included:

"It is difficult to believe an area 45 minutes away from New York has such incredible cuisine, complex wines, impeccably restored Victorian towns, pristine orchards, stately homes along a breathtaking river view. Truly a must see," said Yvonne Insussarry, Leisure Director, Altour International.

Partnership with Horizon & Co. showcases Ontario in a different light

OTMPC is working with [Horizon & Co.](#), a leading Canadian specialty tour operator, to develop and promote specialized Ontario product experiences. These experiences target United States (U.S.) travel agency networks such as Virtuoso, which has over 300 agencies in 22 countries. Their itineraries include product experiences such as wine and culinary in the Niagara Region, art and architecture in Toronto, and golf in the Georgian Bay area.

"We are very excited to be working with OTMPC....the combination of easy access, compelling destinations, phenomenal food, rich experiences and top notch accommodation (not to mention exceptional value) means that we can go to markets like the Virtuoso community confident in the knowledge that we can meet the expectation of their travellers," said Norman Howe, Owner & Creative Director, Horizon & Co.

Ontario plays tour guide to IGLTA conference delegates

OTMPC is supporting Tourism Toronto, as host of the 26th [International Gay and Lesbian Travel Association \(IGLTA\)](#) from May 7 to 10, 2009. More than 400 delegates are expected to attend the conference hosted in Toronto. OTMPC will be coordinating pre and post familiarization tours with industry partners to the Toronto/Niagara and Kingston/Ottawa areas. At last year's conference in Las Vegas, OTMPC used the opportunity to meet with media and trade representatives to strengthen relationships and encourage attendance at the 2009



A nine-page story appeared in the March 2009 issue of the Japanese floral art magazine, [Hanajikan](#) -- a direct result of OTMPC's host visit in May 2008. Feature destinations profiled include the historic Rideau Heritage Route, Kingston and the Ottawa area during the Ottawa Tulip Festival's spectacular display of colour. Aimed at the female reader, *Hanajikan* has a monthly circulation of 66,708. The PR value of the nine-page piece is \$514,284.

Coastal Living.com and CNN.com know Ontario's hot

CNN.com /travel

COASTAL
LIVING



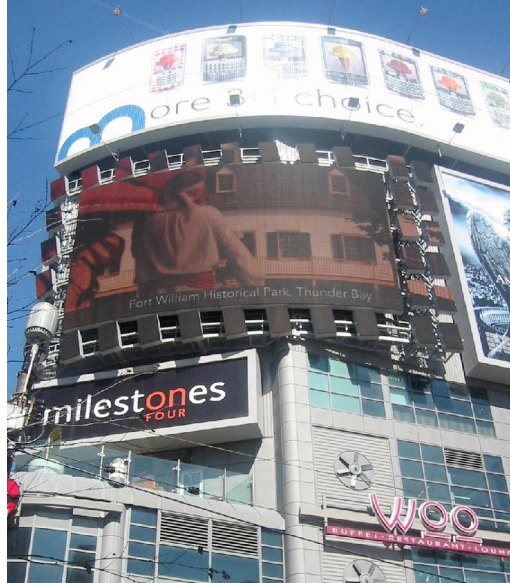
Through OTMPC's media relations program, a February 2008 visit to Thunder Bay by *Coastal Living* travel editor, Larry Blieberg, resulted in a feature in the magazine's February 2009 online issue. Entitled

conference.

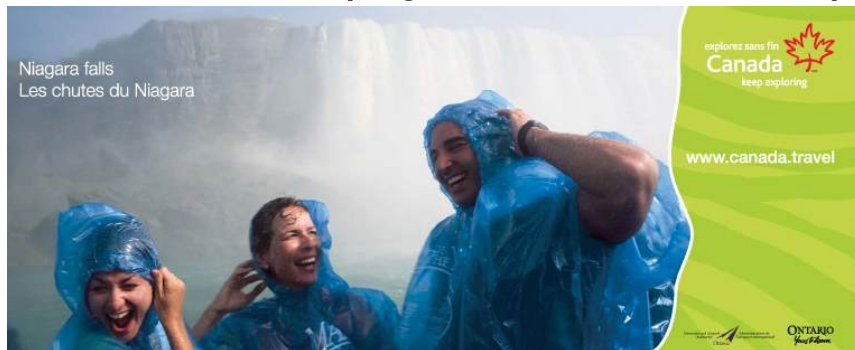
Tourism and cultural agencies hit the big screen

The province's 13 tourism and cultural agencies, together with Ontario Parks, joined OTMPC for an interactive cross promotion, in advance of the summer season. A 24-page interactive brochure was created and placed in the agency section of ontariotravel.net with links connecting consumers directly to agency and Ontario Parks' websites.

A 60-second video was produced and aired on video screens both outside and inside the Toronto Life building, which overlooks Toronto's high traffic Dundas Square in the downtown core, throughout the month of March.



'Welcome to Canada' program transforms Ottawa airport



Launched mid-March, a unique venture provides visitors to the international arrivals area of the Ottawa Macdonald-Cartier International Airport with a sneak peak at some great Canadian travel experiences. The Ontario government, through the OTMPC, is participating in the CTC-led [Welcome to Canada](#) initiative -- the first of several planned transformations of Canadian ports of entry that will promote Canada's beautiful geography, vivid culture and dynamic people leading up to the 2010 Olympic and Paralympic Winter Games. Striking visual images show travellers just how extraordinary Ontario's travel experiences can be.

