



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM

MESSAGE FROM THE PRESIDENT AND CEO

To help kick start the summer season and ensure it's a busy one for all industry partners, we recently launched a number of programs and activities showing that an Ontario summer vacation is the way to go.

- During Tourism Week in early June, we used the opportunity to generate extensive media buzz in local communities across the province and encourage Ontarians to vacation in their home province this summer. Thank you to all the Ontario travel information centre staff for hosting open houses in their centres and to our industry partners for their contributions and engagement in these activities.
- Building on our popular 'There's No Place Like This' campaign, we launched the newest TV ad with Ontario-based artist Justin Hines in late May. The closing screen of the ad includes a strong value proposition and a call to action to ontariotravel.net. Initial consumer and industry feedback has been very positive. In addition, the artist and his appearance in the ads have garnered significant media coverage across Canada with more still to come. Overall, the campaign has been very successful in strengthening Ontario's brand image and awareness.
- To complement our brand marketing, our media relations team continues to spread the word about our great province through a series of high-profile media stories including recent segments on Good Morning America, the most popular morning show in the U.S., and Fish 'N Canada, the most watched fishing show in Canada.

You can read all about these activities and more in the stories below. To keep current on our latest marketing activities, you can also visit our tourismpartners.com website.

Coming up, don't forget to register for the 2009 Summit in September and take advantage of complimentary train travel to Windsor through our partnership with VIA Rail. I also encourage you to nominate your favourite tourism initiative for an award. For more information, visit ontariotourismsummit.com.

IN THIS ISSUE - Volume 3, Issue 3

- » Get involved
- » In the news
- » Congratulations!
- » Message from the President
- » What we're doing
- » What's been happening

Get Involved

Register for the Summit now!

Registration for the 2009 Summit at Caesars Windsor is now open. Don't miss the industry conference of the year from September 29 to October 1. You'll hear the latest trends, economic outlook and best practices from business and industry experts including: Don Drummond, Senior Vice President and Chief Economist, TD Bank Financial Group; Peter Yesawich, Chairman and CEO, Ypartnership; and Christopher Rodrigues, Chair, VisitBritain.

All aboard the VIA

Summit Train! Thanks to a partnership with VIA Rail, the first 100 delegates who register for the full conference can book complimentary train travel from Toronto to Windsor. Or take advantage of discounted fares from any station in the Quebec-Windsor Corridor. Opening activities on September 29th include an optional morning

Happy summer everyone!



Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

What we're doing

Ontario celebrates Tourism Week at travel centres

To celebrate Tourism Week and encourage Ontarians to vacation in their home province this summer, Ontario's travel information centres hosted a series of open houses from June 1-7, complete with special displays, giveaways and lots of paparazzi. Hundreds of industry partners joined in the activities by attending the events, setting up interactive exhibits onsite and donating more than \$10,000 in grand prizes, which generated a total of 2,000 ballots from visitors to the travel centres.



Kicking off the week on June 1 were celebrations at the Niagara Falls travel centre. On June 2, the Honourable Monique Smith, Minister of Tourism, was joined by Dave Aspden, Mayor of

Barrie, and Tony Guergis, Warden of Simcoe, to launch festivities at the Barrie travel centre. On-air personality Jennifer Valentyne acted as travel counsellor for the morning at the Toronto travel centre on June 3 and persuaded hundreds of viewers to email their favourite vacation spot in Ontario to win a getaway. On June 5, WECK 1230 in Buffalo hosted its 'Cross-Border News' program live from the St. Catharines travel centre. Media coverage generated during the week reached more than three million people. For more information, visit tourism.gov.on.ca.

Justin Hines becomes latest Ontario artist to promote tourism

Ontario folk-pop singer Justin Hines is the latest artist to sing 'There's No Place Like This.' Launched on May 25, the latest edition of the popular television ads is running until the end of June on Ontario networks and on OMNI television in 10 languages. The closing caption is designed to drive viewers to the ontariotravel.net website for more travel ideas and packages including access to over \$850 in attractions coupons. Justin Hines' appearance in Ontario tourism ads have received favourable coverage in media across the country including a cover feature in the Toronto Sun and segments in the weekend



shotgun package at the Ambassador Golf Club and an evening Welcome Reception at the historic Canadian Club Brand Center. Hosted by the Convention & Visitors Bureau of Windsor, Essex County & Pelee Island, the evening includes informal guided tours and samples of local wine, spirits and cuisine. To register and for more information, visit ontariotourismsummit.com.



