



MESSAGE FROM THE PRESIDENT AND CEO

We started off summer this year with a series of 'buzz' events that have generated lots of media and public attention for tourism. Starting on May 20, we worked with our partners to bring CityTV's Breakfast Television, the number one TV morning show in Ontario, to Parry Sound to kick off the summer season. Heading into June, we held Tourism Week activities at travel centres across the province including successful launch events in Niagara, Barrie, Sault Ste. Marie and Toronto.

In anticipation of the upcoming International Indian Film Academy (IIFA) Weekend and Awards, we took to the streets in downtown Toronto on June 10 with a Bollywood-style flash mob dance. With paparazzi in tow, we brought pedestrians to a halt and got them excited about the upcoming weekend, which will reach millions of fans worldwide.

We also posted the video on [YouTube](#) to reach a much larger audience and get people engaged in the online world. This is just one example of how we are actively engaging consumers in the social media channel of their choice. We have opened up Ontario Tourism branded channels for Facebook, Flickr and Twitter too. Make sure to encourage your networks to get engaged!

On a personal note, I am taking on a short-term position with the Tourism Partnership of Niagara as of July 18. Over the last five years, I have really enjoyed working with all of our partners around the province to market Ontario to the world. You have armed me with tremendous insights into the opportunities and challenges that the industry faces.

Have a great summer everyone. And don't forget to register for the Ontario Tourism Summit in Hamilton. Hope to see you there!

Robin Garrett
President & CEO
Ontario Tourism Marketing Partnership Corporation

What's New

"There's No Place Like..." Ontario in summer

This summer, OTMPC used a number of new tactics to show Ontarians that there really is no place like Ontario for summer fun. Starting in mid-May and running until August, a new partnership with The Weather Network featured five vignettes with on-air personality Nicola Jones, profiling exciting Ontario travel ideas. A new series of enticing Ontario summer packages (starting from as low as \$139 for a family of four) was launched on June 3 at [ontariotravel.net](#). Scheduled to launch in mid-July, a virtual Ontario travel centre is being created on [Trip Advisor](#), one of the world's largest travel review sites.

IN THIS ISSUE - Volume 5 Issue 3

- [Get Involved!](#)
- [Message from the President](#)
- [What's New](#)
- [What's Been Happening](#)

Get Involved!

Apply to become part of Canada's Signature Experiences Collection

Get ready to make your mark for Canada. The Canadian Tourism Commission (CTC) is building a collection of travel experiences called Signature Experiences Collection (SEC) and is looking for Ontario experiences that will be used to show the world what Canada's tourism brand is all about. The Collection is an inventory of internationally appealing experiences that the CTC will draw on to showcase in their campaigns to international travellers. The Collection will capture the imagination of consumers by way of campaigns that use the best approaches like social media, travel media and trade relations, and web marketing. This innovative approach allows the CTC to position the right experiences in front of the right customers to create powerful, relevant marketing messages that will inspire travellers to visit Canada now.

DEADLINE : The first wave of applications will be accepted until July 31st. Ontario operators who plan to apply, please contact Nicole Leaper, Director, Brand and North American Marketing at Nicole.leaper@ontario.ca or by calling (416) 314-7378. Or visit the CTC application site at [canada.travel/SECgateway](#).

Register and submit award nominations for 2011 Ontario

Also in May, copies of the spring/summer issue of ONTARIO magazine were distributed via major Ontario dailies including *Toronto Star*, *Ottawa Citizen*, *North Bay Nugget* and *Le Droit*. In conjunction with the Ministry of Tourism and Culture, approximately 1.3 million [Fun Passes](#) were distributed via report cards across the province in June. All promotional efforts encouraged consumers to visit ontariotravel.net to get started on planning their getaway.

Ontario launches summer season during Tourism Week

To encourage families to create their own Ontario summer travel story, OTMPC held a 14-day series of celebrations during Tourism Week (June 6-12). Kick-off events were held in Barrie, Niagara, Sault Ste. Marie, Toronto, Tilbury and Bainsville. In Toronto, The Honourable Michael Chan, Minister of Tourism and Culture, and The Honourable Linda Jeffrey, Minister of Natural Resources, were on hand for a live Breakfast Television (BT) broadcast at Toronto's Atrium-on-Bay travel centre. Later that day, a full-day consumer event at Dundas Square with industry partners showcased some of Ontario's key summer tourism experiences while Ontario festivals and events entertained the audience. A contest with four Ontario getaway packages worth more than \$12,000 is also available to be won by consumers who visit a travel centre across the province until September 5.

