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Evolve at the speed of the future

Global futurist Jim Carroll to speak at 2012 Ontario Tourism Summit

"The future belongs to those who are fast!" declares **Jim Carroll, leading global futurist, trends and innovation expert** and the kick-off speaker at the 2012 Ontario Tourism Summit. Carroll believes that fast response is a theme that fits well with the tourism industry in Ontario.

Carroll muses that 10 years ago there was no Facebook, YouTube or Twitter. Cell phones were used just for talking, until mobile devices were invented that allowed text messages. Apps and GPS based phones wouldn't really make an appearance until about 2010.

"What a difference a decade makes. Yet, we've barely scratched the surface of how accelerating change will provide for opportunity to tourism organizations in the future," says Carroll. He predicts that success will increasingly come from an organization's ability to take advantage of rapid, dramatic shifts in the tourism promotions landscape.

From the process of branding tourism properties to evolving marketing methodologies, Carroll sees change in the future happening at lightening speed. "The nature of the interaction with the travel consumer will come to resemble a roller coaster ride," he concludes. Carroll challenges tourism organizations to jump on board, full steam ahead, and take aggressive control of the future.

"The key is putting yourself in a frame of mind in which you want to embrace a fast changing future, rather than shying away from it," he advises. "Some people see a trend and see a threat -- real innovators see the same trend, and see massive opportunity," says Carroll.

"There is so much that is right about tourism in Ontario," emphasizes Carroll. "What we need to ensure we have is a tourism industry that continues to build upon what we have, and evolves at the speed of the future to ensure that we can continue to position to the world why Ontario is the best tourism destination in the world."

Porter and OTMPC promote Ontario to U.S. travellers

OTMPC was on hand to celebrate the official opening of Porter Airlines new passenger lounge at Newark Liberty International Airport on August 30th. In keeping with Porter's promise of "flying refined," travellers in the lounge were treated to a sampling of Ontario experiences and received customized travel advice from Ontario travel counsellors Hector MacQuarrie and Tija Lidums - all in an effort to entice passengers to think of Ontario for their next getaway.

To increase business and leisure travel to Ontario, Porter now offers up to 13 daily roundtrip flights between Newark and Billy Bishop Toronto City Airport. Connecting flights are available to six destinations in Ontario - Windsor, Ottawa, Timmins, Sudbury, Sault Ste. Marie and Thunder Bay.



From left to right: Ronald Holgerson, Interim President and CEO, OTMPC; Miriam Bekkouche, Acting Senior Trade

Want to learn more? Join the discussion at the [2012 Ontario Tourism Summit](#).

Target tomorrow's traveller

Ryan Brain and Lorrie King reveal travel trends shaping Ontario's tourism industry

We know that today's travellers are looking to visit new and exciting destinations that they have never been to before. But what about tomorrow's traveller? What are the leading trends that are shaping Ontario's tourism industry?

"Long haul travel to new markets continues to shape our global industry," says **Ryan Brain, Partner, National Consumer Business Leader, Deloitte**. "The traveller that we're used to welcoming to Ontario has many more choices, and it's much more competitive and therefore difficult to capture their travel dollar."

Lorrie King, who leads the Travel, Hospitality and Leisure group at Deloitte, points to new technologies and the way travellers choose to approach their travel experiences as trends impacting the industry. "Travellers are researching, experiencing, and sharing their travel experiences in very different and innovative ways," says King. "Social media, most notably, is changing travel."

How should tourism professionals in Ontario respond to these trends? Brain and King advise understanding and targeting the 'traveller of tomorrow'. Specifically, they point to travellers from emerging markets, such as China, India and Brazil, who will be coming to Canada and Ontario in record numbers and who have diverse needs and preferences than traditional markets. They also advise getting to know younger travellers from all markets that have a different expectation of their travel experience in order to determine how to deliver the experiences they are seeking. At the same time, the industry must not 'over rotate' at the expense of traditional travel markets where opportunities still exist.

Want to learn more? Join Ryan Brain and Lorrie King at the [2012 Ontario Tourism Summit](#) for more insights on tomorrow's traveller and the leading trends shaping the tourism industry.

Adopt strategies for new growth

OTMPC targets new growth strategies and markets

Today, there are more travellers in the global marketplace than ever before. At the same time, the world is overflowing with competitive travel destinations and their respective marketing budgets. In order to capture its fair share of the global travel market, Ontario's tourism industry needs to map out focused growth strategies.

For its part, OTMPC is aggressively pursuing strategies to grow visits to Ontario and tourist expenditures through its 2013-14 Marketing Plan. OTMPC's overall goals are to increase demand for

Commissioner, Consulate General of Canada; Robert Deluce, President and CEO, Porter Airlines; Sue Baer, Director of Aviation, New York New Jersey Port Authority.

To read the news release, visit www.flyporter.com.

