



MESSAGE FROM THE PRESIDENT AND CEO

Fall is in the air and, as we look back at a great summer, we can see some signs of recovery for the industry. Recent reports on border crossings into Ontario are very encouraging. Statistics Canada reported that border crossings from the U.S. into Ontario were up by 8 per cent in June and July, after record low visits during the same time last year. Overseas border crossings were also up by 8 per cent in these two months.

At the same time, the Canadian Tourism Commission's (CTC) recent marketing shifts give us an opportunity to take a leadership role within Canada and the U.S., while continuing to leverage CTC's investments in overseas markets.

Keeping our leadership role in mind, we are developing a long-term strategy to take us into the next decade. Our vision is to inspire consumers to discover Ontario at every stage of the travel purchase cycle - from inspiring advertising to a web portal with all the latest tools to plan a trip to mobile strategies that offer packages on the spot and social media spaces where consumers can share their exciting Ontario travel stories. All of these activities will ultimately drive consumers to our website where industry partners can close the sale. Partnership will remain key to our success and we look forward to working with you to leverage our collective marketing dollars.

I encourage you to attend this year's Summit in Huntsville from November 7-9 to hear more about our future plans, as well as explore partnership opportunities for the coming year.

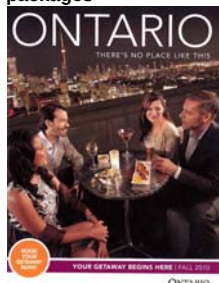
Finally, I'd like to extend a big thank-you and fond farewell to our outgoing chair, Bill Duron. For the past five years, Bill has been a tireless advocate for our organization. We will miss his sage advice and guidance. I also want to welcome our interim chair, Antoni Cimolino, and interim vice chair Jack Robinson, who have graciously stepped in to fill these roles for the next few months.

See you in Huntsville!

Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

Ontario's fall campaign integrates fall drives and getaway packages



Ontario's fall campaign showcases the best fall drives and getaways in one. Two creative, interactive Ontario ads, launched early September and running for six weeks, promote Ontario's fall getaways on such outlets as Macleans.ca, 680news.com, chatelaine.com, ctv.ca and blissstree.com. In partnership with wine expert Natalie MacLean, Ontario advertising and editorial is present via [blog](#), mobile

IN THIS ISSUE - Volume 4 / Number 4

- » Get Involved!
- » Message from the President
- » What's New
- » What's Been Happening
- » In The News

Get Involved!

Take advantage of the Summit early-bird deadline

Register for the 2010 Ontario Tourism Summit until October 8th and take advantage of the **special early-bird rate of only \$349 CAD** (after October 8th, conference registration is \$399 CAD).

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. To register, visit 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.

application, [twitter](#) and e-newsletter. A 48-page fall magazine-styled retail booklet features bite-sized editorial, a fall calendar of events, fall colour touring routes, scenic lookouts, and retail experiences associated with each route. The French edition features a section of specific interest to Franco-Ontarians. More than 300,000 English and French copies hit the street mid-September via targeted newspaper insertions across the province. They are also available at Ontario Travel Information Centres, via download at [ontariotravel.net](#) and by calling 1-800-ONTARIO. All promotions drive consumers to [Ontario's fall consumer site](#). Launched September 10, the site offers visitors more information on couples activities, fall drives, family and outdoor getaway packages in addition to a 'Share Your Ontario' contest link.

'Share Your Ontario' contest invites consumers to focus their lens on Ontario

Ontario consumers can 'click to win' in the OTMPC's recent 'Share Your Ontario' photography contest. Launched September 10 and running for 10 weeks, the competition gives entrants a chance to express their own creative view of Ontario. In addition to weekly random draws, the photo with the most votes wins the People's Choice prize of a Nikon D90 digital camera package. The Grand Prize winning picture, as judged by a panel of experts, will enjoy a Nikon prize pack and customized Ontario getaway valued at \$4,500. Winning photos may also appear in future OTMPC promotions. The 'Share Your Ontario' photography contest is being promoted online via targeted email, photography websites, as well as Facebook, [ontariotravel.net](#) and the [OTMPC's fall microsite](#).



THERE'S NO PLACE LIKE THIS FOR...