Ontario social networks invite consumers to share "My Ontario is..." stories

OTMPC is encouraging Ontarians to share their Ontario travel stories with family and friends via social media. A 'My Ontario' badge on ontariotravel.net now invites visitors to share their own travel experience or to interact with like-minded [Facebook](#), [Twitter](#), [Flickr](#) or [YouTube](#) users. To get started, OTMPC invited consumers at the recent Tourism Week event in Toronto's Dundas Square to record their favourite stories in an Ontario-themed video booth. A total of 35 Ontario travel stories were collected on-the-spot and are now posted on Ontario's YouTube playlist.

ONTARIO magazine tablet version now available for free on iTunes

Inspiring consumers with new Ontario vacation ideas just got easier. In June, OTMPC launched its first tablet version of the ONTARIO magazine. Featuring the same great stories and travel ideas as its print counterpart, plus a few extras, this application is now available on [Apple iTunes](#) for free download. Just search for 'Ontario Travel' in the iTunes Store.

International Indian Film Academy Awards spice up Toronto

The 12th annual International Indian Film Academy (IIFA) awards are set to spice up Toronto from June 23 to 25. In anticipation, OTMPC undertook a number of initiatives to promote this prestigious event which attracts hundreds of millions of television viewers worldwide. Most recently, a number of Bollywood-themed 'flash-mob' dances took place in Toronto, Mississauga and Brampton in mid-June to generate extra 'buzz' and [media attention](#). In February, OTMPC and the CTC hosted a press conference in Mumbai for 50 members of India's top media outlets. Promotion to more than 12,000 guests, including tour operators and media, also took place at Mumbai's elite Turf Club. In April, print advertising directed toward the South Asian communities of New York, Washington, Philadelphia, Chicago, Detroit and San Francisco appeared. All OTMPC-related activities lead consumers to iifa2011toronto.com. In total, more than 40,000 international visitors are expected to attend IIFA Weekend-related events.

Montreal boasts 'Ontario's largest photo album'

The pages of 'Ontario's largest photo album' are currently being splashed across 114 billboards in Montreal neighbourhoods. With research indicating Quebecers are most influenced to travel by sharing their own stories and experiences, Montreal families and couples were invited during the month of April to visit laplusgrande.com to upload their favourite Ontario holiday photos. The campaign, promoted via Montreal radio stations and online on such networks as Facebook, Yahoo, Rogers and MSN, also invited site visitors to nominate their favourite pics. The winning "Ontario as seen by....." billboards include the name of each

Tourism Summit

Register and nominate your favourite tourism initiative now for the 2011 [Ontario Tourism Summit](#). Hosted by the OTMPC and the Tourism Industry Association of Ontario (TIAO), this year's Summit will be held in Hamilton at the Hamilton Convention Centre on October 2 to 5. Don't miss an outstanding line-up of industry and business experts including:

- James Gilmore, author of *The Experience Economy* and *Authenticity*;
- Michael Adams, leading market researcher and author of *Stayin' Alive* and *Sex in the Snow*;
- Scott Stratten, social marketing expert and author of *unMarketing*;
- and
- Ian Troop, CEO, Toronto 2015 Pan / Parapan American Games Organizing Committee.

Workshop sessions include building destination success through the service experience, multicultural marketing and investment attraction. Book now to get the early-bird rate. To register and submit your nomination, visit ontariotourismsummit.com.



Promote your product/service at Ontario's seasonal travel information centres

Ontario's six seasonal travel information centres are now open for summer business. The province's Hawkesbury, Pigeon River and

photographer and were launched mid-May to run until early July. In addition to billboard placement of the winning photos, Ontario banner ads appear online on Facebook, Yahoo, Rogers Network, Olive Network and MSN.

