



MESSAGE FROM THE PRESIDENT AND CEO

It's that time of year when our thoughts turn to summer fun and special events as we head into what we hope will be a very busy summer tourism season. This summer, we are evolving our popular "There's No Place Like This" campaign to include regional vignettes of our target Ontario consumers sharing their favourite travel experiences using emotional appeal to motivate travel. There will be a strong call-to-action with special offers that will drive consumers to our website where industry can close the sale, as well as opportunities for consumers to share their stories via social media channels. We are starting the conversation with consumers now. Check out the post on our [Facebook page](#).

We are also making plans to celebrate Tourism Week in early June (June 6-12, 2011). Once again, we will host a series of open houses and events at our travel centres across the province, as well as a kick-off event at Dundas Square on June 3rd in downtown Toronto. We'll be looking for partners to join us so watch for more details.

At the end of June, we look forward to hosting the International Indian Film Academy's (IIFA) weekend in Toronto from June 23 to 25. [Our IIFA website](#) was launched in January at a news conference, which included Premier Dalton McGuinty, Minister of Tourism and Culture Michael Chan and South Asian star Anil Kapoor (Slum Dog Millionaire). Tickets were sold out within minutes. In India, we are using the spotlight on Ontario to kick start our marketing efforts in this important emerging market.

In an effort to expand the expertise and skills of our Board, we recently announced the appointment of four new members from the foodservice, finance and media worlds. We welcome David Kuo from HSBC Bank Canada, Sabir Sami from Yum Restaurants Canada Inc., Gregory Treffry from Shaw Media Inc. and Chisanga Puta-Chekwe, Deputy Minister, Ministry of Citizenship and Immigration to our board. For more information, you can read their stories below.

And just in time for summer, watch for a new look and refreshed content on our [consumer](#) and [partner](#) sites to be launched at the end of June. Working with the Regional Tourism Organizations (RTOs), we are adding more indepth travel information for each of the 13 regions to maximize their online presence. We are pleased to have met with all the RTOs and will continue to collaborate with them to identify areas where we can work together.

As always, I welcome your feedback on our activities.

Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

IN THIS ISSUE - Volume 5 Issue 2

- » [Get Involved!](#)
- » [MESSAGE FROM THE PRESIDENT AND CEO](#)
- » [What's New](#)
- » [What's Been Happening](#)

Get Involved!



Mark your calendars!

The 7th annual Ontario Tourism Summit will be held in Hamilton, Ontario at the Hamilton Convention Centre from October 3-5, 2011. Ian Troop, CEO of the Toronto 2010 Pan Am Games, and veteran business executive with multinational experience in leading global brands, is confirmed as a Summit speaker. 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 October 4. Watch for more details, including Summit registration, in early June.

Tap into Tourism Week

Tourism Week is a national awareness initiative which highlights the economic and social value of tourism. This year, it will be held June 6-12. A series of special events and related displays will take place at Ontario Travel Information Centres across the province. Industry participation is key and tourism partners are encouraged to participate. For more information or to become involved with regional activities, contact Suzanne Rubinstein

Ontario launches 'Love Winter' promotion



Citytv programs ([Breakfast Television](#), [City Line](#), [CityNews at Six](#)), complete with a full cast of on-air personalities and loyal fans.

OTMPC used the promotion to highlight the endless indoor and outdoor winter activities that Ontarians can enjoy in their own backyard. The promotion included three weeks of on-air mentions, online pre-promotions and contests. Participating partners included Blue Mountain Resort, Westin Trillium House, Ontario Federation of Snowmobile Clubs, Ontario Ski Resorts Association and Canadian Skiing Association. Breakfast Television draws 250,000 viewers in Ontario, while CityLine reaches 529,000 viewers in Ontario, Winnipeg, Edmonton, Calgary and Vancouver.

