



Wilderness tours, Ottawa River

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Partner to compete

Partnerships key to stimulating increased visits

Tourism is one of the fastest growing sectors in the [world](#). Destinations around the globe are competing for the same travellers and are investing more and more in creative strategies.

[Qatar](#) is investing up to \$25 billion USD in tourism infrastructure in preparation for the World Cup 2022. [Turkey](#) has been increasing its marketing budget to \$96.8 million USD in 2011 and is planning a global advertising campaign in 61 countries. [Australia](#) has doubled its marketing budget for China to attract more visitors. [Great Britain](#) launched its biggest (estimated \$40 million USD) global campaign to attract an extra 4.6 million visitors over four years as it gears up for the 2012 Olympics and Paralympics, and Queen's Diamond Jubilee.

In such a fiercely competitive marketplace, what can tourism businesses do to stand out in the crowd? Follow the lead of tourism brands that are launching innovative and creative partnerships with their local partners and businesses, such as:

The Canadian Tourism Commission (CTC) is working with tourism businesses across the country on a global marketing approach to lure more international visitors to Canada. Entitled [Signature Experiences Collection®](#), the program puts Canada's best foot forward by showcasing a sampling of authentic Canadian tourism experiences that are some of the best experiences the country has to offer.

The U.S.A. recently unveiled its first-ever global consumer brand, [Brand USA](#), which is a public-private partnership between the travel industry and government. The new campaign is reported to have an estimated \$200-million budget and includes iconic corporate partners such as Marriott International, Walt Disney Company and Best Western International, who have each committed to invest \$1 million USD.

Tourism Australia, which operates the world's most popular tourism destination [Facebook](#) page, is encouraging local operators to engage its two million fans by providing links to their tourism experiences. They are also working with partners to maximize online promotions around a new online drama series filmed in Australia,

Register for travel trade workshops



Participate in a series of full-day travel trade workshops taking place in Toronto. OTMPC has invited key tour operators that are interested in developing more and new business to Ontario. These practical workshops will provide insights into what sells and how to incorporate experiences into packages that sell.

Register for one or more of the following workshops:

- **April 4, 2012** - G Adventures (formerly GAP Adventures) Travel Trade Workshop
- **May 2, 2012** - Francophone Travel Trade Workshop
- **June 13, 2012** - Culinary Travel Trade Workshop

Registration fee is \$65 per person plus HST. To register, contact [Sandra Rice](#).

Mark your calendar

starring [two of Asia's most popular celebrities](#) who have a combined online following of more than 25 million fans.

What these destinations and businesses recognize is that partnership is the key to enhancing resources and credibility, expanding audience reach, and leveraging new synergies and opportunities. All of which helps to stimulate increased visits.

Get onboard! Contact [OTMPC](#), your local [Regional Tourism Organization](#) or your local tourism marketing organization to find out how you can partner.

New OTMPC & RTO advertising partnership

Starting in April, watch for a new OTMPC/RTO advertising partnership promoting Ontario getaways in the national edition of *The Globe and Mail* appearing in the Saturday travel section. For more partnership opportunities, contact [OTMPC](#).

Promote your experience through media relations

Journalists and industry partner to tell Ontario's travel stories

Media relations can create awareness of tourism destinations and experiences through unpaid editorial coverage and can help fuel consumer decision-making. For tourism operators, this can translate to increased sales leads.

Stacy Manning, Director of Sales and Marketing, Westin Trillium House, Blue Mountain and an OTMPC partner explains, "OTMPC media partnerships help us extend into markets which we can't otherwise access."

An article endorsing Westin Trillium House, Blue Mountain, torn from Australia's [The Adelaide Advertiser](#) and a hand-written note, "We came here on the strength of the article," was left by a guest at the front desk. The same article appeared in several newspapers and was the result of an OTMPC-partnered media tour.

OTMPC media specialists work year-round to support travel journalists in [11 global markets](#). They collaborate with Ontario tourism operators to provide complimentary or low-cost transportation, accommodation and experiences for writers to sample Ontario product first-hand.

Last year, Ontario played host to **173 media tours, involving 358 journalists** with many writing for multiple outlets. This third-party endorsement enhances credibility, delivering a desirable level of awareness, and reaches a broader audience using shared resources.

OTMPC also supports industry efforts to promote Ontario by pitching stories, providing packaged news reports, such as the ski and fall colour reports, and coordinating media events, such as a

for newcomers to Ontario workshop



Mark your calendar for **May 9th** for a full-day intensive workshop on engaging and attracting newcomers to Ontario, taking place in Toronto at the Sheraton Hotel located at 123 Queen Street West. The workshop will provide participants with business insights, practical tools and case studies that can be incorporated into your own planning. Keynote speaker Milind Shirke, Managing Director at Ethos Communications, will share multicultural best practices and marketing solutions for reaching the Diversity consumer.

For more information, contact [Carlton Leung](#).