Wheels in motion for Niagara bicycle culinary adventures

To promote a series of Niagara region bicycling adventures to travellers seeking an active culinary getaway, OTMPC worked with [Butterfield & Robinson](#) to develop a new series of Niagara region luxury bicycling getaways. Beginning and ending in Toronto, the getaways offer consumers a chance to explore 'The Vineyards of Niagara' as part of a four-day, three-night program.

"I have been travelling to the Niagara Region; tasting wine and riding my bike for many years...there has never been a more exciting time for tourism in the region with the development of world class wines and cuisine; we feel this trip can rival our iconic trips in France."
~George Butterfield, Founder, Butterfield & Robinson

Ontario Travel Information Centres partner with Attractions Ontario

For one million visitors each year, Ontario's travel information centres are a go-to-source for timely travel information and ideas. This summer, the travel centres are giving Ontarians another reason to visit. Since May and running until the fall, a new partnership with Attractions Ontario is promoting visits to the travel centres in order to pick up a copy of the latest Attractions Ontario Passport Magazine and Coupon Book. The promotions are running on six prominent billboards in downtown Toronto, Windsor, Niagara Falls and Fort Erie neighbourhoods. The Attractions Ontario passport includes more than 60 coupons worth over \$1300 in savings.

What's Been Happening

Steiff promotion a huge hit with German consumers

OTMPC's partnership with 135-year-old German toy manufacturer Steiff, Air Canada and DERTOUR, to promote Ontario fly-drive product has been a big hit with German consumers. In the first four months alone, the [promotion's contest page](#) received more than 26,200 hits and 10,600 entries, while its Facebook page secured more than 1,000 fans. Promotions were further enhanced through DERTOUR's extensive agency network, 1,000 Steiff in-store retail displays (including major in-store promotions at five Steiff flagship stores), consumer emails, as well as online, newspaper, magazine and radio advertising. A media tour to Ontario in June and a DERTOUR agent tour in September will help to round off activities. The promotion was launched in mid-November and runs until the end of 2011.

Ontario's outdoors promoted to active adventurers in the United Kingdom

A spring campaign in the United Kingdom (UK) targeting young, active Brits with exciting, outdoor Ontario experiences has hit its mark. In partnership with six UK-based tour operators, [six adventure packages](#), including fly-drive and RV experiences, were cross-promoted with specialty outdoor publications *Wanderlust*, *Lonely Planet* and *Adventure Travel* magazines and MERRELL outdoor clothing company. Tactics included print and online advertising, editorial, flyer, e-newsletter, web and social media. The campaign, which ran to the end of May, was also supported via [adventuresportsholidays.com](#) and outdoor shows. A 'Win the Ultimate Ontario Adventure Contest,' sponsored by Tailor Made Travel runs to the end of December. From February to the end of March, the campaign website generated more than 26,000 hits and 6,000 tour operator leads.

France gets a taste of Ontario culture and history

Culture and history buffs in France were the target of a multi-media campaign developed by OTMPC in partnership with the CTC and three local tour operators. Echoing the feel of social media by using evocative 'traveller-to-traveller' recommendations, the integrated campaign focused

Prescott travel information centres will operate until Thanksgiving. The Hill Island, Kenora and Rainy River sites operate until Labour Day weekend. To ensure promotion of your Ontario tourism product or service at one of Ontario's 18 travel information centres nearest you, [click here](#).

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 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.

Get your copy of the new Ontario motorcycle and RV touring routes toolkit

Start your engines! The new Ontario motorcycle and RV touring route toolkit, designed to assist in the creation of market-ready motorcycle and recreational touring experiences, is now available. Print copies are available for those destination marketing organizations wishing to collect data for their tour this summer. The toolkit's online version will be available in August at tourismpartners.com. This exciting new resource is a collaboration of OTMPC's Northern Office and FedNor, Ministry of Northern Development, Mines and Forestry, Algoma Kinniwabi Travel Association and the Cities of Thunder Bay and Temiskaming Shores. For more information, please contact Claude Aumont at claudio.aurmont@ontario.ca or 705-493-5618.

on authentic and inspiring Ontario experiences including fly-drive, outdoor and resort experiences. Television, social media and online advertising was supported by tactical online and print advertising, which appeared in a number of French magazines including *Paris Match* and *Le Monde*. All efforts drove consumers to the [campaign website](#), where key experiences and partner packaged travel offers were showcased. In total, the campaign generated more than 25,700 web visits and more than 6,400 tour operator leads from February to April 2011.