Nominate your favourite tourism initiative

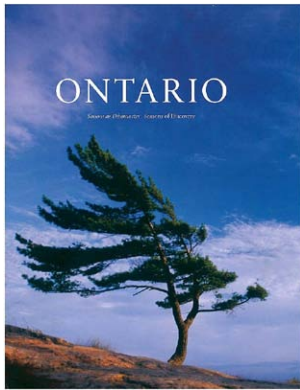
Nominations for the Ontario Tourism Awards are now being accepted. The Awards celebrate excellence and innovation in the tourism industry. This year's awards program features five marketing awards, two journalism awards and five industry awards of excellence. Winners will be announced at a gala awards ceremony on September 30th at Caesars Windsor. Entry deadline is August 14th. To nominate your initiative and for more information, visit ontariotourismsummit.com.

Make sure your guests/ travellers have passports

As of June 1st, all travellers, including U.S. and Canadian citizens, are required to present a passport or other acceptable document when entering the U.S.,

editions of CTV News and *The Globe and Mail*. To watch the commercial, visit ontariotravel.net.

Ontario photographers show their Ontario via online contest



More than 150 photographers entered the 'Show Your Ontario' contest submitting almost 1000 images of Ontario via the contest website at showyourontario.ca. In partnership with *The Globe and Mail* and the Magenta Foundation, a charitable arts publishing house that promotes the work of Canadian artists, OTMPC used a year-long photo contest to raise awareness of Ontario travel experiences by encouraging

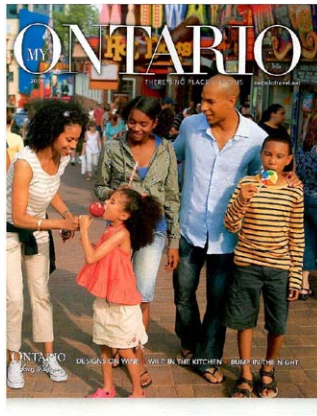
professional photographers to share images of their favourite places. The winning images have been captured in a photo exhibition running from June 18 until July 3, 2009 at the Lennox Contemporary Gallery in Toronto. In addition, OTMPC will be able to use a select number of the images over the next three years in its marketing efforts.

The partnership also included a spring and fall People's Choice photo contest that allowed consumers to rate a selection of juried images taken by professional photographers via globeandmail.com. The contest generated 2500 new consumer names for OTMPC's database.

What's been happening

My Ontario magazine hits newsstands

Just in time for summer planning, the 2009 My Ontario magazine was distributed via English and French newspapers across the province beginning May 20. This year's issue is filled with local travel ideas and inspiration to plan a getaway including feature stories on Ontario's kid-friendly galleries, golf courses, gardens by rail and more. To help Ontarians explore attractions, a partnership with Attractions Ontario ensured that 375,000 readers also received copies of the Attractions Ontario Passport. A CBC Radio interview conducted with OTMPC shortly after the distribution highlighted how the magazine promotes all regions and experiences in Ontario. To request a copy, visit ontariotravel.net.



There's no place like Ontario for a rejuvenating escape

To help Ontario's adventurers get away from it all, OTMPC has assembled a collection of Ontario getaways and packages ranging from culinary adventures

according to a new U.S. law known as the Western Hemisphere Travel Initiative (WHTI). For more information, visit ontariotravel.net.

Visit an Ontario Travel Information Centre near you

Summer is here and all 18 Ontario Travel Information Centres are now open for the busy summer season. Extended hours at most centres from June to August are from 8:00 a.m. to 8:00 p.m. Drop by your local travel centre and make sure your latest promotional material is on display. To find a centre near you, visit ontariotravel.net.

