

PASSPORT^{Ontario}

OTMPC News

May 2012



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Understand mobile consumers

Mobile is changing travel behaviour around the world

[Mobile devices](#), such as smartphones, cell phones and tablets, have become an essential part of travellers' lives around the world and they are drastically changing the way consumers plan, book and experience travel and share their travel stories. A recent study by research firm [TNS](#) among 48,000 consumers in 58 countries revealed that global mobile penetration exceeds 85% with over six billion subscriptions.

Growth of [smartphones](#), or mobile devices with advanced features and enhanced connectivity compared to a simple cell phone, is exploding and transforming the promise of mobile. About one-third of the world's population now use a smartphone according to [TNS](#). North America and the Middle East/North Africa are leading with 46% use, followed by developed Asian countries (42%), China (39%), Latin America (32%) and Europe (31%).

When it comes to booking travel, the mobile travel market is growing more quickly than online. [eMarketer](#) estimates that 16 million or 5% of the U.S. population age 18 and older will book travel via mobile in 2012, up from over 12 million in 2011. By 2016, the number of mobile users booking travel on their devices is expected to more than double to 37 million or 12%. Even more mobile users, 38 million in 2012, will research travel on their phones, rising to 74 million or 24% by 2016.

Travellers are starting to use mobile more frequently to share their experiences and source relevant travel information in real-time. Location-based services and smartphones are driving this trend. Reasons for using [location-based services](#) include finding nearby points of interest (33%) and finding restaurants and entertainment venues nearby (26%). When it comes to accessing social networks, about [one-third](#) of metropolitan Chinese mobile users and 25% of U.S. mobile users access sites at least monthly.

As with traditional web, having a mobile presence is another effective tool to reach millions of people globally who are searching for content specific to their interests. The key is to provide consumers with relevant content whenever and wherever they want it.

Register for 2012 Ontario Tourism Summit

Registration is [now open](#) for the **2012 Ontario Tourism Summit**. This year's program will explore 'Strategies for New Growth.' Confirmed speakers include trends and innovation expert Jim Carroll and Ryan Brain from Deloitte.

New this year, the [Ontario Culinary Tourism Summit](#) will be held on **October 22** in conjunction with the Ontario Tourism Summit. Register for both Summits and save \$25.

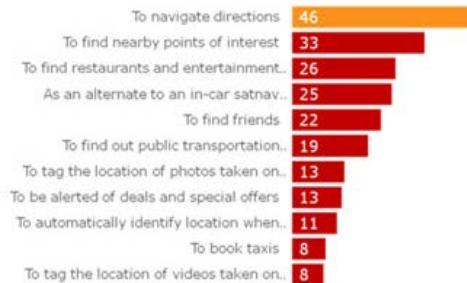
Don't miss the [nomination deadline](#) for the **2012 Ontario Tourism Awards**. Nominations close on June 29. Winners will receive their awards on October 23 at the Ontario Tourism Summit in London, Ontario. [Nominate your favourite tourism initiative.](#)



OTMPC wins Prix

For more information on how consumers around the world are using and interacting with mobile technology, visit [TNS Mobile Life](#).

46% of location-based service users globally use GPS or location features their phone to navigate and get directions



Source: TNS Mobile Life 2012

Engage travellers using mobile

Mobile devices open new channels to connect with travellers

With mobile devices clearly top of mind for on-the-go travellers, understanding how travellers use these devices and how you can engage them becomes critically important. When developing a strategy, there are a number of best practices to consider.

First, a comprehensive strategy that integrates mobile applications across multiple platforms with online and offline channels is most effective in enhancing travellers' experience.

[Stratford Tourism Alliance](#) expanded its marketing to include mobile applications a few years ago and now integrates its offline and online advertising tactics using [QR codes](#) in its print ads, directing readers to a mobile site for more information. "Seeking to enhance a visitor's experience of Stratford, we redesigned 6 self-guided heritage tours to include QR codes for each stop which link to an additional 1 to 2 minute audio commentary, accessed with a smartphone," says Eugene Zakreski, Executive Director, Stratford Tourism Alliance.

As travel is all about location, tourism operators can provide context-specific information that is carefully curated to suit travellers' interests. The [ROM](#) has been experimenting with a program called "SCVNGR" to create search challenges within the museum, including a tour of the current exhibition *Elegy* by Canadian photo artist Deborah Samuel. "Mobile is one of the best tools we have to engage our visitors with museum content in new and meaningful ways," says Tracy Ruddell, Assistant Vice President, Marketing, Royal Ontario Museum. "Visitors can search for hidden treasures to earn points, unlock badges and garner rewards towards prizes."

