

PASSPORT^{Ontario}

OTMPC News

September 2011



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Offer Compelling Tourism Experiences!

James Gilmore, co-author of *The Experience Economy* and keynote speaker at the 2011 Ontario Tourism Summit

Ask James Gilmore what makes an experience, and he'll tell you it is the time people spend in a place that engages them in a personal and memorable way. **Experiences are like stories:** "A story in which the guest is actually immersed," says Gilmore.

What does it take to make your visitors immerse themselves in your story? Given that consumers value experiences more than goods and services, Gilmore advises using goods as props and services as the stage for orchestrating memorable experiences. "Experiences open up many opportunities for **creating unique value in people's lives**," says Gilmore.

Gilmore emphasizes that experiences are crucial to maintaining economic prosperity. "The making of goods and delivery of services are not enough to increase revenues, generate wealth and create jobs," says Gilmore. "We've got to get people travelling, touring, vacationing -- **experiencing!** -- as an engine of economic growth and development."

At the Summit, Gilmore will frame his thoughts around the four pillars in the *Discovering Ontario* report. "I'll share a model for helping **make wise investments** in attractions. When it comes to workforce development, I'll emphasize that **'work is theatre'** and that human performances must be directed in an intentional way. I hope to demonstrate that **'the experience is the marketing.'** And I'll address **theming** as a means of conceiving and developing new tourism offerings," says Gilmore.

Want to hear more? Attend the Summit on October 3 to 5 in Hamilton. To register, visit www.ontariotourismsummit.com.

Build Motorcycle & RV Destinations

New online trip planner helps destinations enhance their motorcycle and RV friendly products

Newsletter Makeover

Based on feedback from our partners, we've redesigned OTMPC's quarterly newsletter.

You told us that more frequent email communication on topics that are relevant to your business are important. You've expressed interest in topics like our domestic campaigns, marketing tips, research and trends and partnership opportunities. And we listened.

The **new Ontario PassPort newsletter** will be distributed every two months.

OTMPC welcomes your feedback. Let us know what you think of the new format at info@tourismpartners.com.

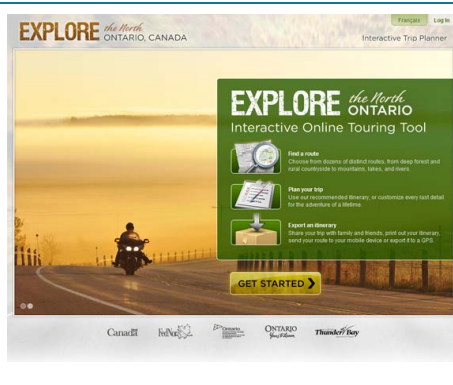
Engage Customers In Conversation!



Scott Stratten, author of *UnMarketing: Stop Marketing. Start Engaging*

What can an organization do to attract and engage the right customers? In his national

With such incredibly diverse terrain and scenery, Ontario is one of the world's best destinations for motorcycle and RV touring. This fall, [Ontario's GoRide](#) launched an innovative online tool to help make Ontario more friendly for road travellers.



Developed in partnership with OTMPC, Industry Canada FedNor, Northern Ontario Heritage Fund Corporation (NOHFC) and The City of Thunder Bay, the **online planning tool** assists destinations to develop itineraries and routes specifically for the needs of motorcycle and RV travellers. "Destinations need to ask themselves if this a market they are interested in and can ultimately serve," says Michael Jacobs from the Motorcyclists Confederation of Canada.

Pilot routes have been tested along North of Superior (Algoma Country and Thunder Bay) as well as around Lake Temiskaming.

Motorcycle and RV travellers will be able to select a touring route and download it to their **GPS or smart phone** via the www.gotourontario.ca website.

Contact your local destination marketing organization to inquire about partnerships to use the online trip planner and enhance your customer's tour planning experience. Or contact [Claude Aumont](#) at OTMPC for more details.

Facts & Figures

- The typical Canadian motorcycle purchaser is a married 42-year-old male with children and an above average income.
- The typical U.S. motorcyclist is a 41-year-old male with an income of almost \$56,000.
- Twenty to thirty per cent of new riders are female.
- Seven per cent of Canadian households own an RV with over one million on the road.