In the news

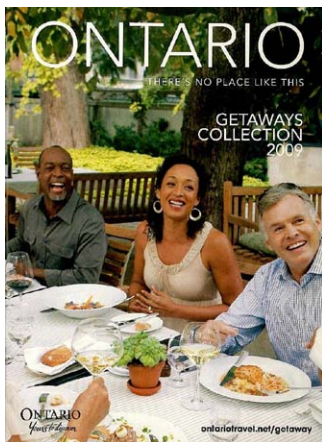
A sample of media stories as a result of OTMPC efforts

Good Morning America rises and shines on Georgian Bay

The popular weekend edition of ABC News' Good Morning America show ended its broadcast on June 14 with a peek at Georgian Bay through its "Weekend Window" segment. More than seven million American viewers tuned in on June 14 when the spotlight was focused on Georgian Bay's vistas, turquoise waters and striking geographic formations. OTMPC worked with the Ministry of Natural Resources and Killarney-based partners to share Georgian Bay with viewers across the U.S. To watch the segment and additional behind-the-scenes photos, visit [ABC News online](http://ABCNews.online).

Fish'n Canada lured to northern Ontario for film shoot

Canada's most watched fishing



to restorative spas to golf experiences. Entitled 'Getaways Collection,' the getaways program was promoted this spring through a 36-page guide distributed directly to targeted home subscribers of *Chatelaine*, CAA, and *Zoomers* magazines. Partnered ads in the *Globe and Mail* and *Food and Drink* magazine encouraged readers to call or go online for a copy.

The guide and ads drove readers to ontariotravel.net/getaways to plan their getaway and register for the [Four Seasons of Discovery contest](#), a year-round contest with four seasonal prizes. The summer contest, 'Culture in the Country,' is now live and runs until August 31. It features theatre and performing arts in the Kawartha Lakes and Northumberland County. The spring contest closed on June 7 with a grand prize of a Chef's Tour of Stratford. Since the campaign launched in April, the website has seen almost 110,000 web visits, representing an increase of 66% from last year. More than 17,000 additional consumers opted in to OTMPC's database to receive future promotions as a result of last year's contest and web visits.

Online tour operator packages make trip planning to Ontario easier

Taking an all-inclusive getaway to Ontario just got easier, thanks to a series of easy-to-buy tour operator packages that combine ground/air transportation, accommodations, attractions, sightseeing and more. The packages are now available through the [Getaways Collection site](#). Aimed at luring U.S. based adventurers to Ontario, the packages are organized by theme including fly/drive holidays, arts and culture, and city breaks. Packages are provided by tour operators such as Horizon & Co., Globus, Libgo, Travel Impressions, Collette Vacations, Yankee Holidays, Anderson Vacations and Elderhostel.

Chill Magazine shows readers how to chill in Ontario's great outdoors

The Beer Store's in-house magazine is helping its readers chill in Ontario's great outdoors, thanks to a partnership with OTMPC. In the May 2009 edition, an article by Kevin Callen entitled "A Rapid Way to Have a Good Time" and a two-page ad supported Ontario's white water experience and the 'Adventure of a Lifetime' contest. The first edition of *Chill Magazine* featured angling in Ontario and an angling contest that generated more than 43,000 consumer entries



show recently filmed fishing experiences in northern Ontario for its upcoming season. In partnership with Ontario's Algoma Country (Algoma Kinniwabi Travel Association), OTMPC welcomed the Fish'n Canada TV crew in early June at two lodges in Algoma Country to film three 30-minute episodes. Fish'n Canada broadcasts on various Ontario stations including Global, CTV-MCTV and CHEX. For more information, visit fishncanada.com. For more coverage on their visit, check out [Soo Today online](#).

Ontario destinations get the star treatment in Japanese travel publications

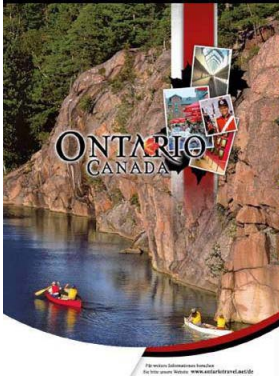


Ontario destinations were featured prominently in two recent travel publications in Japan thanks to OTMPC's overseas media relations efforts. In the March 2009 issue of the travel magazine *Bravi*, a 12-page feature story on Ontario highlighted the best of destinations such as Ottawa, the Rideau Heritage Route, Smith Falls, Kingston, Toronto, Hamilton and Niagara Falls. Circulation of the monthly magazine is 100,000.

The 2009 issue of the Japanese travel publication,

in 54 days and 3200 new consumer addresses for OTMPC's angling database. To read more, visit chillonline.ca or visit one of 440 Beer Stores across the province to pick up a copy of the magazine.