What's been happening

[Canada's Hot Spot](#), the visit also played out in the magazine's [Shore Trips](#) section. Recognizing a good thing, the same story appeared under the headline [A Sauna Sojourn in Canada](#) on CNN.com's March 12, 2009 travel homepage. CoastalLiving.com has approximately 100,000 unique users, and CNN.com has 27 million users. Coverage in both outlets is a direct outcome of OTMPC's earlier pitch at the CTC organized, [Canada Media Marketplace](#).

Congrats!

OTMPC welcomes new board member, James Marchbank

The OTMPC and its Board of Directors welcomes James Marchbank, as its newest member. Prior to his current position as CEO at Science North, James served as the facility's Director of Administration and Development. He has been involved with many committees in a variety of capacities, including member of the Organizing Committee for the 2008 World Congress of Science Centres and President of the Canadian Association of Science Centres. Currently, James serves as member and Chair of the Board of Directors of the Sudbury Airport Community Development Corporation, Board member of Music and Film in Motion, and Board member of the Sudbury Food Bank.

OTMPC thanks out-going board member, Paul Dinner

A sincere thank-you to Paul Dinner, who served as a member of the OTMPC's Board of Directors, Chair of the Board's Finance and Audit Committee, and as member of the

'There's No Place Like This' for winter fun

OTMPC's 'There's No Place Like This' campaign continues to establish itself in the hearts and minds of consumers. To get people excited about winter, a number of marketing tactics were engaged including a 60 second television ad featuring Alex J. Robinson and a winter retail brochure that drove consumers to the web for winter themed packages. To encourage March Break travel, the closing frame of the TV ad was amended to include the words 'Discover March Break ideas at ontariotravel.net' and ran for the two weeks leading up to the March Break period.

New strategy released to lure visitors to Northern Ontario

The new five-year tourism marketing strategy for northern Ontario was released this past January to much fanfare in Thunder Bay. To bring the strategy to life, the provincial and federal governments are investing [\\$2.3 million for first year priority projects](#). The strategy was developed in partnership with Industry Canada/FedNor and the Ministry of Northern Development and Mines (MNDM) through the Northern Ontario Heritage Fund Corporation, and in consultation with more than 500 Northern Ontario tourism industry members. For a copy, visit connexion-north.ca.

One of the strategy's first tactics is the launch of a portal, northernontario.travel, showcasing Northern Ontario's tourism offerings. A collective resource, the portal makes it easy for travellers to plan and purchase their Northern Ontario experience. The portal will feature campaigns targeting key U.S. and domestic markets. It will also be promoted at the Toronto and Ottawa Sportsmen Shows and will be included in a retail program with Vaughn area [Bass Pro Shops](#) and in the development of a marketing program with The Beer Store's [CHILL magazine](#).



'Canada's Great Outdoors' launches at All Canada Show



Ontario's ['Canada's Great Outdoors'](#) campaign was unveiled at this year's All Canada Show in Chicago in early January. The launch included a private Ontario operators' reception hosted by

Executive Committee since February 2002. While serving on OTMPC's Board, Paul worked as Director, Business Development, Real Estate and Hospitality Markets with Royal Bank of Canada. His community involvement has also included service with the Canadian Cancer Society.

OTMPC welcomes Julie Dionne

Julie Dionne recently joined OTMPC as North America Marketing Coordinator. Julie's most recent post was with Quebec City Tourism, where she worked on the development, execution and evaluation of campaigns in Quebec, English Canada and the U.S. She was also involved with Quebec's successful 400th anniversary celebrations. Julie can be reached at julie.dionne@ontario.ca or by calling 416-326-6024.

the Honourable Monique Smith, Minister of Tourism, and the campaign's celebrity spokesperson, Babe Winkelman. The annual consumer show is one of the largest operator attended shows focused on Canadian fishing and hunting vacations, with almost two-thirds of exhibitors Ontario-based. The campaign, which includes TV advertising, website, and radio, is a component of the Northern Ontario tourism marketing strategy, developed in partnership with FedNor and MNM.

Ontario promotion clicks with Japanese consumers



Japanese consumers flocked to a recent Ontario promotion, which highlighted Toronto, Niagara and the Rideau Heritage Route. More than 16.5 million Japanese consumers clicked on online banner ads - the preliminary results of OTMPC's recent CTC

partnered Japan consumer campaign, which ran this past October through November. Additional tactics included a 10-car commuter train, decorated Ontario-style with 330 posters reaching 82 million rail users and well-placed print ads reaching five million readers. Online advertisements generated more than 16.5 million impressions and 16,843 web visits.



U.K. Campaign highlights 'Only in Ontario'

United Kingdom (U.K.) consumers were the latest audience to find out what Ontario has to offer through a partnered springtime promotion in the month of March with Ottawa Tourism, Tourism Toronto and 10 U.K. tour operators. Highlighting fly-drive touring product, the print ads ran in the weekend travel sections of major U.K. dailies and online banner ads drove consumers to the [campaign's splash page](#) to explore partnered operator packages.

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