



MESSAGE FROM THE PRESIDENT AND CEO

Summer is here at last! At OTMPC, we've been gearing up for a very busy season through a series of much anticipated events.

In May, we launched our [2010 summer campaign](#) with new TV and radio spots featuring Ontario artist Aline Morales, revamped Ontario summer publications, a campaign website with lots of getaway ideas, and 'stay and play' package offers starting from \$109 for a family of four. You can check it all out at www.tourismpartners.com.

In early June, we used [Tourism Week](#) as a platform to encourage Ontario families to 'stay and play' in their own province this summer. Industry partners from around the province set up interactive exhibits at a series of events at Ontario travel centres throughout the province from June 2-13. Thank you to the many partners who participated in these activities and generously contributed significant giveaways and prizes. Our collective efforts reached 8 million consumers with our message.

After months of preparation, Ontario was in the global spotlight from June 24-27 during the G8 and G20 Summits. In Toronto, we hosted 3,500 accredited media from around the world and fed them lots of great travel ideas that we expect will generate goodwill and stories for months to come.

That same week, we also witnessed an historic moment as the [governments of Canada and China signed Approved Destination Status \(ADS\) for Canada](#). ADS status opens the door for us to [market tourism experiences directly to consumers in China](#) and allows the sale of group travel through tour operators serving China. We look forward to putting our best foot forward so that we can welcome even more visitors from China. To help you get ready, watch for more details about an industry training seminar coming up on August 3rd in Toronto.

Let's all get out there and enjoy summer in Ontario!

Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

Ontario's "There's No Place Like This" beat goes on



[The Afro-Brazilian stylings of Toronto percussionist Aline Morales](#) are featured in OTMPC's newest "There's No Place Like This" English-language television and radio spots. French-language radio spots featuring acclaimed singer Cindy Doire were developed for the province's francophone community. Commencing mid-May and running to the end of July, the spots invite summer vacation-craving consumers throughout Ontario to take advantage of 'stay and play' packages starting from \$109. "There's No Place Like This" television commercials, featuring Justin Hines, also ran in Winnipeg. The campaign is further enhanced by summer publications and a consumer database e-blast. To see campaign details, [click here](#).

Radio Canada partnership sells Ontario experiences to Quebec

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Get Involved!

Register now for 2010 Ontario Tourism Summit

[Registration is now open for the 2010 Summit](#). Hosted by the OTMPC and the Tourism Industry Association of Ontario (TIAO), this year's summit will be held November 7-9 at Deerhurst Resort in Muskoka. Entitled 'Taking it to the Next Level', the Summit will focus on strategies to help the industry reach its future potential.

Don't miss an outstanding line-up of industry and business experts including:

- Scotiabank's Chief Economist Warren Jestin;
- Trends experts Darrell Bricker and John Wright from Ipsos Reid Public Affairs;
- Digital marketing and social media guru Mitch Joel; and
- Customer service expert Dr. Joseph Michelli.

Workshop sessions will include tourism investment, product development, regional tourism organizations and marketing. Book now to get the early-bird rate. To register, visit www.ontariotourismsummit.com.

Need a ride? Ontario Northland and Coach Canada are offering complimentary return transportation for registered Summit delegates. [Visit the How To Register page for more details](#).

The Ontario Tourism Awards are also open for nominations. [Nominate your favourite tourism initiative now](#).

SPONSORS



audience

For the third year (from May to June), television viewers in Quebec were amused, informed and entertained by [Radio-Canada-partnered Ontario vignettes presented by well-known Quebec TV personality Chantal Fontaine](#). Locations featured include Ottawa, Upper Canada Village, Toronto Island, Toronto Zoo, Wasaga Beach and Scenic Caves. Since mid-May and through to early July, Ontario is also featured on online web banners via [VidéoEgg](#).



'Locals Know' campaign shows off Ontario's hidden travel gems



The Canadian Tourism Commission's (CTC) Locals Know campaign was created to inspire Canadians to discover places in Canada that only locals know. For the second year, OTMPC has partnered with the CTC to show off Ontario's hidden travel gems in a series of full-page ads in major newspapers in Canada and the U.S. The ads showcasing family-themed outdoors and kid-fun experiences appear in French and English until July 10 in the *Toronto Star*, *Ottawa Citizen*, *The Gazette* and *La Presse*. Together with Tourism Toronto and Ottawa Tourism, the OTMPC also partnered with the CTC in the United States in May via co-op advertising in the *New York Times*, *Chicago Tribune*, *Boston Globe* and the *New York Magazine*. Other activities include online advertising on the CTC's consumer website and through partnerships with online travel agencies including Expedia, Orbitz, and Travelocity.