Spring promotion invites Germans to explore Ontario's history and culture



More than five million consumers in Germany were invited to explore Ontario's rich history and culture via a consumer promotion in April and May. A four-page insert ran in news and lifestyle magazines, such as *Der Spiegel*, *Geo* and *Hoerzu*, and national newspapers, such as *Die Zeit*, *Frankfurter Allgemeine*, *Sueddeutsche Zeitung* and others. In partnership with Ottawa Tourism,

Ottawa International Airport, Air Canada and Studiosus, a leading German tour operator in educational tours, the promotion featured an Ontario tour originating in Ottawa with stops at the Rideau Heritage Route, Fort Henry, 1000 Islands, Kingston, Toronto, Niagara Falls and the wine region of Niagara, Huntsville, Algonquin Park and Haliburton Highlands.

OTMPC and partners bring a taste of Ontario to New York

OTMPC brought together 12 Ontario partners with 23 travel agents and operators in the U.S. to sample a taste of Ontario and inspire them to sell Ontario vacations. An Ontario-themed wine and culinary dinner, including a selection of local wines, was created and showcased the culinary adventures awaiting U.S. travellers who get away to Ontario.



According to one industry partner that participated in the event, "The group you gathered were high quality contacts and genuinely interested in knowing more about our offering. We already started building fantastic relationships with

some of the clients and are extremely confident we will see business from them in the near future. Please count us in for any other similar events." Wanda Hoehn, Director of Sales and Marketing, Ste Anne's Inn

Northern portal driving interest in northern Ontario experiences

Launched only six months ago, northern Ontario's web portal is already driving search engine interest with initial rankings in the top 10 on all relevant searches for northern Ontario vacations. With the support of northern tourism partners, the site now has more than 1300 travel ideas, testimonials



Ontario Style

and its [companion website](http://companionwebsite.com), recently dedicated 128 pages to articles on destinations and year-round experiences available across the province. Aimed at promoting a new side of Canada, the publication and website focus on unusual and adventurous Ontario experiences including the province's wine regions, city life, outdoor adventures, the Rideau Heritage Route and winter escapes.

Congratulations!

Travel centre staff from Niagara Region win Binational Star Award

Congratulations to the staff from the Niagara Region travel centres for winning a 2009 Binational Star Award for Front-Line Customer Service presented by the Binational Tourism Alliance. The team received their award at the official award ceremonies on April 30, 2009 in St. Catharines at the Binational Tourism Summit opening luncheon.



The winning team are pictured here (from left to right) with the presenters: Jackie Radomski; Garlene Kubisheskie; Jackie Phillip; Stephen Brereton, Consul

and itineraries plus 1400 images posted. Visit northernontario.travel for more information. Industry partners who have ideas for additional northern content for the portal are encouraged to work with their local Northern Ontario Regional Tourism Alliance (NORTA) or city tourism department.

Avid programs continue to drive sales for partners

Avid anglers, riders and outdoor enthusiasts know where to go to plan an adventure in Ontario. In increasing numbers, they head to [Go Fish](#), [Go Ride](#) and the [Great Ontario Outdoor Adventure](#) program websites. In the last year, the avid program websites have collectively generated almost one million visits, 230,000 consumer click-throughs to partner sites and 83,000 consumer click-throughs to packages on partner sites.

To help drive auids to the websites, in-market promotions are being planned including: a second year of multi-media efforts in the Minneapolis market aimed at avid anglers; a targeted online and consumer show presence in Detroit and Michigan for recreational motorsports auids; and promotions in Ottawa for the Great Ontario Outdoor Adventure program.

OTMPC plays host to overseas operators and agents



OTMPC's overseas team played host to seven familiarization tours from Germany, Netherlands, Mexico and Japan in the last three months, representing 12 tour operators and 29 travel agents. Pictured here are German agents from the

Canada Specialist Program familiarization tour, organized in partnership with the Canadian Tourism Commission, testing the locks at the Rideau Canal.

General, Canadian Consulate General Buffalo; Paula Todd from CTV; Bernice Lee; John R. Nay, Consul General, U.S. Consulate General Toronto; and Adrienne Tees. Absent travel centre staff include: Rosa Afonso; Carlo Ciuffetelli; Amanda Winters; and Kim Stockwell.

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