Stratford will soon be launching a 'Stratford Strolls' app, for travellers looking for cultural, culinary and shopping themed-itineraries. For food lovers, a 'Savour Stratford' app timed for release during the Savour Stratford Perth County Culinary Festival will guide travellers through the area's culinary treasures.

Finally, operators should think about the entire customer experience and find ways to connect and interact with travellers in real time.

Media



L'ONTARIO vu par
Guylaine Charest

OTMPC's '[La Plus Grande Photo Expo](#)' campaign launched in 2011 recently won a [Prix Media](#) award in the mixed media category. The campaign in its first year transformed the Greater Montreal region into a larger-than-life Ontario photo exhibition in order to inspire Quebec residents to see a different side of Ontario, through the eyes of fellow Quebecers. Using radio and online promotions, Ontario invited Quebec residents to share their most cherished memories by submitting their favourite pictures taken in Ontario.

OTMPC is continuing the award-winning campaign into 2012. In early May, OTMPC unveiled the winning photos of the second year of the contest. More than 1,500 submissions were received this year between February 27 and March 31. Forty pictures were selected from 37 winners to appear on giant billboards starting in May 2012 for a period of six weeks.

New international promotions

"With an app, we learned we could enhance our guest's experience of Stratford with features such as augmented reality, the ability to create and store customized itineraries, and enable visitors to share their experiences, in real time, with others via Twitter and Facebook," says Zakreski.

To get started, Ruddell advises, "Approach it like a series of pilots before making big investments. Partner with local colleges on student projects or apply for grants if you don't have the budget. Just see what resonates with your audiences."

Check out [CMA's Mobile Marketing Accelerator](#) to determine what enhancements you can make to your mobile marketing strategy.

Discover Ontario mobile app

OTMPC launches 'Discover Ontario' mobile tourism app

Canadians are early adopters when it comes to using features on their mobile devices. Among Canadian mobile subscribers, the [top mobile internet activity](#) is using downloaded [apps](#), or software applications that are usually designed to run on smartphones and tablets. According to [Ipsos Reid](#), smartphone users in Canada estimate they typically have 19 apps on their device while tablet users estimate they have an average of 25. Apple iPhone users report five times more apps than BlackBerry users (34 versus six).

When "there's an app for everything" is a common refrain, how do you make your travel app stand out? In order to cut through the clutter and provide a more engaging experience, apps have to provide relevant content, convenience and enhanced interactivity. At the top of the list of what engages consumers is [location-based services](#), predominantly due to their convenience.

OTMPC recently launched its 'Discover Ontario' mobile app. The app provides on-the-ground travellers in Ontario with a real-time, geographically relevant and customizable mobile experience focused specifically on Ontario's festivals and events. To make it easy for visitors to stay and play in Ontario, the app surrounds each event with geographically relevant attractions, dining and lodging options, and travel information centres. It also provides turn-by-turn directions to help visitors find their way and links to Facebook and Twitter so they can share their experiences with others.

The Discover Ontario app for the iPhone launched on April 13 and is now also available for Android and BlackBerry users. An iPad version will launch in mid-June with a mobile web version launching later this year. Since its release, the app has achieved an average five-star rating, a #1 "What's Hot" status in the travel section of the iTunes App Store and cracked the top 30 among free travel apps.

To promote the app, OTMPC will launch a page in mid-June on [ontariotravel.net](#) with links to the various app stores where travellers can download the app. Upcoming promotions will also include ads



OTMPC has launched a new series of web videos and brochures based on consumer insights from focus groups conducted late last year in nine key international markets. The new promotions aim to inspire travellers to take another look at Ontario by highlighting fresh ideas and experiences using visuals that resonate with an international audience.

A series of 16 web videos will be posted on targeted travel portals and special interest sites, as well as on Ontario's international sites, Facebook and Weibo pages in China. The brochures are customized by market and travel interest, and feature sample regional itineraries and information specific to outdoor adventure, wine and culinary, city breaks and culture. The series will be available for distribution to consumers at upcoming international travel shows. Ontario launched the new promotions at this year's [Rendez-vous Canada](#) in mid-May.

To watch the videos, [click here](#).

Register for culinary travel trade workshop



Last chance to register for a full-day Culinary Travel Trade Workshop on **June**

with QR codes in locations where travellers can be found such as airports, hotels and travel centres.

Submit your festival, event or attraction to be part of the Discover Ontario mobile app. Register [online](#) today to have your content included in the mobile app and on the ontariotravel.net website.

To download the Discover Ontario mobile app, visit [iPhone](#), [Android](#) or [BlackBerry](#).

20, 2012 in Toronto. Hear directly from tour operators that are interested in developing more and new culinary tourism business to Ontario. Learn practical tips on how to incorporate culinary experiences into packages that sell. Registration fee is \$65 per person plus HST. Space is limited. To register, contact [Sandra Rice](#).



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