'Ontario Getaway Collections' inspires travellers to find the perfect vacation closer to home



To showcase new signature experiences, inspire overnight travel, and remind consumers the perfect vacation is close to home, the 'Ontario Getaway Collections' program has expanded in 2010/11 to include two seasonally themed inserts. Both the 12-page brochure (highlighting arts,

culture, wine, culinary and spa) and the 8-page brochure (highlighting golf and outdoors), [appeared in major newspapers across the province](#).

In May, the two brochures were also included in the *New York Times* (arts, culture, wine, culinary and spa) and *Chicago Tribune* (golf and outdoors). Each brochure also directs consumers to visit [ontariotravel.net/getaway](#). To round off activities, [a contest](#), launched on April 30 with a prize value of \$8,500, runs to the end of October.

Coming Soon...

Ontario programs offered for the first time by 'best in class' travel agencies

Abercrombie & Kent, an award-winning travel agency - named by National Geographic Adventure Travel as 'One Of The Best Adventure Travel Companies on Earth' - have announced that an inaugural Ontario program will be added to their 'Best in Class' experiences. Currently being developed for launch in 2011, the program will offer six-night tour packages highlighting Toronto and Niagara cultural experiences for the discerning traveller. The OTMPC will assist Abercrombie & Kent in developing Ontario package promotions in addition to product training for [Abercrombie & Kent](#) agents.

In The News

A sample of media stories as a result of OTMPC efforts

Germany profiles Ontario spas and wellness retreats



The CTC and Ontario played host to a press trip from Germany in October to profile Ontario spas and wellness retreats. Michaela Merton, German celebrity actress and author renowned for her wellness seminars, visited Ste. Anne's Country Inn & Spa and 100 Fountain Spa at Pillar and Post. Four representatives from *Frau Im Spiegel* and *Die Aktuelle*, recorded her activities. Additional coverage on Niagara Falls and Ontario's outdoor experiences was also featured. With a combined circulation of more than 830,000, the public relations value of the two articles is estimated at \$240,000.

Toronto revealed to readers of Endless Vacation



An insider's peek of Toronto is featured in the summer issue of *Endless Vacation Magazine* - a bimonthly publication dedicated to frequent leisure travellers. Entitled 'Toronto Chic', the article is the result of a February visit by writer Hilary Davidson and highlights Toronto design, architecture, galleries, neighbourhoods and shopping. With a circulation of 1,750,000 readers, the public relations value of this article is valued at \$960,000.

Breakfast Television viewers wake up to Gravenhurst and Ottawa

Ontario has also been chosen by [Trafalgar Tours](#) as its first 'Be My Guest' Canadian wine and culinary destination. The program, which focuses on visitation to family homes or unique dining venues for a real taste of local culture, will see over 1800 travellers visit the Niagara Region from April to October 2011.

Ontario Travel Information Centres partnering with highway service centres

Ontario's Travel Information Centres are partnering with the Ministry of Transportation (MTO) to provide travel information and promotions in 23 revamped service centres along highways 400 and 401. Two existing travel centres have been selected to relocate - from Lancaster to Bainsville and from Windsor Huron to Tilbury - on July 1st to provide full-service travel information to visitors travelling from Quebec and the U.S. Staffed by Ontario travel counsellors, the centres will also offer such services as currency exchange and attraction passes. The OTMPC is working with MTO to establish a self-serve Ontario tourism promotional presence at the 21 remaining service centres, scheduled to be re-opened over a three-year period.

What's Been Happening



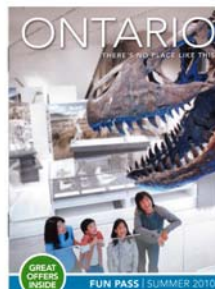
Ontario kicks off summer travel season during Tourism Week

To remind Ontario families that there really is no place like Ontario for summer fun, Ontario's Travel Information Centres hosted a series of events and open houses in conjunction with national Tourism Week (June 7-13). Leading up to the week, the public and media were invited to five kick-off events in Windsor, Barrie, Niagara Falls, Toronto and Sault Ste. Marie. Total solicited media coverage is estimated at \$1 million in PR value reaching 8 million people. In Toronto, The Honourable Michael Chan, Minister of Tourism and Culture, kicked off the celebrations with the Honourable Linda Jeffrey, Minister of Natural Resources, and OTMPC's

Chair Bill Duron. A one-day public event was also held at Dundas Square with industry partners showcasing some of Ontario's key summer tourism experiences while local festivals and events, such as Caribana, Salsa on St. Clair, Collingwood Elvis Festival as well as the latest "There's No Place Like This" artist Aline Morales, entertained the audience.