Ontario Tourism Award finalists announced

Finalists in the marketing, industry and culinary award categories for the 2012 Ontario Tourism Awards [have been announced](#). The winners will be revealed on October 23, 2012 at a gala ceremony taking place during the Ontario Tourism Summit in London. To attend the awards ceremony, visit the Summit [website](#).

Register for the Ontario Tourism Summit!

Register now for the 2012 Ontario Tourism Summit and sign up for your choice of practical workshops.

Sample "**A Taste of Ontario's Southwest**" presented by Tourism London and Ontario's Southwest. The Welcome Reception will take place at the Budweiser Gardens, formerly known as the John Labatt Centre, and will feature the region's local foods and beverages, as well as ice skating and ice carving displays.

Take advantage of special rates for select shows offered by London's Grand Theatre and the Stratford Shakespeare Festival.

Seats are still available on the **complimentary VIA Summit train** from Toronto's Union Station to London. **Or save with a 10% VIA discount.**

Save \$25 when you **register for both** the Ontario Tourism

Ontario travel experiences and to target markets where Ontario can work with partners to capitalize on the greatest long-term growth potential. Three key activities have been identified to reach these goals:

- Dial up the emotional appeal and differentiate Ontario as a tourism destination.
- Focus efforts to align stakeholders and foster marketing and product innovation.
- Own and defend core markets while stimulating growth in emerging tourism markets.



PRECISION GROWTH MAP©TNS 2012

To get there, OTMPC has adopted a framework developed by TNS called a precision growth map to identify the best opportunities to increase visits and visitor spending based on a market's maturity. In mature markets such as Ontario, OTMPC's strategy will be to build loyalty and offer existing visitors new reasons (in the form of new products and

services) to stay longer and spend more money. In overseas markets, OTMPC will aim to reach new customers through targeted marketing and expand into emerging tourism markets such as China, India and Brazil.

"We know that travel is an emotionally driven decision," says Liana Guiry, VP Marketing, OTMPC. "Emotions contribute more to a traveller's intent to purchase than rational considerations such as price and amenities. That's why one of our top priorities for next year is to boost the emotional appeal of Ontario and really differentiate the province as a tourism destination."

Based on consumer insights from a recent international research study, OTMPC will be introducing a new international Ontario tourism brand and refreshed creative that differentiates Ontario and appeals to travellers' emotions.

Find out more! Attend the "Align your Tourism Offerings with International Visitor Preferences" workshop at the [Summit](#).

Submit your online accessibility report

The Accessibility Directorate of Ontario reminds businesses with 20 or more employees to submit their [online](#) accessibility report by **December 31, 2012**.

The report is a simple checklist format. Chances are, your business is already making efforts to provide accessible customer service to people with disabilities.

Summit and the [Ontario Culinary Tourism Summit](#).

Visit the [How to Register](#) page for more details.

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Promote your signature experience to the world

Get ready to apply! In the new year, OTMPC and the Canadian Tourism Commission (CTC) will once again collaborate with industry partners to reach provincial, Canadian and international markets and **inspire visits to Ontario now**.



The Signature Experiences Collection™ program promotes Ontario's unique experiences that engage the senses and offer consumers the opportunity to learn more about the province's vibrant cities, culture, history and cuisine.

Consult with [Nicole Leaper](#) at the OTMPC or visit the CTC's Signature Experiences Collection™ [online site](#) for details on product criteria.

Learn more! The 2012 Ontario Tourism Summit is offering a

Accessible customer service came into effect as of January 1, 2012. Tourism businesses with one or more employees in Ontario now have to meet the Accessibility Standard for Customer Service.

Accessibility not only helps to attract more visitors and improve business, it's also the right thing to do!

Visit the [Compliance Wizard](#) to learn how the Customer Service Standard will affect your organization, and for tools to help you comply.

Get social! Tap into OTMPC's social media network

Join the online conversation!

- Connect with us on [Facebook](#), [LinkedIn](#), [Twitter](#), [Pinterest](#) and [Instagram](#).
 - Use the Twitter **#DiscoverOntario** tag and join the Ontario Travel discussion thread.
 - Let us know your region's unique events and hidden gems.
- For more information, contact share@ontario.ca.



two-part series of [interactive workshops led by the CTC](#) which will provide hands-on learning on how to develop and market your unique tourism experience. [Register now!](#)

Advertise with OTMPC

Don't miss out! Limited OTMPC fall and winter online advertising space available.

Latest opportunities include:

- **2012-2013 Families** (winter)
- **2012-2013 Consumer Website** (fall/winter)
- **2012-2013 Brand E-newsletters** (fall/winter)
- **Outdoor LED Board** (October 2012 to March 2013)

For full details, [click here](#).
Questions? 1-888-365-4422 / otmp.sales@ontario.ca

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