

THE WATER COOLER

MESSAGE FROM THE PRESIDENT AND CEO

We're heading into winter with a significant campaign that will help Ontarians embrace winter and put lots of value packages in front of consumers. We are launching a **new television ad** the week of January 11 that will have a strong call-to-action, as well as a winter web page and print booklet that will be all about packages.

With all of our marketing driving consumers to our website, we know it's important to make it easy for them to buy. That's why we introduced a **'Book Now'** section that links consumers directly to reservation partners. The new section has links to featured offers that will drive interest and click-throughs to partners. We've also implemented a package search tool to help consumers find the package that is just right for them.

On the international front, we are ready to host and inspire travellers from around the world leading up to and during the **Vancouver 2010 Olympic and Paralympic Winter Games**. As the Canadian Tourism Commission (CTC) profiles Canada's Games and the provinces, we have armed them with fantastic stories, visuals and footage.

In the coming year, we'll be moving ahead with our [2010/11 marketing plan](#). The plan marks the final year of a three-year strategy. In challenging economic times, our domestic market remains important, while renewing our efforts to lure international travellers.

I encourage you to view the plan and get involved. We need your content, stories and packages to make our marketing come alive. Partner with us!



Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

Families encouraged to get out and embrace winter

Ontarians are being encouraged to get out and embrace winter in their home province. Starting the week of January 11, a seasonally themed 'There's No Place Like This' commercial, featuring Hamilton-based band the Arkells, will air on major Ontario networks and OMNI Television.

That same week, and to inspire fresh ideas for overnight winter 'staycation' packages, 480,000 (French and English) of a 44-page winter guide will be distributed in 25 markets across Ontario, via 1-800-Ontario and through Ontario travel information centres.

Additionally, an e-mail promotion and [search engine marketing](#) will also help drive consumers to a special landing page on OTMPC's consumer site. (Last year's campaign generated more than 90,000 visits). This call-to-action will connect consumers with package and winter

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Happy



Holidays!

*Happy Holidays from all
of us at OTMPC*

In The News



OTMPC media partnership tells great Missinaibi adventure

In partnership with OTMPC and Ontario Parks, a five-part feature article presenting Missinaibi wreck diving, written by the CBC's Evan Solomon and photographed by Laura Bombier, appeared in [Outpost Magazine's November issue](#). The most extensive article to appear in Outpost's 13-year history, the 20-page piece appeared on newsstands across North America and has a public relations value of almost \$400,000. The story's televised version also recently appeared [as a documentary on the CBC's The](#)

experiential information.

'Great Ontario Outdoor Adventure' calendar hits newsstands



Making plans for nature and adventure activities in Ontario is easy with a copy of the 'Great Ontario Outdoor Adventure' calendar. Packed with photos showing a sampling of Ontario's most scenic outdoor spots, the 2010 version of the calendar was distributed in November through Ontario travel

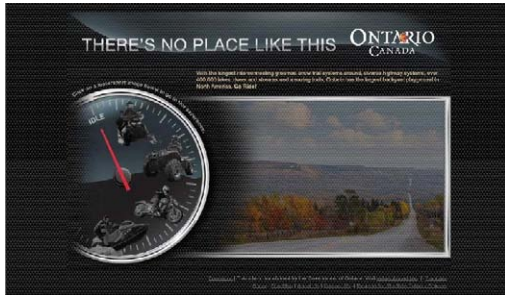
information centres, Mountain Equipment Coop stores and as an insert in the January/February 2010 issue of *Canadian Geographic* magazine. All promotions drive consumers to visit ontariotravel.net/outdoor for more great outdoor ideas. For a sneak peek of the calendar, [click here](#).