Kids get a FunPass to Ontario attractions

Ontario's popular FunPass is fast becoming a rite of passage for Ontario's elementary school-age kids. The booklet, distributed via report cards throughout the province in mid-June, presents special offers and discounts at Ontario agencies and attractions.



Ontario entices Winnipeg to escape to Northwestern Ontario



For the second year, Ontario ran a campaign in Winnipeg to entice residents to escape to Northwestern Ontario. From mid-May to mid-June, radio, newspaper and interactive advertising highlighted outdoor adventure, dining and shopping, and directed

consumers to visit www.escapetoontario.com. Created in partnership with [Ontario's Sunset Country](#), [Experience Dryden](#), [Tourism Kenora](#), [Red Lake Touring Region](#), the towns of [Fort Frances](#), [Sioux Lookout](#), [Sioux Narrows](#), [Nestor Falls](#) and [Township of Ignace](#), the program was supported by Ontario's "There's No Place Like This" television commercial featuring Justin Hines and promoted summer 'stay and play' packages.

Ontario sales mission makes a splash in the United Kingdom

Ontario's overseas team



More than 250,000 viewers across the province got a taste of Gravenhurst on May 21st and Ottawa on June 30th when City-TV's Breakfast Television (BT) broadcast live on location. During the three-hour shows, co-hosts Dina Pugliese and Kevin Frankish promoted all there is to see and do in the regions. Dozens of local partners were engaged in providing programming support and prizes for home viewers led locally by Muskoka Steamship & Historical Society, Gravenhurst Chamber of Commerce and Muskoka Tourism in Gravenhurst and Ottawa Tourism and National Capital Commission in Ottawa. The shows are part of a three-part series coordinated by OTMPC to promote regional activities and travel ideas just before the long weekends this summer. Next up, BT is heading to Barrie on July 30th. Stay tuned...

Congrats!

OTMPC welcomes new VP to the marketing team

Liana Guiry joined OTMPC as Vice President of Marketing in mid-May and brings a breadth of experience in marketing, partnership development, people leadership, research and strategy development. Most recently, Liana was a director with AMEX Bank of Canada, where she built and led the Canadian marketing and business development team. An award-winning marketer, she received her MBA from the Richard Ivey School of Business at the University of Western Ontario and her BSc from the University of Guelph. Liana can be reached at liana.guiry@ontario.ca or 416-212-0759.

OTMPC wishes to extend a special thank you to acting Vice President Julia Holliday who successfully led the marketing team through preparation of Ontario's summer campaign launch.

crossed the Atlantic mid-June to lead a one-week sales mission in the cities of Leeds, Manchester, Glasgow and London. Developed to encourage increased visitation from the United Kingdom (U.K.), the mission included appointments with 25 U.K.-based product managers. Other activities included exclusive Ontario operator and agent sales seminars and product training sessions held onboard an old-school English double-decker bus. Ontario partners included Starwood and Choice Hotels, Tourism Toronto, Ottawa and Niagara Falls Tourism, Niagara Parks Commission, Niagara Helicopters and Imax Niagara Falls.

Ontario travel trade team reach for international markets

New Delhi and Mumbai were the scene of the inaugural CTC Showcase Canada-India marketplace in March 2010. In order to make inroads into this emerging market, OTMPC participated along with 22 Ontario partners and conducted one-on-one meetings with 62 Indian tour operators.



In Mumbai, Ontario hosted a reception for delegates and Bollywood stars to celebrate Ontario's successful bid for the 2011 International Indian Film Academy Awards (IIFA). The IIFA awards ceremony, to be held in the

Greater Toronto Area in June 2011, will cap a four-day celebration of Indian cinema. The event is expected to draw more than 40,000 international visitors to Ontario with an international television audience of more than 350 million.

Since March and through to May, Ontario tourism products and experiences have been promoted by OTMPC to tour operators from around the globe including Berlin's ITB and the 34th Rendezvous Canada - this year held in Winnipeg. The OTMPC also attended CTC-partnered Showcase Canada shows in China and Brazil - in addition to India's inaugural Showcase Canada. In total, 352 meetings were held with shows additionally attended by more than 65 Ontario suppliers.

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