

PASSPORT Ontario

OTMPC News

November 2011



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Connect with travellers in real time

Digital transforms global travel planning

Today's travellers can dream, plan, book and share their travel experiences using devices like **smartphones and iPads**, anywhere, anytime. "Change and evolving technology is just a part of doing business these days," said Todd Lucier of Northern Edge Algonquin, an eco-lodge in Algonquin Park. "Our job as tourism operators is to follow customers as they move from technology to technology."



Mobile access to the Internet is predicted to exceed desktop access by 2014 according to [Morgan Stanley](#). Worldwide **tablet sales** are also growing quickly and estimated to increase by more than 400% by [2012](#), reaching 81.3 million units. One of the biggest drivers of travel planning is **social networking**, according to [PhocusWright](#). Search engines still play a critical role in driving traffic to travel sites, but today consumers are influenced by referrals from people they know through popular networks.

More than one billion people worldwide use social networks representing more than [70% of the global Internet population](#). **Emerging markets**, such as China, India and Brazil, have some of the highest penetration rates. Almost half (42%) of the **international Internet usage** occurs in Asia, and 52% of that traffic occurs in China, by over 485 million people. In China, penetration of social network [Sina Weibo](#) rivals the reach of magazines and surpasses radio and movies in larger cities. Currently, the [Ontario Tourism Weibo site](#) has more than 6,500 followers.

In **Canada**, 60% of people online have a social networking profile, according to [Ipsos' Canadian Interactive Reid Report](#). Nearly half (48%) with profiles follow at least one brand or company, with an average of 6.7 brands for those who follow at least one.

"The Web, including sites, blogs, Facebook and social networking and now mobile websites, has become almost

Promote your signature experience to the world



Exploring Canada's flavours in a unique culinary destination - Le Cordon Bleu Ottawa

Sixty-seven tourism experiences have been added to the Signature Experiences Collection® including 10 Ontario based operators. Ontario now has a total of 16 experiences in the collection.

Apply now to become a member of a priority pool of high-quality tourism experiences from which the Canadian Tourism Commission chooses content for its marketing campaigns in 11 countries.

Hurry! Final deadline to apply for the coming year is **December 15, 2011**. Operators who miss this deadline will have to wait another year before the application process opens again. Ontario operators who plan to apply are encouraged to contact [Nicole Leaper](#) for assistance. Or visit the CTC application site at [canada.travel/SECgateway](#).

Share your Ontario

OTMPC is

exclusively the way we communicate with potential clients," said Lucier. "In 2011, we focused on producing high definition video - short stories that help our guests imagine themselves being here at the Edge. We're always paying attention to new opportunities to engage with our guests on their terms."

Engage your audience online

Ontario's outdoor adventure calendar migrates online

For outdoor enthusiasts, finding their next adventure in Ontario just got a lot more interactive. Thanks to a redesigned [Ontario Outdoor Adventures website](#),



consumers will be able to access the annual outdoor calendar and all its features online by mid-December. The online version has all the great features that consumers like about the print calendar such as ideas for destinations and outdoor activities, outdoor events listing and links to related sites.

Building on OTMPC's brand [social media campaign](#), the redesigned outdoor website engages enthusiasts via new tools such as blogs from outdoor experts, YouTube videos, monthly contests that build the consumer database, and ongoing Facebook and Twitter posts.

"I've been a published writer for over 25 years now, creating content for books, magazines and newspapers," said **Kevin Callan, The Happy Camper and enthusiastic blogger**. "But it's from the blog that I've received the most satisfaction when it comes to instant engagement with my audience. Online content is a solid, quick and enlightening way to drive content to your preferred audience, and truly a positive way to engage your desired audience."

A consumer survey found that the 2011 print calendar and its engaging outdoor images played a key role in generating new ideas for travel in Ontario. **Two-thirds (66%)** claimed they were likely to plan a trip or activity based on the calendar.

Check it out online at www.ontariooutdoor.com and follow us at [@OutdoorOntario](#).

Interested in getting involved? Contact Steve Bruno at steve.bruno@ontario.ca to to confirm if your overnight experience-based package qualifies.

Create a more engaging read

Ontario Tourism magazine goes digital with an iPad app

Imagine flipping through a magazine and hearing snow



now
activate in

social networks such as **Facebook, YouTube, Flickr and Twitter**. The networks have all been integrated into one space to allow consumers to share their favourite Ontario travel stories via blogs, photos and videos. Check it out at www.ontariotravel.net and click on the **Share Your Ontario** link.

Link with OTMPC



OTMPC launches LinkedIn corporate page

Join your colleagues online. OTMPC has launched a **LinkedIn company page** to connect members of the tourism industry in Ontario.

Exchange information and ideas with your peers and colleagues in the tourism industry, as well as stay up-to-date on new developments and opportunities at OTMPC.

LinkedIn is an online network that serves to connect professionals around the world. The LinkedIn website launched in 2003 and is the world's largest professional network with more than 120 million professionals in over 200 countries and territories.

To get connected, visit www.linkedin.com.

Partner with OTMPC



iPad. Since May 2011, the app has been downloaded by **almost 4,000 consumers**.

The winter edition includes interactive features like an events calendar and a dogsledding video. The app is loaded with images, sounds and videos that all work together to bring Ontario's travel experiences to life for the reader.

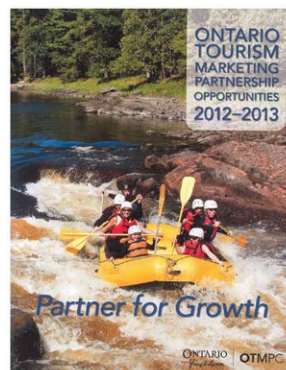
Tablets are capturing consumers' imagination. Worldwide tablet sales are expected to reach 81.3 million units in 2012, up from 15.7 million in 2010. Travel companies wanting to take the plunge take note. iPad users were found to be more likely than other connected device users to complete purchases in response to advertising.

In the fall app, Ontario's regions were given an opportunity to advertise as part of a test pilot.

"The digital tablet format of the Ontario Tourism Magazine is a fabulous, cutting-edge publication," said **Ian Wood, Acting Director of Economic Development for the City of Greater Sudbury**. "The ability to build video and other features directly into the ad brings together high-quality print graphics with feature rich digital content. Readers can get a close-up experience of what they will enjoy by visiting Ontario's North and we believe it will make a difference in closing the sale."

The Ontario app has already received recognition from the online marketing world. In October, OTMPC won gold in the Best Cross-Platform category of the [Canadian Online Publishing Awards](#), for its successful integration of the Ontario magazine to a digital format.

To download, visit www.ontariotravel.net. If you are interested in future advertising opportunities, contact the OTMPC partnership and sales team at 1-888-365-4422 or otmp.sales@ontario.ca.



Extend your market reach! Partner with OTMPC on marketing programs that maximize your investment. Choose from a variety of programs geared to offer opportunities for all budgets.

Check out the **2012-2013 Ontario Tourism Marketing Partnership Opportunities** for more information about our upcoming domestic and U.S. marketing programs, media relations and travel trade activities, MC&IT promotions and international marketing campaigns online.

Visit www.tourismpartners.com to view the opportunities and for more information about how to contact us.

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