"What a thrill for Citytv! What a treat for our viewers! And what an achievement! Never before has Citytv taken every one of our local shows on the road...Breakfast Television, CityLine and CityNews at Six were a ratings and technical production success." Tina Cortese, V.P. CityNews, Executive Producer of Citytv Toronto

Iconic Ontario toy helps woo German consumers

For the first time, world-renowned German toy manufacturer Steiff has added a toy moose to its cuddly collectible roster. In partnership with OTMPC, Air Canada and German tour operator [DERTOUR](#), the iconic moose serves to promote DERTOUR's new Ontario fly-drive product to German consumers. Launched mid-November and running to the end of 2011, the campaign will be showcased in newspapers, tour operator raffles, online, via social media and in Steiff's eight German retail stores. Consumers are also invited to [submit names for the moose](#) for a chance to win an Ontario trip for two.



Ontario's Go Fish program hooks Minneapolis anglers



the campaign includes television, online and out-of-home promotions (buses, transit shelters, convention centre, consumer shows). All activities lead consumers to [gofishinontario.com](#) for a tempting fry-up of Northwestern Ontario fishing packages.

Sports celebrities lure Chicagoans to 'Canada's Great Outdoors'



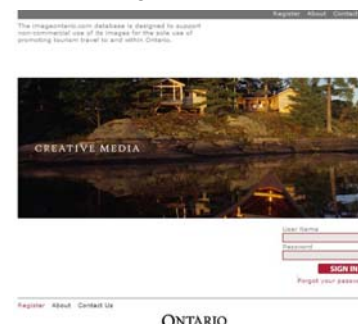
ESPN's Chauncey Niziol and Chicago Blackhawk's Patrick Sharp are two of the latest celebrities luring Chicago consumers to Ontario's great outdoors. Running from mid-January to late June, in partnership with a fantastic catch of Northern Ontario

at suzanne.rubinstein@ontario.ca or 416-325-6656.

Gear up for new Ontario motorcycle and RV touring routes

A new toolkit, designed to assist in the creation of market-ready motorcycle and recreational vehicle touring experiences, is currently being developed and tested. This exciting new resource, to be made available to Ontario operators in October 2011, is a collaboration of OTMPC's Northern Office and representatives from FedNor, Ministry of Northern Development and Mines, Algoma Kinniwabi Travel Association and the Cities of Thunder Bay and Temiskaming Shores. For more information and / or to receive a copy of this new tool, please contact Claude Aumont at clauda.aurmont@ontario.ca or 705-493-5618.

Access free images via Ontario tourism image bank



Visit OTMPC's image bank, [imageontario.com](#), to source images for your next tourism promotion. You can access thousands of Ontario images themed by subject, in addition to video, maps and logos - all available free of charge. Thousands of registered users already enjoy benefits including new upgrades that make searches faster and easier. Most image requests are filled automatically and with an automated confirmation email explaining how to access your request. To get started, go to [imageontario.com](#) and register today.

Participate in 2011-2012 Ontario Tourism partnership and travel centre opportunities

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

OTMPC's partnership and sales team

stakeholders, the 'Canada's Great Outdoors' campaign continues to highlight Northern Ontario as the top angling and outdoor destination of choice. Building on existing momentum established with celebrity outdoor spokesperson Babe Winkelman, the campaign also features radio spots with ESPN outdoor radio host Niziol and Chicago Blackhawk's Sharp. A complete mix of TV, outdoor and online tactics each drive outdoor enthusiasts to canadagreatoutdoors.com.

What's Been Happening

'Share Your Ontario' grand prize winner announced



The judges agree. This image from Craig King of Simcoe, ON captures the essence of Ontario. Mr. King is the grand prize winner of OTMPC's recent '[Share Your Ontario](#)' photo contest. In total, more than 4,500 photographs were submitted across several categories.

OTMPC and VIA Rail partner with U.S. travel operators

New this year and running to the end of 2011, OTMPC has partnered with VIA Rail to promote Ontario programs in the United States (U.S.) via operators including [Globus](#), [Horizon & Co.](#) and [Road Scholar](#). Various cross-provincial and inter-provincial Ontario / Quebec tours include stops in Toronto, Niagara Falls and Ottawa. Some tours can even be customized for individuals, couples or families. Experiences include: CN Tower dining; Fairmont Royal York accommodation; a Niagara Falls' boat tour; a stop at the Royal Canadian Mint and a tour of Rideau Hall. Whatever the package, each itinerary provides American consumers the local Ontario adventure they crave.