Minnesota is wild for Ontario fishing

Ontario continues to fish the Minneapolis market with its catchy 'Go Fish' angling program. A key element of the Northern Tourism Marketing Strategy, the program's next phase runs January to March 2010. Babe Winkelman, host of the number one [Nielsen-rated](#) outdoors show [Good Fishing](#), is once again program spokesperson. New this year, 'Go Fish' promotional efforts will see members of the Minnesota Wild NHL hockey team provide a line-up of favourite Ontario angling stories on [Wild Radio](#) and on video clips to be aired at St. Paul's Xcel Energy Center - the team's home arena. A 'Go Fish' contest complements all efforts to highlight Ontario as the first choice angling destination.



Avid riders offered chance to win an Ontario dream ride



Ontario's motorways, trails and waterways are positioned front and centre in the '[Go Ride Ontario Choose Your Dream Ride](#)' contest. The contest, driven by on-line, print and television

advertising, is the primary call-to-action for a campaign which positions Ontario as a great place to ride. Its on-line sign-up form serves the additional goal of increasing Go Ride's consumer database. Launched this past October with extensive partner support and running to March 2010, the contest will award one winner (and a guest) a once-in-a-lifetime opportunity to choose his or her dream ride in the Muskoka or Rainbow Country regions - be it by motorcycle, boat, snowmobile or ATV.

Warm welcome awaits international travellers at Pearson airport

International visitors arriving at Toronto's Pearson airport are now receiving a warm welcome and sneak peek of great Ontario tourism experiences - almost as soon as they set foot on Canadian soil. In preparation for the 2010 Winter Olympics, OTMPC partnered with the Canadian Tourism



Commission, the Canada Border Services Agency and the Greater Toronto Airport Authority on the 'Welcome to Canada' program. More

[National](#) featuring Evan Solomon and [Survivorman's Les Stroud](#).

Family wins fairy tale autumn getaway to Ontario



The Guo family from Shenzhen, China were the lucky winners in the China Travel Channel's recent 'A Fairy Tale in Autumn, Happy Family in Ontario, Canada' contest. In partnership with OTMPC and several destination partners, the family enjoyed a getaway to Toronto, Niagara Falls, Niagara-on-the-Lake, Gravenhurst, Huntsville, Algonquin Park and Ottawa for two weeks commencing the last week of September. A month-long campaign on sina.com, and a media conference, held September 23 at the Canadian Embassy in Beijing, was supported by on-the-ground Beijing media who followed the family's adventures for radio and video broadcast in addition to up-to-the-minute blog reporting. China Travel Channel has 350 million viewers and is China's only satellite travel and lifestyle channel. The public relations value for the promotion's pre-broadcast portion alone stands at almost \$520,000.

Ontario spas receive star treatment

In early October, German actress, singer, moderator, author and celebrity blogger Michaela Merten, together with three representatives from German media outlets [Frau im Spiegel](#) and [Die Aktuelle](#), sampled various Ontario spa experiences. The Haldimand Hill's Ste. Anne's Spa and Niagara-on-the-Lake's Pillar and Post Inn, Spa and Conference Centre were among those locations visited in Ontario and Quebec. Ms. Merten's weekly column in the women's magazine, *Frau im Spiegel*, is read by more than two million people.

Get Involved!

Partner in upcoming OTMPC marketing programs

Marketing opportunities are currently available for next year in OTMPC's spring/summer retail book targeted to families and couples and the

than 26,000 daily international passengers are now exposed to vibrant Ontario travel images - in addition to inspirational 2010 Olympic and Paralympic Winter Games visuals. Media coverage has already been received in print and online in such outlets as *Travel Press* and the Toronto, Ottawa and Vancouver editions of the daily commuter paper *24 Hours*. For the full press release, [click here](#).

Ontario's great outdoors promoted at consumer shows



Ontario's nature and adventure experiences continue to be promoted at various U.S. and Ontario outdoor consumer shows attended by the OTMPC and partners. Since September and continuing to March 2010, shows include [Novi, Michigan's Snowmobile USA](#), [Quebec City's Motorized Recreational Sport](#)

[Show](#) and [Toronto's Spring Fishing and Boat Show](#); all in conjunction with such partners as [Algoma Kinniwabi Travel Association](#), [Rainbow Country](#), [Ontario's Wilderness Region](#), [Ministry of Northern Development, Mines and Forestry](#), [Ontario Parks](#), [Parks Canada](#) and [Mountain Equipment Coop](#).

