

THE WATER COOLER

MESSAGE FROM THE PRESIDENT AND CEO

While millions of viewers settled in to watch the Olympics in February, we used the opportunity to promote Ontario's great tourism experiences to a captive audience. By all accounts, it was a record setting media event. According to [Canada's Olympic Broadcast Media Consortium](#), the men's gold medal hockey match reached an average audience of 16.6 million viewers, making it the most-watched television broadcast in Canadian history. In total, Canadians watched 1.25 billion hours of Olympic coverage on television, with the average viewer watching 38 hours.

Our Olympic promotions marked a milestone for us too. Our television ad was viewed by millions of potential travellers in Ontario and across the country. Considering the heavy competition from B.C., Quebec and Newfoundland tourism, we were pleased to have a strong Ontario presence during the Games. It was also the first time that we brought tourism partners together to promote a common retail offer to consumers. In the end, our partners sold almost 3,000 room nights as a direct result of our promotion. Based on these results, we plan to include similar retail offers in our upcoming campaigns.

Coming up, we are getting ready to launch our summer campaign in May and to celebrate Tourism Week in early June. I urge you to get involved in our travel centre activities during Tourism Week. See details on how to get involved below.



Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

Ontario hits the airwaves during Olympics and Paralympics



Ontario enlisted five new artists to let viewers of the Vancouver 2010 Olympic and Paralympic Games know that 'there's no place like this.' Running mid-February for 17 days, the Olympic campaign included a [60-second TV commercial, an online splash page, online advertising and an e-blast to consumers](#). In addition, the campaign offered a "book two nights and get the third free" getaway promotion for consumers booking by March 5. The value packages were geared towards families, couples, outdoor and girlfriend getaways. The TV commercial returned to the airwaves for 10 days during the Paralympic Games on CTV National, TSN and Rogers Sportsnet.

Ontario welcomes visitors at Pearson

Just in time for the Vancouver winter Olympics, the OTMPC

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Get Involved!

Mark your calendars! Muskoka to host 2010 Ontario Tourism Summit



The 6th annual Ontario Tourism Summit will be held at Muskoka's Deerpark Resort from November 7-9, 2010. Organized by the OTMPC and the Tourism Industry Association of Ontario, the Summit is an annual forum where tourism leaders share the latest trends, ideas and best practices. The Ontario Tourism Awards will be handed out at a gala dinner on the evening of November 8. New this year, the Ontario Travel Information Centre conference will be held during the Summit. Further details including registration information will be released [as they become available](#).

Join Tourism Week celebrations

The Ontario travel information centres will once again be hosting regional events and open houses at all 18 centres across the province during tourism week. Scheduled from June 7-11, tourism week is designed to attract public attention and awareness of Ontario's tourism industry. This is a great opportunity for you to showcase your tourism



launched two new video screens in Pearson International Airport's domestic and international arrivals areas in partnership with the Greater Toronto Airports Authority. The screens (4ft x 16ft) feature a six-minute loop of stunning Ontario footage in addition to a "Welcome to Ontario" message in 16 languages (English, French, Cree, Japanese, German, Spanish, Mandarin, Cantonese, Korean, Italian, Greek, Portuguese, Russian, Arabic, Dutch, and Hindi). The screens will continue to operate during upcoming events such as the G8 and G20 Summits.

Canadian partners harness Olympic buzz in the UK, Germany and France

Harnessing Olympic-generated buzz, OTMPC partnered with CTC, Travel Alberta, Travel Yukon, Manitoba Tourism, Ottawa Tourism and the Atlantic provinces for a spring consumer campaign in the [United Kingdom](#), [Germany](#) and [France](#). Running from mid-January to the end of March, the campaign included inserts and advertisements in national



newspapers and magazines including *The Daily Telegraph*, *The Times*, *The Guardian*, *Paris Match*, and *GEO* for a total circulation of 20.4 million. An online presence included advertising on such sites as Yahoo, MSN, TripAdvisor and the BBC for a total of 59.91 million impressions.

G8/G20 Summits: Ontario hosts the world



Delegates to the G8/G20 Summits, to be held June 25-27, 2010 in Muskoka and Toronto, will soon learn there really is no place like Ontario. In partnership with the CTC, FEDNOR/Industry Canada and the Ontario Ministry of Economic Development and

Trade, OTMPC has developed a strategy to welcome, host and inspire G8/G20 delegates and media to travel within the province. A [media website](#) launched in January to entice international media to write about Ontario includes maps, story ideas, and downloadable images and video. Familiarization tours in April are also being planned for approximately 13 travel writers from G8 countries. Similar to a two-page welcome ad created for Pittsburgh's 2009 G8 Summit, an ad will appear in the 2010 G8/G20 magazine, distributed to all delegates and media.

