



MESSAGE FROM THE PRESIDENT AND CEO

On behalf of all of us at OTMPC, I extend to you our warmest holiday wishes. As a year of great change and continuing economic challenges comes to a close, I want to thank all of you for your ongoing support and look forward to working with you to ensure 2011 is a great success.

The good news is that global tourism is on the rise and we want to make sure Ontario gets its share. The *Discovering Ontario* report has challenged us to become one of the world's preferred places to visit. Thanks to everyone's collaborative efforts this year, I feel confident that we have laid the foundation for a promising tomorrow.

In partnership with TIAO, we held a successful Summit in Huntsville in early November. At the Summit, I outlined our marketing vision to help the industry "Take it to the Next Level." Following 200 consultations with industry, board and staff, a clear mandate has been created for OTMPC. Our mandate includes marketing Ontario nationally and internationally. We will provide brand leadership by defining the Ontario global brand and creating tools industry can use. We will also work with the Ministry and regions to develop segmentation research to identify Ontario's best prospect customers in key source markets. The final pillar of our mandate is to engage partners in all that we do. We know partnership remains key to our success. By aligning our marketing efforts, we can all maximize our collective marketing dollars.

In the coming year, we'll be moving ahead with our 2011/12 marketing plan. The plan marks the first year of a new strategy that takes into account our partnerships with the regions. I encourage you to get involved. Visit www.tourismpartners.com to view our [marketing plan](#) and [partnership opportunities](#) for the coming year.

Coming in January, don't forget to fill out our annual satisfaction survey and let us know how we are doing. Working together with all of you, I know we have the passion and drive to make Ontario the global tourism leader that it can be. Happy holidays!

Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

OTMPC partnership review underway

Following the recommendations of the OTMPC Program Review released earlier this year, the OTMPC has initiated a review of all OTMPC partnership granting programs. The review is being conducted by PricewaterhouseCoopers on behalf of OTMPC. It includes OTMPC partnership granting programs such as the Tourism Event Marketing Partnership Program (TEMPP), the Industry Partners Proposal Program

IN THIS ISSUE - Volume 5 Issue 1

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

Happy



Holidays!

*Happy Holidays from all
of us at OTMPC*

In The News

**Ontario provides a smooth ride for
VIA Destination readers**



Efforts by OTMPC's North American media relations team provided the locomotion needed to secure an abundance of Ontario editorial coverage in both the fall and winter issues of [VIA Destinations magazine](#).

(IPPP) and its grants to other regional, municipal and sector organizations. The review is to be completed in the spring of 2011.

Ontario celebrates winter - Ontario style!

Sudbury's country music songbird is back! Alex J. Robinson is again the featured artist in OTMPC's latest 'There's No Place Like This' English-language television and radio winter campaign. Together with French-language radio spots - featuring chanteuse [Cindy Doire](#) - the commercials will air throughout the province from mid-January to the end of February. The incredible breadth of Ontario's indoor and outdoor winter activities is further supported by 400,000 copies of OTMPC's eight-page freestanding insert - included in the LCBO's popular [Food & Drink](#) holiday issue, which hit stands mid-November. Four hundred thousand copies of OTMPC's 48-page winter retail booklet - available in English and French - are also being distributed across Ontario and in such outlets as the *Windsor Star*, *North Bay Nugget*, *Peterborough This Week*, *Toronto Star*, *Londoner* and *Thunder Bay Source*. Celebrating and profiling special Ontario winter moments and getaway ideas, the retail booklet is also available [online](#), at Ontario Travel Information Centres and via 1-800-ONTARIO. All activities highlight 'Buy Two Nights And Get The Third Night Free' packages and drive consumers to ontariotravel.net/winter for even more great Ontario winter getaway information.



New tourism regions now reflected for consumers online

OTMPC's regional consumer web strategy continues to evolve. As of mid-December, OTMPC's consumer website, www.ontariotravel.net, will better reflect Ontario's [13 recently designated tourism regions](#) and each of their unique, signature experiences. Working closely with Regional Tourism Organizations, the OTMPC has created new interactive pages which will increasingly be packed with regional travel ideas, packages and geographic subcategories featuring even more consumer information.

OTMPC partners with Ottawa Tourism to launch 2011 Classic Canadian Adventure Contest



In mid-November, the OTMPC and Ottawa Tourism together announced Ottawa and the Ottawa Valley as featured destinations in the 2011 [Classic Canadian Adventure Contest](#). The contest prize, a one-of-a-kind seven-day trip for four, will be led by celebrity outdoor enthusiast, ["The Happy Camper" Kevin Callan](#). A video crew, photographer and blogger will accompany the winners and

chronicle their adventures via social media. Round-trip transportation to Ottawa will be provided by [Porter Airlines](#) with ground transportation provided by a promotional-wrapped Subaru Outback, courtesy of [Subaru Canada](#). Contest promotions will be present online and in print and highlighted at OTMPC-partnered consumer shows. Promotions will also be carried out in Subaru Canada, [Mountain Equipment Co-op](#) and [Bass Pro Shops](#) retail outlets in Ontario and Quebec. The contest, which opened at the end of November, closes at the end of March and is one component of OTMPC's annual outdoor campaign targeting avid outdoor enthusiasts in Canada and the U.S. To view CBC Ottawa coverage of the contest's launch, [click here](#).

