



THE OTMPC WATER COOLER

THE DYNAMIC, DIVERSE, FUN AND EASY APPROACH TO TOURISM



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MESSAGE FROM THE PRESIDENT AND CEO

Autumn is traditionally a time of harvest and gathering together. So it is only fitting that we are holding our annual tourism Summit from September 29th to October 1st. If you have not already registered, there is still time.

We're pleased to be partnering with the Tourism Industry Association of Ontario (TIAO) once again to host this year's event in Windsor. We have an outstanding roster of industry and business experts, who will help us explore what 'The Road Ahead' looks like for Ontario's tourism industry. Keynote speakers include: Don Drummond, TD Bank Economist; travel trends expert Peter Yesawich from Ypartnership; and UK's Christopher Rodrigues, Chair of VisitBritain.

In addition, we have invited our Ministry of Tourism colleagues to join the program including a panel discussion on how industry and government can work together to capitalize on the opportunities for industry revitalization and growth. On October 1st, workshop sessions will provide a status update on the Ministry's progress in establishing regions, as well as practical guidance on the proposed single sales tax.

We'll also be revealing OTMPC's marketing plans and partnership opportunities for the coming year at the Tourism Café on September 30th. Be the first to get early information on partnership opportunities to help you with your business planning.

On the evening of September 30th, we will host the fifth annual Tourism Awards Gala, where we will honour the best of the best in tourism and marketing initiatives. This year's Master of Ceremonies is Brian Williams, award-winning sports broadcaster and dean of Olympic sports broadcasting in Canada.

There will be lots of new additions to the Summit to engage first-time and returning delegates alike. Hope to see you in Windsor!

Get Involved

It's not too late!

**2009
Ontario Tourism Summit
Sept. 29-Oct. 1
Caesars Windsor**

For more information and to register, [click here](#).

Sponsored by:



In the news

A sample of media stories as a result of OTMPC efforts

Robin Garrett
President and CEO
Ontario Tourism Marketing Partnership Corporation

What we're doing

Ontario starts online conversation with travel fans



Ontario travel fans eager to share their favourite travel moments can now connect with each other through Facebook. Launched August 10, an [Ontario fan page](#) has started an online

conversation about Ontario travel through biweekly postings with the social networking site's 250 million users. To-date, almost 1000 fans have signed on to chat about their favourite travel spots, to access information about upcoming events, and to participate in weekly polls and contests. A 'Discover My Ontario' contest, launched in mid-August and running until October 8th, is encouraging fans to submit their favourite travel moments for a chance to win a weekly draw for a camera. At 140 characters or less, each submission can also be sent through Twitter enabling fans to share their stories with friends. In its first two weeks, the contest had received 1500 entries. To keep up the interest in Ontario travel and build Ontario's fan base and database through contest entries, submissions will be compiled at the end of the contest and sent back to fans as part of a second phase of the contest promotion. The second phase will also encourage fans to send photos of their favourite Ontario moments to win an Ontario getaway.

Bike train pilot service launched between Toronto and Montreal

Planning a cycling adventure is now a whole lot easier thanks to an Ontario Ministry of Tourism, OTMPC, Tourism Quebec, VIA Rail Canada and Transportation Options initiative. The new pilot service offered by VIA Rail between Montreal and Toronto from August 24 to October 31, 2012, allows cycling enthusiasts to experience Montreal or Toronto by taking either destination.



To promote the new bike train service between the two cities, ads appeared in both Toronto and Montreal issues of

Godfather of Jazz visits Ontario



Prior to his appearance at two major jazz festivals in Montreal and Toronto early this past July, internationally renowned Japanese jazz legend Sadao Watanabe first took in the sites and sounds of Toronto and Niagara Falls. In addition to Japanese media outlets which covered his visit to Ontario at the time, Mr. Watanabe's Ontario travels were subsequently followed up with performance, discussion and a slew of images shared with more than 100 travel, lifestyle and general media at the Canadian Embassy in Japan on July 22. Partners of both the tour and Tokyo media event included OTMPC, Tourism Toronto, Tourism Niagara and the Canadian Tourism Commission (CTC). For full coverage, visit [the CTC media pages](#).