Ontario sings « un endroit sans pareil » for francophone community

OTMPC is inspiring the Franco-Ontarian community to travel within the province through a series of promotions which ran from January to the end of March. [A French-language adaptation of the 'There's No Place Like This' song](#) targeted the communities of Cochrane, Timmins, Sudbury, Hearst, Prescott and Russell, Clarence-Rockland, Ottawa, Toronto/Brampton and Cornwall. Thirty-thousand French-language copies of OTMPC's winter fun guide were distributed to these communities via newspaper inserts, Ontario travel information centres and Ontario's 1-800 call centre.

Contest encourages outdoor adventurers to explore Georgian Bay

products to visitors and join in the celebrations occurring in your community. The travel centres will be hosting five kick-off events from June 2-7 and open houses throughout the rest of the week. For more information on how you can get involved, contact a travel centre near you.

Link to Ontario's meeting destinations

Looking for an Ontario destination for your next event? The meetings and conventions section of [OTMPC's consumer website](#) is a one-stop comprehensive resource for meeting planners. A new 'Meeting Planners' link provides increased visibility and access to updated content and images to drive meeting planners to Ontario destination marketing organizations and association websites. A four-month [search engine marketing](#) campaign, which runs until the end of March was created to drive traffic to the enhanced site.

Visit Ontario Travel Information Centres online

Ontario's travel information centres provide welcome-to-Ontario hospitality and one-stop travel services to plan all of your visitors' travel needs. Now it's even easier to access information about Ontario's 18 travel centres via the web. You can locate a travel centre near you, check out the services offered at each centre, and browse the Ontario travel boutique which includes a selection of Ontario souvenirs, merchandise and passes. For more information, visit www.ontariotravel.net/travelcentres.

In The News

A sample of media stories as a result of OTMPC efforts

Chicago covers Niagara Ice Wine Festival



The 'Seven Days on Georgian Bay' contest kicked off in early December and will provide four lucky adventurers seven days spent exploring the spectacular landscape and culture of Georgian Bay. With a total value of approximately \$20,000, the contest is being promoted until May 16th [online](#) and in 77 locations across Canada and in the U.S. through [Rapid Media's Paddling Film Festival](#). A 10-second trailer promoting the contest and the Georgian Bay Region directs film patrons to a full-page film festival guide promotion. A contest badge and 'Ontario Yours To Discover' logo, linking to the outdoor home page, anchors the trailer's online version. The festival, which opened in Toronto in early February, runs until April.

German tour operator motors for Ontario



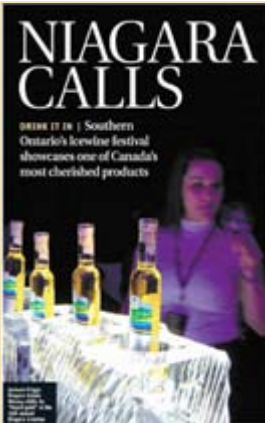
In partnership with Tourism Toronto and Ottawa Tourism, OTMPC worked with German tour operator [Canusa](#) to profile the province front and centre as an [i-magazine featured destination](#). From January to the end of March, Canusa's specialized coverage provides consumers with information on motorhome touring in Ontario including aboriginal culture, provincial parks and the Niagara, Ottawa and Toronto regions. Following its three-month feature run, the information will remain easily accessible on the Canusa website.

What's Been Happening

All-Canada Show launches 2010 'Canada's Great Outdoors' program



Anglers with an avid interest in fishing in Ontario were an easy catch at Chicago's All-Canada Show, held in mid-January. The show was the launching pad for the third year of the ['Canada's Great Outdoors'](#) program, a multi-media campaign in the Chicago area that uses Babe Winkelman as Ontario's ambassador. New this year, the campaign included a promotion with Porter Airlines offering a 10 per cent discount on flights to Ontario. On hand to launch the program was the former Minister of Tourism, Monique Smith. In its first two years, the campaign has created strong awareness of Ontario as an outdoors destination. Last year's campaign, conducted from January to May 2009, generated 12,000 trips to Ontario, resulting in almost \$4 million in overnight and



OTMPC's North American media relations team continues to entice media with delicious stories. A mid-January visit to the Niagara Ice Wine Festival by *Chicago Sun-Times'* Travel Editor, Lori Rackl, resulted in an [Ontario front-page travel section feature](#). In partnership with the Wine Council of Ontario, the OTMPC coordinated details of Ms. Rackl's three-day visit which included a stop at the Xerox Icewine Gala and several winery tours. *The Chicago Sun-Times* is read by almost 350,000 people; its online version receives almost 4 million impressions. The PR value of the print version alone is estimated at \$560,000.