Breakfast Television helps Ontario 'Kick off Summer in Parry Sound'

Themed 'Kick off Summer in Parry Sound,' an OTMPC partnership with CityTV's Breakfast Television (BT) kicked off the Victoria Day weekend in Parry Sound. Showcasing a round-up of exciting things to see and do in the Georgian Bay area, the live broadcast leveraged on-air pre-promotion by providing special rates and prizes to BT viewers. In total, an estimated 400 people, including downtown Parry Sound merchants, welcomed the television crew Bay side. Partners included Delta Rocky Crest Resort, Georgian Bay Tourism Association, Bearclaw ATV Tours, Georgian Bay Airlines, Island Queen Cruises, Charles W. Stockey Centre for the Performing Arts, Bobby Orr Hall of Fame and Killbear Provincial Park. BT has an audience reach of 250,000 viewers across the province.

Avid outdoor adventurers are reeled in

This spring, OTMPC's Northern Office worked diligently to reel in outdoor avid consumers in North America. Together with Algoma Kinniwabi Travel Association, RTO13b, Algoma Central Railway and 14 lodges, OTMPC promoted 'Lodges Along The Line', a series of one-of-a-kind angling experiences that are only accessible by train. Based out of Sault Ste. Marie, these experiences were promoted online and via print in Ontario and Michigan through a number of publications, including *Outdoors Canada*, *Ontario Out of Doors*, *Michigan Sportsman* and *Wisconsin Sportsman*.

A partnership with Angelo Viloa's "Outdoor Journal Radio Show" provided FAN590 listeners with 26 weeks of one-on-one interviews with fishing and hunting operators from across the province. More than 330,000 copies of the [Great Ontario Outdoor Adventure Calendar](#) were also distributed through such outlets as Mountain Equipment Co-op, Subaru Canada and the Toronto Outdoor Adventure Show. The Classic Canadian Adventure Contest also closed at the end of March with more than 12,900 entries.

OTMPC's innovative Franco-Ontarian campaign wins Award of Excellence

OTMPC is the proud recipient of an Award of Excellence for Services in French from the Ontario Office of Francophone Affairs. Every two years, these awards recognize exceptional work on the part of individuals and groups within the Ontario Public Service who have adopted effective practices in the planning, implementation, delivery and evaluation of French-language public services.

OTMPC identified Franco-Ontarians as an important client group for promotion of "staycations." Using innovative customized research, OTMPC developed a targeted multi-media strategy that would speak directly to Franco-Ontarians in their language and tailored to their interests and preferred media. Efforts included a specifically tailored adaptation of Ontario's popular "There's No Place Like This" song recorded by Franco-Ontarian chanteuse, Cindy Doire.

In The News

A sample of media stories as a result of OTMPC efforts

China Travel Channel visit to Ontario attracts huge audience

A 30-minute instalment of Cai Cai Ssa Ssa Around the World, which aired mid-March on China's Travel Channel, showcased Toronto, Niagara Falls and Ottawa experiences to a huge audience. The result of a visit in January to Ontario by a six-person television crew, the Ontario episode was part of a three-episode Canada feature broadcast a total of six times. Travel Channel is China's only digital travel channel. The public relations value of one episode is estimated to be \$5 million.

Toronto Star article profiles local Prince Edward County flavour



Picton's inns, wine and the area's intriguing Loyalist Pass are just a sample of Ontario's Prince Edward County flavour captured in a [May 14th Toronto Star profile](#). Travel writer Carol Perehudoff introduces readers to the 'Perfect Weekend' Getaway, which includes signature Taste of the County experiences. Traditional Ontario wineries, breweries, galleries, inns, beaches, pubs and more are all profiled to full effect. The article appeared both in print and online. The Toronto Star has a print circulation of more than 436,000 with online visits totalling more than 329,000.