***Irish Times* covers Ontario**



The largest national daily newspaper in Ireland featured Ontario as the cover story in its weekly travel supplement

METRO daily commuter papers and in online advertising. On September 5, a team of cyclists in both cities, wearing 'team uniforms,' cycled on busy city bike paths to spread awareness and promote the initiative by handing out cards encouraging cyclists to consider the bike train option. All promotional activities direct consumers to bilingual micro-sites for more information (bikeonthetrain.com and velodansletrain.com).

Ontario Fall Adventures encourage fall travel



To encourage more Ontarians to travel in the province in the fall, the *Fall Adventures* book (formerly *Great Fall Drives*) now highlights experiences for Adventurers and Families, including outdoor experiences, festivals and events, and artisan tours. The booklet's primary focus remains on 18 suggested driving routes with price-pointed offers. The bulk of the 400,000 English and 15,000 French-language copies of the 36-page book were

distributed to targeted households via newspaper with the balance distributed via Ontario Travel Information Centres, 1-800-ONTARIO and partners in early September. A new URL, ontariotravel.net/fall, links consumers to a special landing page on OTMPC's [main consumer site](#) to find more details, contest information, and other planning tools. [Online advertising of fall getaway ideas](#) using an interactive calendar on targeted sites including Trip Advisor, iExplore, Sympatico, *Globe & Mail* and Rogers (*Maclean's*, 680 News, CHFI) engages consumers to explore golf, theatre, wine and culinary, spa, outdoor and other fall adventures online and runs early September to mid-October.

What's been happening

Ambassador Invitational ignites interest in Ontario

To express appreciation for past business and to develop future business relationships with senior international industry representatives, the Canadian Tourism Commission's 2009 Ambassador Invitational was held at the end of August in Muskoka. The partnered event brought together the heads of international tourism businesses who sell Canadian product with senior executives from the Canadian tourism industry. Held annually throughout Canada to showcase the breadth of tourism product in the country, this year's Ambassador Invitational provided Ontario, Muskoka Tourism and its partners with an opportunity to showcase the region's products and experiences, and to feature local regional activities, cuisine and culture.

Meeting professionals gather to sample Ontario

More than 4900 meeting planners were in Toronto August 15-18 to attend the American Society of Association Executives (ASAE) Annual Meeting -- an important opportunity to increase awareness of Ontario as a pre-

on July 25. The *Irish Times* featured the Kawarthas, Muskoka and Algonquin Park in a double page centre spread and [on the paper's website](#) which receives more than 1.1 million monthly visitors. The feature travel article which highlights outdoor and soft adventure experiences, including canoeing and resorts, is the result of a group media fam tour which took place in June. The PR value of the print article alone is worth more than \$565,000.

Ontario on stage



In early August NY1 television, Time Warner's 24-hour news channel, travelled to Ontario to highlight both [the Shaw Festival](#) and [Stratford Shakespeare Festival](#) to its almost six million viewers. A primary news outlet for reporting of cultural events to a New York City audience, NY1's spotlight on Ontario features stories including tours of Stratford's costume warehouse, theatre productions currently mounted, profiles of actors and directors, and an overview of Ontario's theatre community.

eminent meeting destination amongst these key influencers. OTMPC, alongside the Ontario Ministry of Tourism, was a presenting sponsor of the ASAE's Food & Wine Classic, held August 17 at Toronto's historic Distillery District. Attendees were enthusiastically tempted to 'Explore Ontario in One Night' by sampling tasting menus provided by 13 industry partners representing Ontario's meeting destinations.

The OTMPC also partnered with Tourism Toronto to host a media luncheon on Sunday, August 16 at Jamie Kennedy at the Gardiner Museum with representatives from such trade media outlets as *Tradeshow Week*, *Meetings & Conventions*, *Association Meetings*, *CM&E*, *Convene*, *Trade Show Executive* and *Meetings Media*.