(the rest is up to you)

SHARE YOUR ONTARIO CONTEST

Short-break Ontario city getaways promoted in the United Kingdom

Ontario short-breaks are once again being promoted to consumers in the United Kingdom who want to discover two of the province's most iconic and cosmopolitan cities at their own pace. Building on previous years' efforts, four-day Toronto and Ottawa city stays are being promoted to the "Authentic Explorers" consumers as identified by the Canadian Tourism Commission. From mid-September to the end of October, a partnership with OTMPC, Tourism Toronto, Ottawa Tourism, Thomas Cook Signature, Canadian Affair and British Airways Holidays is promoting getaways via interactive ads online on such targeted sites as Yahoo and Lonely Planet. All advertising drives consumers to [ontariotravel.net/uk](#).

All hands on deck for Ontario Great Lakes cruises

Visitors cruise into Hamilton Harbour

THE HAMILTON SPECTATOR

(Aug 23, 2010)

It wasn't the Queen Mary 2 that

called into Hamilton Harbour

Saturday.

But the little MV Grand Mariner

certainly got the royal treatment.

A hubbub of dignitaries greeted the

miniature arrival of the U.S. cruise

ship, along with a small colour guard

from the MACS Star vessel, replete

handmade chocolate, welcoming

drinks, even a sparkling red carpet

The only thing missing from the civic

reception was a brass band.

There was just a hint of rain as the

18-passenger ship sailed up to Pier

5, east of the Discovery Centre, and

crew members scrambled to make

her land.

Although weather glimmers not glamorous, the Mariner represents a golden opportunity for local tourism and

the Hamilton Port Authority.

It is the first cruise ship to include Hamilton as a port of call on a regularly scheduled itinerary. The 10-day

Shoreline and Islands cruise, operated by Blount Small Ship Adventures of Rhode Island, was sailing from

New York City to Toronto via the Erie Canal and putting in at several New York state towns before hitting

Kingston, Port Hope and Hamilton.



Passengers from the cruise ship MV Grand Mariner are welcomed at Pier 5.

Blount Small Cruise Ship

Adventures and the

OTMPC have taken the

helm to promote

Ontario's unique Great

Lakes communities. For

those visitors looking to

encounter a distinctly

nautical Ontario

experience, two new

sold-out excursions

departed New York City

for Toronto in August for

a 10-day tour including

the ports of Kingston,

Port Weller and Hamilton. At the end of August, the MV Grand Mariner docked in Toronto allowing visiting New York City passengers to disembark and 60 Ontario-based travel agents to enjoy a lunch reception and tour of the ship. The occasion also provided an opportunity to showcase eight scheduled 2011 departures including 'Discover Ontario: Scenic Georgian Bay'. For editorial coverage of the MV Grand Mariner's stop in Hamilton, [click here](#).

Trafalgar Tours sales agents sample Ontario

Ontario continues to be a preferred destination for North American travel trade clients and the professionals who arrange their travel excursions. In early August, 50 top agents of [Trafalgar](#)



Submit your Ontario angling package for 'Go Fish' program



In 2010/11, the OTMPC's 'Go Fish' angling program will continue its strategic focus on the best bet market of Minneapolis and Southern Ontario, with all activities connecting consumers to packages for purchase. Tactics will include TV, radio, online, out-of-home, consumer shows and spokesperson partnerships including Babe Winkelman and the Minnesota Wild! For information on 'Go Fish' website package listings, contact Julie Larstone at Julie.larstone@ontario.ca or 705-945-6578. For more general 'Go Fish' program information, contact Jim Grayston at jim.grayston@ontario.ca or 705-647-0604

Add torque to Ontario's 'Go Ride in Ontario' program



[Tours](#) attended their annual week-long sales meeting, which was held this year in the Niagara Region. Arranged by the OTMPC, they also had the opportunity to experience first-hand the elements of Trafalgar Tours' 2011 'Be My Guest' program, previously facilitated by the OTMPC, which highlights the wine and culinary experience offered at Vineland Estates Winery.