What's Been Happening

2009 Ontario Tourism Summit paves the way for 'The Road Ahead'

For the second consecutive year, the OTMPC and the Tourism Industry Association of Ontario partnered to host more than 400 delegates at the 2009 Ontario Tourism Summit at Caesars Windsor in September. Themed 'The Road Ahead', the conference presentations provided an insightful look at the future of the tourism industry from travel trends to the economy to lessons learned from an international destination. The Tourism Awards Gala, held the evening of September 30th, recognized innovation and excellence in the tourism industry. Summit-related news was picked up by a number of broadcast and print media including the *Windsor Star*, CBC Radio 1, CBC-TV and CKLW AM with local coverage of award winners garnered in such outlets as the *Sarnia Observer*, *Peterborough Examiner* and the *Collingwood Enterprise-Bulletin*. For the complete list of press releases, award winners and photographs, [click here](#).



Ontario spa vacations front and centre in U.K. promotion



OTMPC's overseas team has worked to position Ontario spa vacations front and centre in the autumn and winter 2009/10 edition of the U.K.'s [Essentially Canada magazine](#). As a result, spa vacations across the province are prominently featured as part of the magazine's five-page cover story. A contest tie-in, a partnership with VIA Rail, Ottawa's Brookstreet Hotel, Haldimand Hill's Ste. Anne's Spa and the Toronto Park Hyatt, is further promoted in both print and online. *Essentially Canada*, a seasonal publication with a

circulation of approximately 74,000, is distributed in London, England at

Getaways Collection spring inserts targeted to adults and couples. For an overview of all 2010/2011 OTMPC advertising opportunities, visit www.tourismpartners.com. To discuss advertising opportunities that are right for your business, please contact the OTMPC Partnership and Sales team by calling 1-888-365-4422 or via email at otmp.sales@ontario.ca.

Don't forget to fill out OTMPC's annual stakeholder survey - coming in January 2010

Coming in January, OTMPC will be conducting its annual satisfaction survey with industry partners. Here's your chance to have a say about OTMPC activities and performance. Feedback from the survey is used to improve programs and services offered to partners. Ipsos Reid on behalf of OTMPC will be conducting the survey. All individual responses will be kept confidential and only reported in an aggregate form. More details to follow soon - stay tuned!

Register now! It's free!

Register now to receive your FREE business or event listing on OTMPC's consumer website by [clicking here](#). For a minimal yearly rate, include a logo, image and a 150-word searchable description.

Become an Ontario Travel Facebook fan today

[The Ontario Travel Facebook fan page](#) is filling up with Ontario stories, ideas, and adventures. OTMPC plans to add more channels soon to its social networking mix including sites such as [Wikipedia](#). All Ontario partners are invited to help tell Ontario's story. If you have photos or videos or would simply like to see highlighted an extraordinary Ontario feature or event in your area, please let us know by emailing info@tourismpartners.com.

Thank you to our 2009 Ontario Tourism Summit sponsors!

W.H. Smith bookstores and Air Canada lounges at Heathrow Airport. The advertising value of the editorial coverage is estimated at \$124,000.

Chinese operators schooled in Ontario product



Ontario was top of the class over five days in mid-October, when the OTMPC, along with 55 Canadian industry suppliers including 16 Ontario stakeholders, participated in Showcase Canada/China. A series of in-market educational seminars and partnered meetings, held in the major Chinese

cities of Guangzhou, Shanghai, Hangzhou, and Beijing, introduced more than 330 tour operators to Ontario tourism products.