A five-page feature story, entitled "Haliburton Forest Walking With The Wolves," by Jennifer Merrick was supported by additional multi-page Niagara Falls coverage, must-have-shopping in Toronto's Yorkville neighbourhood, the Toronto opening of [Mirvish Productions' Priscilla Queen of the Desert](#), and the [AGO's Treasures of the Maharajah exhibit](#). Toronto's hip Ossington Avenue, [Saint-Marie Among the Huron's](#) popular 'First Night' event and Ontario skiing hotspots were also highlighted. *VIA Destinations* boasts a circulation of 60,000. The combined public relations (PR) value of the articles is estimated at \$243,766.

Ontario editorial wins top honours in Mexico



Ontario editorial coverage received top honours twice at the GoMedia Mexico Awards during Conozca, Mexico's premier travel industry conference. A six-page article written by Enrique Escalona, entitled "Six Reasons to Visit Canada" and featuring Toronto, won 'Best Online Article'. The article appeared on [LaGiraffe.com](#) in January 2010. A second place for 'Best Newspaper Article' was won by Alicia Boy for her three-page cover story showcasing Algonquin Park. The story appeared in the April 2010 issue of *Excelsior's* weekly "Bon Voyage" travel section. LaGiraffe.com receives 15,000 monthly visitors and *Excelsior* boasts a weekly circulation of 90,000. Both articles are the result of previous OTMPC-organized media tours and have a combined PR value of \$70,500. Held in Mexico City over four days in early September, Conozca is an annual event promoting Canada to Mexico's travel industry professionals and travel media.

New Canadians invited to experience Ontario's great outdoors

What's Been Happening

Ontario travel agreements signed in China

OTMPC was on hand in Shanghai at the end of October for the landmark signing of tourism sector exchange agreements between Ontario and the Chinese provinces of Henan and Shandong. The agreements were signed by Minister of Tourism and Culture Michael Chan during Tourism Day at the Canadian Pavilion of the Shanghai World Expo. The two winning families of the 2010 China Travel Channel Happy Family promotional campaign were also present for festivities and to describe their recent Ontario travel experiences to more than 50 media outlets present from across China, including International Channel Shanghai (ICS), Travel Weekly China and International Finance News. An agreement was subsequently signed between Ontario and the province of Jiangsu -- all as part of a week-long trade mission led by Premier Dalton McGuinty. As a result of the [recent granting of Approved Destination Status \(ADS\) to Canada by the Chinese government](#), it is forecast that by 2012 more than 138,000 travellers from China (an 81 per cent increase from 2008) will have the chance to enjoy Ontario's natural beauty, dynamic cities and warm culture.



Beijing's Showcase Canada enhances Ontario travel trade opportunities

Together with 89 Canadian tourism suppliers - 19 from Ontario - OTMPC's overseas trade team participated in the first Showcase Canada show catering to travel markets in Japan, South Korea, China and India. Held in Beijing over eight days in mid-October, the Canadian Tourism Commission (CTC)-organized tradeshow provided an opportunity to conduct one-on-one business meetings with key overseas travel trade contacts including tour operators, airlines, and travel media for promotion of Ontario tourism products and experiences to the Asia Pacific market. A total of 147 meetings were conducted over the course of the show.

Ontario goes Georgia peachy for Japan

Atlanta, Georgia was the scene in early November for the 19th edition of Active America - the only tradeshow held in North America to focus exclusively on the Japanese travel market. OTMPC participated in 21 appointments at the two-day show, attended by 31 Japanese tour operators and sponsored by Delta Airlines. With Delta's inaugural Haneda to Detroit flight launched at the end of October, the show was also the perfect occasion for OTMPC's overseas team to meet with key Delta Airlines tour operators to discuss Ontario tourism product and itineraries.

Ontario tourism products and upcoming IIFA Awards promoted at London's World Travel Market



London, England's World Travel Market (WTM), held over four days in early November, provided an essential forum for OTMPC's overseas travel trade team to present [fresh experience-based holidays](#) to key European and U.K.-based decision-makers. Fly/drive Ontario touring, urban and nature packages were also promoted. In total, 45 one-

on-one meetings were held. OTMPC also worked with Tourism Toronto and the International Indian Film Academy (IIFA) to promote the 2011 IIFA Awards, to be held in Toronto this coming June. OTMPC's attendance at WTM was in conjunction with the CTC and 33 suppliers from across Canada including eight Ontario partners.