Discerning Virtuoso travellers select Ontario for 'Trip of a Lifetime'

With the ability to meet the needs of the world's most discerning travellers, Ontario's 'Culinary Discovery, Toronto to Niagara' program is currently featured in [Virtuoso's](#) September 'Trip of a Lifetime' catalogue. To supplement catalogue pages with Ontario experiences and keep Ontario front and centre in the minds of top Virtuoso agents who develop and sell travel packages to a discerning clientele, more than 400 Ontario appointments were held at Las Vegas' annual [Virtuoso Travelmart](#). For this reason, [Horizon & Co's](#) seven newly developed Virtuoso Ontario programs were an effective call to action for the OTMPC at the four day conference, held in mid-August.

What's Been Happening

Ontario prepares to welcome visitors from China

Since China granted Approved Destination Status (ADS) to Canada, Ontario has rolled out the red carpet to welcome tour groups from China and to help the industry prepare for more visitors. The inaugural ADS China/Canada tour group arrived in Vancouver from Beijing, Shanghai and Guangzhou with much fanfare in mid-August. Facilitated by 10 major China tour operators selected by the China National Tourism Administration (CNTA), the tour consisted of several groups made up of more than 350 visitors and CNTA delegates. While visiting Ontario, a group of 200 guests were hosted at a welcome dinner in Ottawa in partnership with OTMPC and Ottawa Tourism.

To educate Ontario suppliers on the China market, OTMPC organized a China Market Workshop in early August. To view the presentations, [click here](#). A second industry training seminar, focusing on Ontario's emerging markets including China, will be held on November 9th at the Ontario Tourism Summit in Huntsville. In accordance with the ADS agreement, only accredited in-bound receptive tour operators, including subcontractors, may facilitate ADS group travel from China. Ontario tourism stakeholders are strongly encouraged to work exclusively with accredited operators for all ADS groups. For the complete list, [click here](#).

GoMedia delegates enjoy a taste of Ontario



The OTMPC, in partnership with Tourism Toronto and the Fairmont Royal York, played host to more than 180 of the world's top lifestyle and travel media in Toronto at the CTC's annual GoMedia Marketplace over five days in mid-August. In order to generate upcoming travel stories, OTMPC media relations staff presented a variety of Ontario travel ideas and experiences to approximately 93 domestic and international journalists during timed appointments. One of the conference highlights was a 'Taste of Ontario' evening organized in partnership with OTMPC, CTC, Ontario Culinary Tourism Alliance, Wine Country Ontario, Prince Edward County, Ottawa and Muskoka Tourism, Tourism Niagara, Toronto and Kingston. More than 400 guests gathered at the Toronto's Distillery District to savour a sampling of Ontario's culinary trails, wine routes and craft breweries. In addition, tours organized before and after the conference served to highlight Stratford's culinary and theatre experiences, Georgian Bay area's scenic outdoors, and the Niagara region's wine and culinary offerings.

In The News

A sample of media stories as a result of OTMPC efforts

The OTMPC's recreational motorsports program, 'Go Ride in Ontario', will focus in 2010 - 2011 on promotional activities for motorcycle, snowmobile, boating and all-terrain vehicles (ATV) in the Ontario and near border United States (US) markets, with a key focus on Detroit. Print advertising, media relations, consumer shows, innovative online tactics and search engine strategies will drive consumers to the [ontariotravel.net/goride](#) website. For more information contact Claude Aumont at [claudes.umont@ontario.ca](#) or 705-493-5618.

Make a date with The Great Ontario Outdoor Adventure calendar



The 2011 Great Ontario Outdoor Adventure calendar is currently in production. The calendar and 2011 Classic Canadian Adventure Contest - a partnership of Ottawa Tourism, Ontario Parks, Mountain Equipment Co-op, Subaru Canada and a host of other partners - launches mid-November. All activities will lead consumers to [ontariotravel.net/outdoor](#) to view history, culture and nature packages for sale. For more information contact Steve Bruno at [steve.bruno@ontario.ca](#) or 226-339-2510.