Tokyo transit campaigns promote Air Canada direct flights



Two major transit campaigns launched in Tokyo in mid-October with much fanfare. OTMPC joined with the CTC, Air Canada, Tourism Toronto and HIS Travel agency to promote the re-launch of Air Canada direct flights to

Tokyo/Toronto and three-night Toronto stays. Campaign posters boasted Ontario in 16 major Tokyo subway stations for one week with full-size train door stickers in position for one month. Ontario's subway takeover also included an integrated campaign that saw the strategic placement of 42 promotional posters in 16 metro stations and 80 Ontario posters prominently displayed in subway cars on one of the system's major commuter lines.

OTMPC in the spotlight with North American tour operators

Ontario was boldly showcased at the recent Bienvenue Quebec travel trade conference held in Quebec City in early November. For the third year, the event's closing lunch was sponsored by OTMPC. Themed 'Ontario's Got Talent,' a huge assortment of Ontario images appeared larger-than-life and as backdrop to reception activities which highlighted Ontario music, singing and dancing. More than 60 Ontario partners participated in the conference, which was attended by more than 500 tour operators and suppliers from across Canada and the United States.



Ontario and Quebec go west together for success

Results of a joint Ontario and Quebec promotion in the west are in! OTMPC's partnership with Tourism Quebec and Vancouver based Flight Centre this past August has resulted in a 76 per cent increase in Ontario package sales over August 2008. With the primary objective of generating travel appeal in western Canada, Ontario/Quebec packages



Congrats!

OTMPC bids fond farewell to Carol Maxwell

Carol Maxwell, Director of North American Marketing, is departing OTMPC at the end of this year after a long and distinguished career in the Ontario public service. In addition to her most recent position at OTMPC, Carol's career in the Ontario government has included marketing positions at the Ministry of Tourism and the Ministry of Agriculture Food and Rural Affairs. On behalf of OTMPC staff and industry partners, we thank Carol Maxwell for her many years of dedicated service and wish her well as she begins the next phase in her life.

Lori Waldbrook takes on new role at Ontario Parks

Lori Waldbrook, Strategic Partnership Manager for OTMPC, has accepted a new position with Ontario Parks - as Tourism Marketing and Development Specialist. As a 20-year employee of the Ontario Ministry of Tourism, Lori began her career with the Ministry as a Regional Services representative in both London and Peterborough. She has been with OTMPC since its inception in 1999, when she was hired to lead the start-up of product development activities and committees. She later assumed responsibility for broader market development functions, experiential

were sold through in-store promotion at more than 70 Flight Centre outlets across B.C. and Alberta. Corporate travellers (60 per cent) took advantage of the opportunity with leisure travellers (40 per cent) not far behind. Air Canada and Westjet reported \$1.4 million (approx. 2300 passengers) and \$1.2 million (approx. 1955 passengers) in seat sales generated respectively.

'Ontario Getaways' help Ontarians escape

Couples, groups of friends or singles looking to escape the routine to pursue an Ontario experience continue to be the focus of OTMPC's 'Ontario Getaways' program. Recent efforts to reach these consumers through [interactive online advertising](#) in spring/summer and fall, saw the Ontario Getaway message received by consumers 10.2 million times with calendar interaction occurring a total of 800,000 times - and on average, for one minute. Tactics continued with a [November enewsletter](#) directing consumers to www.ontariotravel.net/getaway for more information, featured packages and a chance to enter the Four Seasons of Discovery contest. In 2010/11 the programme will expand with four planned seasonally themed inserts and more e newsletters to feature celebrations, destinations, events, shopping, and Ontario Getaway gift certificates.

marketing activity with provincial marketing associations and, most recently, as Manager of Marketing for the Adventurers' segment. In her new role with Ontario Parks (starting mid-January), Lori will continue to work closely with OTMPC as partner. We wish her the best of luck in her new role.

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Ontario Tourism Marketing Partnership Corporation | 10 Dundas Street East | Suite 900 | Toronto | Ontario | M7A 2A1 | Canada