OTMPC and Porter Airlines co-pilot new travel programs

OTMPC and Porter Airlines have co-piloted exciting new Ontario travel programs for 2011 with boutique operator [Horizon & Co.](#) New flights with competitive rates have been negotiated from Boston, New York, Chicago and Myrtle Beach. Through to the end of 2011, discerning U.S. consumers are now able to take in a new sampling of unique Ontario experiences. Ottawa, Toronto, Niagara Falls, Niagara-on-the-Lake and Muskoka are all featured destinations. Each destination is highlighted in tempting packaged tours with evocative names such as 'Capital Experience / Eclectic Adventure,' 'Route du Vin,' 'Bright Lights and Summer Docks' and 'Art & Architecture.'

Japanese consumers get hip to Ontario's winter season

Ontario's reputation in Japan as a fun, dynamic, winter destination continues to be reinforced thanks to a recent Tokyo-based consumer campaign. From mid-October to the end of November 2010, OTMPC, together with the Canadian Tourism Commission (CTC), Tourism Toronto and the Niagara Parks Commission, partnered with Japanese tour operator H.I.S. to promote Ontario winter travel. Most specifically, multi-night Toronto, Ottawa and Niagara Falls packaged getaways were promoted via national newspaper, lifestyle magazines and online.

OTMPC travels to China with Ontario partners

The China International Travel Market (CITM) provided a perfect forum for OTMPC's overseas travel trade team to present fresh Ontario product information to tour operators and travel media from across China. Held in Shanghai over four days in mid-November, the show also drew seven Ontario stakeholders including Tourism Toronto, Niagara Falls Tourism, Ottawa Tourism, Niagara Parks Commission and Niagara Helicopters. Fall colours, northern destinations, such as Sault Ste. Marie, and winter offerings including Toronto's [PATH shopping](#), [Niagara Falls' Festival of Lights](#) and [Ottawa's Winterlude](#) were highlighted. In total, 79 meetings were held. The recent launch of Hainan Airlines Beijing to Toronto



provides regular advertising opportunity updates via email to Ontario tourism stakeholders. To be included, please submit contact information to otmp.sales@ontario.ca or call 416-314-6314 / toll free 1-888-365-4422. For more information on Ontario Travel Information Centre advertising opportunities, contact Jack Lynch at jack.lynch@ontario.ca or call 705-725-7276.

Visit provincial government's new bed bug website

The Ontario government recently launched bedbugsinfo.ca, a new online resource designed to provide Ontarians with information needed to help prevent, identify and control bed bugs. As early identification is critical to responding effectively to bedbug infestation, building awareness is important. Visitors to the site will find useful information including advice on how to find and work with a licensed pest control company, and suggestions for travellers. Check back to the site for updates in the months ahead.

In The News

Ontario spices up Washington Post features with South Asian flavour



Two mid-December Washington Post feature articles, profiling the presence of the South Asian community in Toronto's cultural life, is the result of a direct pitch made by OTMPC's North America media relations team. Appearing in writer Michael Kaminer's 'Impulsive Traveler' column, "[A Bit of Bollywood in Canada](#)" and "South Asian Flavours Spice Up Toronto" showcase the Art Gallery Ontario's (AGO) 'Maharaja: The Splendour of India's Royal Courts' exhibit, musical productions such as 'Merchants of Bollywood' and for this upcoming June, the International Indian Film Academy's (IIFA) 2011 Awards. The Washington Post has a circulation of almost 776,000. The PR value of the two articles is estimated at \$141,000.

German media toast Ontario

An article which appeared in German daily Frankfurter



direct flight also served as a starting point for discussion on trade familiarization tour opportunities.