Show off for Ontario's northern and outdoor consumers

Consumer shows are an important tactic in OTMPC's northern and outdoor program strategy, providing consumers an opportunity to meet face-to-face with Northern Ontario Regional Travel Association (NORTA) and industry partners. This fall, OTMPC kicks off the winter season with a solid consumer show presence: **Toronto Ski and Snowboard Travel Show** - October 14 - 17
Toronto International Snowmobile and Powersports Show - October 15 - 17

The Great Outdoor and DIY Weekend (Mississauga) - November 26 - 28

Four shows now combined into one ticket (Fall Cottage Life, Canadian Home Workshop, Explore Adventure, Travel and Outdoor Canada). OTMPC will dominate with 'Go Fish', 'Go Ride in Ontario', Great Ontario Outdoor Adventure present in the Ontario Adventure Zone. For more information and special Ontario rates visit [greatoutdoorsdiy.com](#) or contact your Regional Travel Association.

Farewell

Bill Duron retired as OTMPC Chair in

Toronto. Ready for its close-up



Like the city backdrop it portrays, Universal Picture's *Scott Pilgrim vs. the World* (2010) is fun, hip and edgy. Set in Toronto, the action romantic comedy stars Ontario's own Michael Cera as angst-ridden Scott Pilgrim. To

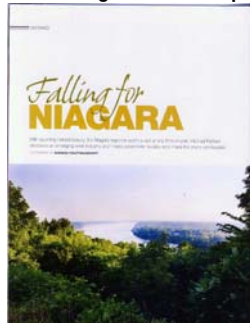
leverage Toronto as a must-see travel destination, the OTMPC, in partnership with the CTC and Tourism Toronto, developed an integrated media and promotional strategy. A strong social media presence at the wildly popular [San Diego Comic-Con](#) in July was supported with coverage by Los Angeles-based travel media. Timed to the film's international release, additional coverage garnered by international travel media has, to-date, reached an audience of more than seven million people. From early August and running for three weeks, the movie's trailer and select Toronto facts ran on 2.5 million office elevators throughout the United States. A call-to-action drove all promotions to the interactive microsite, [torontolovesscottpilgrim.com](#) featuring a 'Visit Toronto' contest and podcast with actor Cera highlighting the flick's Toronto locations.

China 'Happy Family in Ontario, Canada' contest winners travel the province

For the second year, the OTMPC, with China Travel Channel, [sina.com](#), Ontario Parks and various Ontario destination marketing organizations, played host to the lucky winners of the 'Happy Family in Ontario, Canada' contest. This past July, China's Chen and Wang families travelled to different parts of the province: the Wangs to northern Ontario including Lake Superior Provincial Park, Sault Ste. Marie and Georgian Bay; and the Chens to Ottawa, Thousand Islands, Frontenac Provincial Park and Kingston. Both families capped their stay with visits to Niagara Falls and Toronto. Accompanied by China Travel Channel, *Beijing Daily News*, *Anyuan Style*, China National Radio and [sina.com](#), the families also blogged their daily adventures. The project has already generated an estimated PR value of \$4 million with additional coverage coming in September when a five-episode program will be broadcast to China Travel Channel's 350 million viewers.



Ontario regional cuisine profiled to readers in the UK



Readers of the October issue of the United Kingdom's (UK) *Food & Travel* magazine were treated to an editorial taste of Niagara-on-the-Lake and a profile of Ontario celebrity chef Anna Olson. The CTC-partnered supplement, featuring a cross-Canada take on regional cuisine, also served to spotlight various Niagara culinary, winery, accommodations and retail experiences. The article, the result of a media tour that took place in early July, has an estimated public relations value of over \$270,000.

June, after serving in the role for the past five years. During his tenure, Bill was instrumental in guiding the organization through the development of a long-term strategic plan, valuable market research to identify Ontario's best prospect customers, the award-winning brand campaign "There's No Place Like This," and strategies to improve the website and travel centres.

An experienced tourism leader and media executive, Bill brought more than 30 years management experience to his role as Chair. He served as president of Tourism Toronto for 18 years and was awarded "Tourism Person of the Year Award" by the Tourism Industry Association of Canada for his contribution to the industry and his role in the North American Free Trade negotiations. Most recently, he was CEO of the Royal Agricultural Winter Fair. He also served as President of Key Media Ltd., owners of *Toronto Life* and *Where* magazines. He currently sits on the boards of the Toronto Board of Trade, Canadian National Sportsmen's Shows and the Advisory Board of Ryerson University's School of Retail Management.

OTMPC wishes to express its gratitude to Bill and thank him for his outstanding contribution to the organization and the industry.

Email Marketing by

Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



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