Travel centre changes

This week's [Ontario Budget](#) announced the closure of seven Ontario Travel Information Centres (OTICs) with low and declining visitation effective April 30, 2012. Eleven OTICs province-wide will continue to operate in Bainsville, Barrie, Hawkesbury, Niagara Falls, Pigeon River, Sault Ste. Marie, St. Catharines, Sarnia, Tilbury, Toronto Atrium on Bay and Windsor Park. In addition, OTMPC is introducing electronic travel information kiosks in 15 new ONroute high-traffic service centres along Highway 401,

Breakfast Television broadcast in Parry Sound last summer.

When mild conditions were affecting winter bookings, OTMPC stepped in. "They pitched a 'snow map' to [The Weather Network](#) which aired regularly and arranged for an interview on snow conditions in the north," said Tanya McCready, Winterdance Dogsled Tours in Haliburton. "We couldn't have achieved coverage this quickly without their established media relationships."

In the past year alone, Ontario editorial could be valued at **\$57 million** in equivalent advertising investment and reached **7.8 billion people** in targetted markets around the world. Stories appeared in media with large audiences such as CNBC India, U.K.'s *The Telegraph*, *Cosmopolitan* (Germany), *The Wall Street Journal*, *The Globe and Mail*, and China Travel Channel.

To participate in media tours or send product updates, contact [OTMPC](#).

Expand your sales distribution network

Tour operators and industry partner to sell Ontario experiences

Ready to take your tourism package, itinerary or experience to a broader market? Consider expanding your sales distribution network by working with the travel trade. From tour operators to travel agents and inbound receptive operators, these companies promote and sell travel packages through worldwide networks.

OTMPC's travel trade specialists can help you get started. They provide networking and educational opportunities to help industry partners not only connect with the right operators, but also be exposed to the how-to's of working with the travel trade.

"Chatham-Kent is very pleased with the many partnership opportunities," said Joy Sim, Tourism Manager, Chatham Kent Tourism. "The familiarization tours and the mission to Boston have opened up new markets and given more exposure for our key demand generators."

To entice travellers to visit Ontario, OTMPC works directly with tour operators and agents to ensure that their frontline staff are well informed about what Ontario offers, and that they have products to sell.

"Our partnership with OTMPC has grown our Ontario product portfolio to include 15 authentic experiences resulting in over 2,200 room nights," said Joanne Bell, Vice President of Worldwide Programming, Road Scholar. " 'Ontario's Birding Hotspot - Point Pelee National Park' is a great example of a new program along the Lake Erie North Shore showcasing the unique birding opportunities to our clients in North America. The program sold out and we had to offer a second date, which has also sold out."

OTMPC works with industry partners to help put their packages in the hands of some of the leading tour operators from around the

growing to 23 service centres by mid-2014. The 1-800-ONTARIO call centre will also continue to operate.

[Read more.](#)

Submit nominations for Ontario Tourism Awards

Submit your nominations for the 2012 Ontario Tourism Awards now! Nominations are open early this year to give tourism operators time to prepare a submission before the summer rush. Nominations are also being received for the Lifetime Achievement Award.

Deadline for submission is June 29th. Winners in each category will be presented with their award at the Ontario Tourism Awards gala on October 23, 2012 in London, Ontario.

[Nominate your favourite tourism initiative now.](#)

2012 ONTARIO TOURISM SUMMIT SPONSORS



Participate in 2012 Tourism Week



From June 4 to 10, Ontario's tourism industry will be highlighted with a week of celebrations to kick-

world. Notable partnerships include: [Butterfield and Robinson](#) offering 'The Vineyards of Niagara' wine and culinary tour by bike; United Kingdom's [Canadian Affair](#) offering fly-drive adventures that allow visitors to experience Ontario in one week; and Germany's [DERTOUR](#) offering a 12-day 'On the trail of the moose' drive package that explores several Ontario destinations.

There are many opportunities for tourism businesses to get involved in OTMPC trade activities including tradeshows, sales missions and familiarization tours across [11 markets](#).

To learn more contact: [Sandra Rice](#), Trade Consultant, North America; [Harvey Hamazaki](#), Trade Consultant, Asia Pacific; or [Gabriele Kotz](#), Trade Consultant, Europe and Mexico.

off the summer season and encourage Ontarians to plan a getaway. Ontario travel information centres are hosting five regional kick-off events on **May 31 and June 1**, as well as open houses at centres across the province during Tourism Week. On June 1, Ontario will dominate Toronto's **Dundas Square** with Ontario themed activities and experiences. Partners can take advantage of these events and showcase their tourism products to visitors and local communities.

Contact your [local travel centre](#) to learn how you can participate.

Join OTMPC LinkedIn group



Become a member and stay current with OTMPC news, activities and events. By becoming a member, you will help build an online community of dedicated tourism marketing professionals. Connect with your industry peers and share your thoughts and ideas. Take advantage of the group forum to discuss popular industry trends and tourism insights and share best practices.

Visit the [OTMPC LinkedIn Group](#) and join today!



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Try it FREE today.

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