Ontario heats up Mexico



The winter issue of *Mundo Traveler*, a bimonthly Mexican magazine targeting the executive traveller, features the Kawarthas, Haliburton and Muskoka as a result of a familiarization tour in July 2009. Five media outlets visited Elmhirst Resort, Haliburton Forest & Wildlife Reserve, Canadian Canoe Museum, Arowhon Pines Resort and Algonquin Outfitters. With a circulation of 30,000 readers, the public relations value of this initial article is valued at \$50,000.

Congrats!

Lanyon and Rowland accept new assignments

Two members of OTMPC's senior management team have recently accepted assignments within the newly merged Ministry of Tourism

same day travel expenditures in Ontario.

Ontario outdoors promoted via partnerships



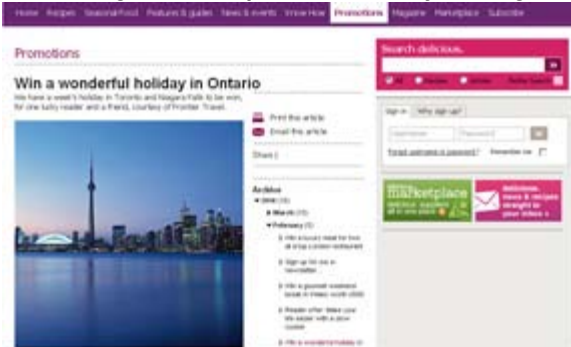
Ontario's various outdoor programs were promoted across a number of platforms in December and January including distribution of the first 'broad outdoor' email - a collaboration between 'Go Fish', 'Go Ride' and OTMPC's nature and adventure programs. A partnership with Northern Ontario Tourist Outfitters (NOTO) also saw the 2010 NOTO Guide, which highlights Go Ride and Go Fish programs, distributed through the Vaughan Mills Bass Pro Store. Additionally, a contest promotion, editorial and refreshed online banners are all part of this year's enhanced OTMPC partnership with [Chill Magazine](#).



New experiential programs offer learning tours in Ontario

Through an ongoing partnership with the newly re-branded Elderhostel (now [Exploritas](#)), OTMPC has developed four new exciting Ontario experiential programs together with [Routes to Learning](#). The new line-up of offerings (Niagara Wine by Bike; Stratford - Earth to Table; Ottawa - Canada's Evolution from Colony to Nation; and Toronto Performs - the City and the Theatre) provides the not-for-profit educational organization the opportunity to build a larger 'baby boomer' audience for their Ontario programs.

United Kingdom eats up Ontario culinary offerings



To present Ontario as the discerning destination for [foodies](#) in the United Kingdom, OTMPC recently partnered with the CTC and Frontier Travel on a multi-level travel trade promotion. A two-page editorial in [Delicious magazine's](#) December issue, a March issue contest page profiling a Toronto / Niagara region getaway and a 'Foodie File' page featuring delectable Ontario-centric maple syrup recipes were all served up to consumers. With a circulation of almost 106,000 readers, the public relations value for the magazine's printed edition alone stands at \$448,900.

and Culture.

· **Mary-Ann Lanyon**, Vice President Marketing, accepted a secondment with the Ministry's Tourism Policy and Development Division in February to support the regional structure initiative. Her experience at OTMPC will be instrumental in advancing the regional initiative and building capacity for more focused marketing across the province. Julia Holliday is acting in the Vice President role and can be reached at 416-325-1366 or by email at Julia.holliday@ontario.ca.

· **Nancy Rowland**, Director, Corporate Services, accepted a new position as Director, Agencies Branch with the Ministry of Tourism and Culture in January. In her new role, Nancy is responsible for overseeing and managing the Ministry's relationship with its 13 cultural agencies. Over the last decade, Nancy has been a valuable member of the senior management team contributing to the development and implementation of OTMPC's strategy business plans, and overseeing its governance structure.

OTMPC welcomes two new directors

OTMPC welcomes two new directors to the marketing and corporate services teams.

· **Ron Caughlin** joined OTMPC in January as the Director, Brand and North America Marketing. Ron has extensive senior leadership experience with a number of marketing organizations. Most recently, he was with the Greater Toronto Airports Authority where he was responsible for the strategic development of integrated marketing initiatives and business development. Ron can be reached at 416-314-7568 or at ron.caughlin@ontario.ca.

· **Marlene Stirrett-Matson** will be joining OTMPC on April 6 as Director, Corporate Services. Marlene has over 25 years of experience working at the community, provincial, national and international levels in recreation and sports, and culture and tourism. Most recently as Manager, Regional Support Services Unit, Marlene and her team provided grants management, processing and payment services for 40 programs across three ministries.

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