

Ontario PASSPORT

OTMPC News

April 2012



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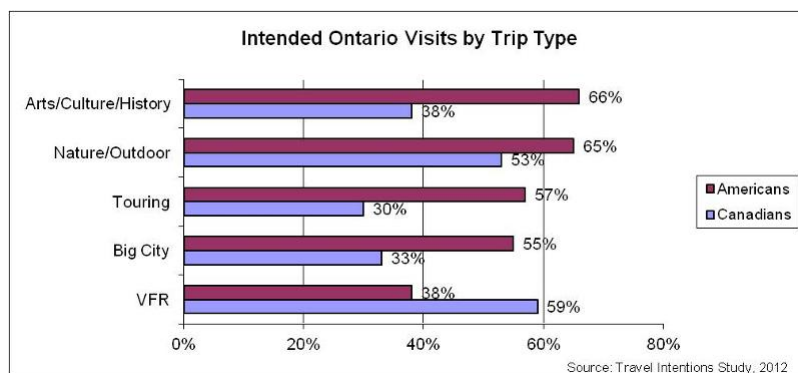
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Get ready for summer tourism in Ontario

Interest in travelling to Ontario high this summer

This summer, more residents and visitors will enjoy Ontario's spectacular natural beauty, outdoor adventures, unique festivals and events, wine and culinary experiences, cosmopolitan cities and authentic cultural and heritage attractions.

According to the Ministry of Tourism, Culture and Sport's (MTCS) Tourism Outlook, visitation to Ontario (from all markets) is **forecast to grow** by 2.1%, increasing by 2.2 million visits in 2012 as compared to 2011. Visitor expenditures are forecast to grow by 4.3% or by \$776 million in the same time period.



Primary motivators for consumer travel to Ontario are **arts, culture, history, nature** and **outdoors** with **Niagara and Toronto** area offerings among the strongest sources of consumer interest. Combined, these incentives provide a strong foundation upon which all regions can layer opportunity - of particular interest when working to reach markets outside of Ontario. In **Eastern Ontario** - a major claimant to the province's War of 1812 heritage, this involves harnessing history and heritage attractions as well as its numerous beach destinations. In **Northern Ontario**, consumers' strong curiosity for the north, love of nature and new experience are well leveraged by tourism highlights in the cities of Sault Ste. Marie, Timmins, North Bay, Sudbury and Thunder Bay. Likewise, in **Ontario's South West** a wealth of destinations, attractions, stories and events commemorating the War of 1812 can be joined with multiple attractions and events.

Register online to be included in Ontario's new tourism app

Increase awareness and sales leads! To reach more than 132 million Canada and U.S. smartphone users, Ontario tourism stakeholders are invited to register online at www.tourismpartners.com at no charge. Approved content will also be displayed on OTMPC's [consumer website](#), which last year received more than 4.5 million visits. The 'Discover Ontario' mobile app is estimated to achieve 6,000-8,000 downloads in its first year.

Participate in 2012 Tourism Week



Each year, **Ontario Tourism Week** draws crowds and consumer interest. On May 31st, OTICS in **Barrie, St. Catharines, Sault Ste. Marie** and **Windsor** will host regional Ontario Tourism Week kick-off events with invited local media. On June 1st, Toronto's **Dundas Square** will come alive with exciting and

By **partnering together over the long term** to promote **regionally integrated offers and experiences**, Ontario operators will help consumers better understand the incredible sights and unique offerings present in each Ontario region.

For more information, explore [MTCS](#) or [OTMPC](#) research.

Discover "My Ontario"

OTMPC launches summer campaign

Results from the OTMPC **Summer 2011 Brand Tracking Study** confirmed the effectiveness of Ontario's **My Ontario** campaign. On a scale from 1 to 10, consumer perception of Ontario as a travel destination with **lots to see and do** has increased from 8.1 to 8.6 over two years.

This summer, OTMPC's **My Ontario** campaign will continue to inspire families and couples to discover Ontario's hidden gems.

To allow consumers to quickly access relevant local Ontario travel information, OTMPC has developed the '**Discover Ontario**' **mobile app**. An existing iPhone version will be followed by versions for Android, BlackBerry and iPad in the coming weeks. Consumer e-newsletters, contesting, social media and search engine marketing will round-off online tactics, throughout the summer.

Another key component in the modernization of Ontario's travel marketing presence is a strong tourism presence in the Ministry of Transportation's 23 new, high-traffic **ONRoute service centres**. Consumers will have continuous, up-to-the minute computerized access to provincial travel information - and to complement services provided at 11 **Ontario Travel Information Centres (OTIC)**.

In partnership with Regional Tourism Organizations (RTOs) and MTCS attractions, OTMPC will run **14 full-page, four-colour ads** in *The Globe and Mail*, mid-April to early December. Highlighting compelling regional experiences, each ad will reach more than 377,000 people nationwide.

Starting mid-May and running for four weeks, **My Ontario** television advertising (English and French) will also appear. Also mid-May, more than 450,000 copies (English and French) of **Ontario Summer Magazine** will be distributed in a number of local community papers and major Ontario dailies - including *Toronto Star*, *North Bay Nugget* and *Hamilton Spectator*. For the first time, regionally branded advertising will appear alongside regional editorial. For on-the-move consumers, the magazine will be made available at **Ontario Travel Information Centres (OTICS)** and online at ontariotravel.net and [iTunes](#).

From mid-May to August, to reach Ontario's **newcomers**, experiences appealing to South Asian and Chinese families will be promoted at a number of Greater Toronto Area (GTA) **multicultural events**.

On June 1st, Tourism Week will kick-off with **Ontario Tourism Day**

interactive hands-on activities and experiences for consumers to enjoy. To further inspire consumers to create new and lasting summer memories, a series of **Ontario Tourism Week open house events** will be held at OTICS across the province from June 4-10,

Get involved! Showcase your products to a receptive local audience. For more information, [contact your nearest travel centre](#).

Register for travel trade workshops

Participate in a full-day travel trade workshop taking place in Toronto. OTMPC has invited key tour operators 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 both of the following workshops:

- **May 2, 2012**
-Francophone Travel Trade Workshop
- **June 20, 2012**
-Culinary Travel Trade Workshop

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

at Toronto's **Dundas Square**. Industry partners will showcase to consumers some of the province's most iconic summer tourism experiences; themed events -- including War of 1812 centenary activities, will be broadcast on Citytv's Breakfast Television. Also in June, approximately 1.5 million [Fun Passes](#) (print and digital versions, English and French) promoting MTCS agency attractions throughout the summer will be distributed to elementary school-aged students in Ontario with their report cards.

Over the entire summer, OTMPC will host more than **60 media familiarization tours** highlighting all areas of the province. In partnership with the Ontario Culinary Tourism Alliance, the OTMPC will also host 30 travel bloggers -- with the focus on Ontario regional cuisine and VQA wines.

Read more about [OTMPC summer activities](#). To get involved, contact the [OTMPC](#).



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