Ontario paddles strong with U.K. promotion



To promote Ontario outdoor adventures to paddling avids in the United Kingdom (U.K.), a one-year partnership was recently initiated between OTMPC and the [British Canoe Union \(BCU\)](#) - the U.K.'s governing body for the sport and recreation of canoeing and kayaking. This new partnership includes sponsorship of the British Canoe Indoor Kayaking Championship,

access to BCU's 65,000-person membership list, an editorial presence in BCU's bi-monthly member e-newsletter and two editorial features in BCU's bi-monthly *Canoe Focus* magazine. One of the first features is a three-page Ottawa rafting story appearing in the magazine's December issue. The partnership and expanded Ontario offerings promoted at ontariotravel.net/ukadventure with U.K.-based tour operators is another step in the evolution of OTMPC's U.K. promotion of fresh, experienced-based Ontario adventure holidays.

Routes-to-Learning President Victoria Pearson was one of four speakers to address more than 70 Ontario partners at a one day travel trade educational session, in November. Held in Toronto and organized by OTMPC's North American travel trade team, the session served to provide current market insight into Ontario's ['High-Flyer'](#) consumer segment.



Asia Pacific Vancouver marketplace receptive to Ontario

Together with 34 Ontario tourism stakeholders, OTMPC's overseas travel trade team travelled to Vancouver in early December to attend the Canadian Inbound Tour Operator (Asia Pacific) marketplace. In total, more than 130 exhibitors and 150 receptive inbound tour operators attended. The event also included a market update panel discussion with receptive inbound tour operators representing Japan, China, South Korea and Australia. Ontario's presence was further leveraged by an OTMPC-organized networking event held annually for Asian receptive tour operators based in Vancouver.

Congrats!

Four new members have recently been appointed to [OTMPC's Board of Directors](#)

· **David Kuo, District Vice President, Toronto Metro, HSBC Bank Canada.** Mr. Kuo is a leader in Canada's financial services industry and brings to OTMPC's Board of Directors 15 years of management experience. He has actively served as advisor to various community agencies and holds a Bachelor's Degree in Economics from the University of Toronto.

· **Chisanga Puta-Chekwe, Deputy Minister, Ontario Ministry of Citizenship and Immigration.** Deputy Minister Puta-Chekwe has held senior positions with First Quantum Minerals, Zambia, the Ontario Criminal Injuries Compensation Board, Meridien International Bank, England, and the law firm of Lloyd Jones & Collins, Zambia. He studied law at the University of Birmingham, England. A Rhodes Scholar, he received a Master of Law degree from the University of London, and B.A. and M.A. degrees in philosophy, politics and economics from the University of Oxford.

· **Sabir Sami, President, Yum Restaurants Canada Inc.** Mr. Sami is a senior executive who has managed internationally recognized brands including Coca-Cola, KFC, Pizza Hut, Lysol, Vicks and Airwick. He has held senior brand marketing positions in Australia, Pakistan, Singapore, Vietnam and Canada. His marketing background is further complimented by his

Rundschau in late December is just one of the exceptional editorial outcomes resulting from a recent group media tour to Ontario. In total, nine German media outlets, including Hamburger Abendblatt, Die Welt, Raufeld Medien, Kurier Wien and Passauer Neue Presse, travelled from Germany to Ontario this past May. Algonquin and Killarney provincial parks, Manitoulin Island, Tobermory, Niagara and Toronto were among the locations explored. The Frankfurter Rundschau article, one of two written by travel journalist Cornelia Wolter, highlights the Niagara region's unique qualities including its trademark icewine. Frankfurter Rundschau has a circulation of over 141,000. The PR value of the article is estimated at \$98,469.

membership role on various other business and not-for-profit boards. He holds an MBA in Business Administration from the University of Karachi, Pakistan.

• **Gregory Treffry, Vice President, Partner Development, Shaw Media Inc.** Mr. Treffry strong leadership skills and expertise in operational management, business and corporate development are key additions for Ontario's tourism industry. His specialties include cable television, broadcast television, mobile, online, digital signage, product/channel launches, mergers and acquisitions, strategy development, financing, and business development. He is a graduate of Harvard Business School, The Society of Management Accountants of Canada, and the University of Waterloo.

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