European sales mission enhances operator knowledge

To increase travel from Europe and agents' knowledge and familiarity with the province, OTMPC's overseas team organized a European sales mission that took place the last week of June. Three evening events -- part



Ontario seminar and part mini-trade show -- took place in Munich, Hamburg and Vienna and were attended by 131 agents and high-profile trade media including *fw*, *Travel Trend*, *Travel Talk* and *TiP*. With partners Tourism Toronto, Ottawa Tourism, Niagara Parks Commission and Niagara Helicopters, OTMPC also made numerous sales calls to travel trade operators in Frankfurt, Munich, Hamburg, Vienna and Zurich. In total, the group reached more than 280 agents and 15 key media with a strong Ontario message.

Newest North America travel trade partnership helps close the sale for industry partners

OTMPC's new relationship with [Virtuoso Travel](#) provides a good opportunity for the province to access untapped potential in the Fully Independent Traveller (FIT) market. The partnership with this well-established network of 3000 travel agencies has seen immediate benefit with Ontario recently awarded preferred destination status. This designation enabled OTMPC to participate in three Ontario-focused webinars (training seminars) for 60 Virtuoso agents. Additionally, to gain a better understanding of Virtuoso client needs and to stress the importance of "value added," OTMPC met with 400 of the operator's top agents at Virtuoso's Annual Travelmart in the U.S. in mid-August through one-on-one timed appointments. The province also features prominently in [Virtuoso Life's](#) September issue with full page coverage of Ontario food and wine.

Ontario extends red carpet to Japanese Emperor and Empress

Ontario served as one of the royal



destinations for the recent Canadian visit of Japan's Emperor Akihito and his wife Empress Michiko.

Welcomed to Ottawa and Toronto in early July, the royal couple's visit officially commemorated the 80th anniversary of Canada-Japan diplomatic relations, the royal couple's 50th wedding anniversary and 20 years since the emperor acceded to the throne. The tour, launched as a Canada awareness program, was covered extensively by local, national and international media - including in Japan. OTMPC's partnership with the CTC, Tourism BC, Travel Alberta, Air Canada and Japanese tour operators Hankyu, H.I.S. and C.T.I., saw Japanese editorial coverage leveraged with ads in major Japanese dailies (including a chance to win free tickets to Canada) to reach more than eight million readers.

Partnered promotional activities enhance Ontario's great outdoors

A number of OTMPC partnerships continue to encourage consumers to seek rest, relaxation and adventure in Ontario's great outdoors. Ontario was well represented by OTMPC and industry partners including Sunset Country, Algoma



Kinniwabi Travel Association and Canoe Canada at Bass Pro Shops' Vaughn Mills store the week of August 17 and in conjunction with the outlet's 2009 Fall Hunting Classic promotion. Likewise, readers of *Chill*, the Beer Store's in-house magazine, were introduced to Ontario boating and wakeboarding, which featured prominently in the publication's summer edition and as presented in a 'Wake up and Chill' contest which closed at the end of August. An Ontario outdoor theme continues in *Chill*'s fall issue which contains a two-page ad to support editorial coverage and emphasize the abundance of Ontario outdoor experiences waiting for consumers to discover. Finally, more than 70,000



visitors are expected to take in dynamic sights and sounds at the 2009 International Plowing Match & Rural Expo, taking place in Earlton September 22-26. In partnership with Ontario's Wilderness Region

Travel Association, OTMPC will attend to promote Ontario's extensive outdoor products. All activities drive consumers to

www.northernontario.travel.

Overseas Team plays host to Asia Pacific tour operators



OTMPC's overseas team helps tour operators and their clients to zero in on Ontario as a first-choice destination. In total Ontario hosted four planning tours in June and July, representing 34 tour operators: A four-day

partnered Canadian Niagara Hotel tour introduced Blue Mountain and new Ontario attractions to Japanese-based operators as did a five-day tour to present the Rideau Heritage Route, Ottawa, Kingston, Niagara and Toronto; recent graduates of the Canada Specialist Program in China (as part of the CTC's Canada educational training program), visited Niagara, Toronto and Ottawa for five days; and to round things off, a Canadian Inbound Tourism Association (Asia Pacific) tour, organized by OTMPC with Vancouver-based operators serving Asia Pacific markets, experienced seven days in Ontario to introduce new product in Ottawa, Kingston, Toronto, Niagara and Hamilton.

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