Sources:

[Understanding and Attracting the On-Road Motorcycle Tourism Market to Northern Ontario](#)

[Understanding and Attracting the R.V. Tourism Market to Northern Ontario](#)

Make Tourism Accessible

New Accessibility Standards for Customer Service

Accessibility is not only about ramps and automatic door openers. It is about understanding that tourists with disabilities may have

best-selling book, *UnMarketing*, Scott Stratten argues that the traditional interrupt and sell tactics, such as cold-calling, are no longer effective. Instead, he urges readers to reach out to their potential and existing customers using social media and viral marketing **to start a conversation**.

Stratten points out, "One of the problems of looking at 'what's next?' is we tend to ignore what works now. I like Google's acquisition of Zagat," says Stratten. "It will give some great local and location-based digital opportunities for destinations in tourism. Combine that with augmented reality where you hold up your phone and point the camera at a location and with the GPS, it overlays a description of the business with reviews."

At the [Summit](#), "We will discuss the ability that individuals have on being the ambassador to their location. That marketing isn't a task, it's a verb and **your brand is being decided by your guests every day**," says Stratten.

Promote Authentic Experiences



Beyond the Stage - Stratford Shakespeare Festival

Put your experience in front of the world

With increasing competition from emerging markets, it has

different needs - and learning how to address those needs.

Approximately 13.5 per cent of Ontarians have a disability, or one in every seven citizens, and they like to travel with family and friends. According to the 2004 Canadian Travel and Tourism Survey, **approximately 26 per cent of tourists over the age of 15 in Ontario were 55 years of age and older.** As the population ages, the number of people seeking barrier-free and accessible travel will continue to grow.

On January 1, 2012, tourism businesses with one or more employees in Ontario will have to meet the Accessibility Standard for Customer Service. This is the first standard to become law under the Accessibility for Ontarians with Disabilities Act (AODA), 2005.

Some examples to consider.

- Ask customers how they prefer you to communicate with them.
- Welcome service animals.
- Think about how to tailor your services for travellers with a support person.
- Let the public know when facilities or services that people with disabilities usually use are temporarily unavailable.

A recent Martin Prosperity Institute (MPI) report, *Releasing Constraints: Projecting the Economic Impacts of Increased Accessibility in Ontario*, shows that tourism sector could see a **3 to 7 per cent increase in visits and additional expenditures of \$700 million to \$1.6 billion** over the next five years.

"Ontario is a leader in addressing accessibility issues," says Alfred Spencer, Director, Outreach and Compliance, Accessibility Directorate of Ontario. "Ontario's tourism sector invites people around the world to come and experience our culture, so accessibility represents an opportunity. And when Ontario hosts the 2015 Pan and ParaPan American Games, we have an opportunity to showcase Ontario's inclusiveness."

To learn more about what you need to do to meet the Accessibility Standard for Customer Service, visit www.ontario.ca/accesson. You can find additional customized tools and resources for the tourism sector at www.accessibletourismwebsite.com.

My Ontario is...
Tell us what makes Ontario special for you.
[Share your story, photo or video.](#)



never been more important to stand out in the marketplace. One way tourism organizations are getting noticed is by enhancing their destinations and attractions through authentic travel experiences. "For the tourism industry, creating an exceptional experience or a story that travellers want to tell over again and again is the goal," says Liana Guiry, VP Marketing, OTMPC.

OTMPC is partnering with the Canadian Tourism Commission (CTC) to enrich its marketing efforts by building an inventory of signature experiences to showcase in upcoming campaigns for provincial, Canadian and international visitors. The right experiences are aligned to the preferences of the right customers using powerful, relevant marketing messages that **inspire travellers to visit Ontario now.**

OTMPC is collaborating with industry partners to develop and identify authentic experiences. What qualifies? A signature experience is an authentic celebration of what makes Ontario unique, engages a variety of senses and offers opportunities to learn about our culture, history, cuisine and vibrant cities.

The CTC launched a formal process entitled "**Signature Experiences Collection.**" The program gives tourism businesses that qualify a chance to reach 11 international markets by way of CTC marketing, media and sales campaigns.

To take advantage of the program, consult with [Nicole Leaper](#) at OTMPC. The next call for applications for the CTC program will be in

November. For more information, visit www.canada.travel/SECgateway.

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