Spotlight on OTMPC and partners at fall trade conferences

Ontario was showcased as a primary destination of choice at a recent series of key North American travel trade conferences. Taking place from the end of October to mid-November, OTMPC, together with 250 Ontario



[The Great Outdoors & DIY Weekend](#), held in Toronto November 26-28, provided the perfect opportunity for OTMPC to present its [Great Outdoors Adventure program](#) to new Canadians and other consumers new to the outdoors. An OTMPC-organized press conference kicked off the weekend and utilized hands-on activities to demonstrate how new Canadians can better embrace nature. Classic Canadian Adventure spokesman [Kevin Callan](#) and avid outdoorswoman Mary Li helped to demystify Ontario's nature experiences, camping and camping equipment for the more than 20 ethnic media outlets present. Exhibit tours, one-on-one partner visits and hands-on activities, including a fishing simulator, were also made available for media. In total, it is estimated that more than 30,000 consumers attended the show.

Get Involved!

Take advantage of 2011-2012 Ontario Tourism Partnership Opportunities

Learn more about OTMPC advertising, travel trade, media relations and free opportunities. OTMPC's 2011-2012 Ontario Tourism Partnership Opportunities brochure is now available online and provides Ontario tourism stakeholders with information on new and on-going opportunities to leverage their destination, product or service with the Ontario brand. Relevant OTMPC contact information is also included. To view the downloadable brochure, [click here](#).

Sixth Annual Ontario Tourism Summit and Awards Gala draws a large crowd

More than 560 delegates attended the sixth annual Ontario Tourism Summit, which took place November 7-9, 2010 at Huntsville's Deerhurst Resort. The Tourism Awards Gala was held the evening of November 8th and recognized innovation and excellence in the tourism industry. To view this year's winners and news releases, [click here](#).

Mark your calendars for 2011 Summit!

Next year's Summit will be held in

partners, was present at [Bienvenue Quebec](#), the [Ontario Motorcoach Association](#) (OMCA) and the [National Tour Association](#) (NTA) annual conferences. Alongside OTMPC, Gananoque Boat Lines and Niagara College helped to co-sponsor select conference events. Ontario's exceptional array of products and experiences were presented to answer the needs of travel trade operators and their clients.

American Express travel agents enjoy Ontario's gastronomical treats

In partnership with the CTC, American Express and [Travel Impressions](#), a six-day Toronto / Niagara / Ottawa culinary program was showcased in mid-October to 10 U.S.-based top producing travel agencies. Organized and led by OTMPC's North American travel trade team, representatives from New York, Connecticut, Indiana, Colorado, New Jersey and Pennsylvania took in a range of Ontario activities and gastronomical experiences in order to best present to their discerning clientele. Program highlights include a custom tour of Toronto's [St. Lawrence Market](#) led by the [Fairmont Royal York Hotel's](#) executive chef, the [Art Gallery of Ontario \(AGO\)](#), Ottawa's [National Gallery of Canada](#) and [C'est Bon Cooking Inc.](#), a tour of Niagara Fall's [Journey Behind the Falls](#) and lunch at Niagara-on-the-Lake's [Prince of Wales Hotel](#).

OTMPC's recent 'Share Your Ontario' contest takes social media to the next level

The people have spoken! The winner of OTMPC's '[Share Your Ontario](#)' '[People's Choice](#)' category has been selected on the contest's website. The competition, which provided consumers the chance to express their own creative view of Ontario, is now closed - with the 'Grand Prize' winning picture to be announced at the end of December. In total, more than 4,500 photographs were submitted across several categories. As part of the next phase in OTMPC's newest interactive social media strategy, contest photos will soon be posted to an Ontario page at [Flickr](#), a popular image and video sharing site.

Thank you to our 2010 Ontario Tourism Summit sponsors!



Hamilton, Ontario at the Hamilton Convention Centre on October 3-5, 2011. Watch for more details about the speaking program in the new year. For a sneak peek of what there is to see and do in Hamilton, [watch the Tourism Hamilton video](#).

Connect, network and engage at Canada-e-Connect 2011!

Canada-e-Connect 2011 takes place February 2-4, 2011 at the Hyatt Regency Hotel in Toronto, Ontario. OTMPC partners can save up to \$350 off CeC2011 registration fees. We are pleased to extend to you aspecial registration rate of \$545!

Canada-e-Connect is the Tourism Industry Association of Canada's compelling look into the online and web-based trends, tools and technology that can help drive growth in the tourism sector. The conference is about strategy before tactics, providing insight and a better path for you to find the questions you need to ask.

To take advantage of this special rate, visit the CeC2011 website at: www.canadaeconnect.com. When registering, select the box "I qualify for the Host DMO member rate" and when prompted, use the special registration code CECTOR.

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.

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

Email Marketing by



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