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Apply consumer insights to attract North American visitors

Results of major segmentation study provide lens on key visitors for Ontario

Spending your marketing dollars effectively means targeting the right consumers at the right time with the right media and message. Successful segmentation provides a lens on your market to identify and focus your efforts on those consumers who most want your tourism experience.

To identify the right consumers for each of Ontario's tourism regions, OTMPC recently worked with all 13 Regional Tourism Organizations (RTOs) to commission a major segmentation study across key central North American markets. "Studies of this magnitude and depth are rare. This is a very large and comprehensive study by any standard, with almost **70,000 consumers** participating and **884 variables** assessed," emphasizes Michael Ennamorato, Managing Director of TNS Canada, the research company that conducted the study for the Ontario tourism industry.

The study results have been aggregated to identify 12 unique consumer segments relative to the Ontario, Quebec, Manitoba and major central/eastern U.S. markets, based on their social and emotional needs, preferred travel experiences and media habits including use of technology.

"Travellers and Spend by Consumer Segment"

(Based on overnight pleasure travel to any destination around the world)

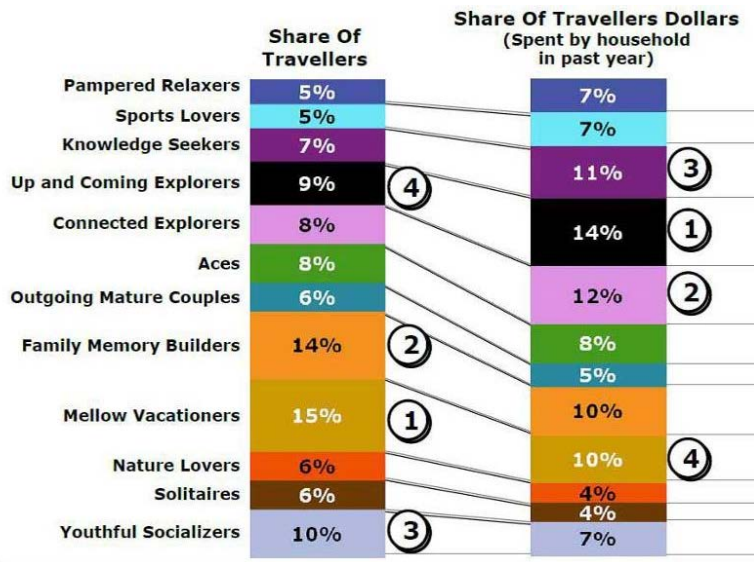
Discover Ontario mobile app wins top honour



The [Discover Ontario mobile app](#) received a prestigious [2012 Best in Class](#) from the [Interactive Media Awards \(IMA\)](#), an international program that recognizes the highest standards of excellence in web design and development. Of 154 submissions in the 'travel / tourism' category, the Discover Ontario mobile app was one of only three to win Best in Class, the highest award honour signifying a perfect, or near perfect, overall score.

Introduced in spring 2012, the Discover Ontario mobile app not only helps increase visitor stay/spend with a focus on festivals and events across the province, but also spreads the word about Ontario attractions and travel experiences by integrating with social media channels. For spring 2013, this feature will be enhanced with direct app downloads.

To include your festival, event or attraction in the mobile app, visit www.tourismpartners.com.



TNS Applying Consumer Insights to Attract North American Visitors
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Take for example a segment called **Connected Explorers**, 79% of whom use smart phones/tablets when travelling (versus 46% of total travellers). Tourism operators can reach Connected Explorers on the Internet and through new technologies, which they use to research, book and share travel experiences - before, during and after their trips.

Family Memory Builders travel with kids (83% versus 32% of total travellers) in order "to create lasting memories" and "enrich relationship with family." Major tourist attractions, such as theme and amusement parks, zoos and aquariums, will satisfy their need to have fun and build these lasting memories.

Attracting **Knowledge Seekers** means appealing to their desire to explore and learn (92% versus 56% of total travellers) about culture, history, architecture and natural landmarks through activities such as sight-seeing and visits to museums, galleries and historical sites (93% versus 59% of total travellers).

The study marks the first time that segmentation research has been conducted for all Ontario tourism regions. "The consumer insights from this research will help tourism organizations in every single region develop and market the right packages, products and tourism experiences that will attract new and high potential customers from the segments identified," says Ennamorato. "Ultimately, it means increased sales and a higher conversion rate of traveller prospects to visitors for each and every region."

To understand how this research applies to your tourism region, contact your local [RTO representative](#).

Understand emotional drivers to attract visitors

International research reveals how consumers make travel decisions

International research reveals that **58%** of a long-haul traveller's destination selection is based on how they **feel** while 42% is based

Partner with OTMPC now!

An overview of OTMPC's partnership opportunities for 2013-14, including Ontario Travel Information Centres, is now available online. Watch for specifics on our latest advertising opportunities coming soon to your inbox. To receive future emails with advertising offers, email otmp.sales@ontario.ca.

Visit www.tourismpartners.com to see our recent campaigns, access valuable information, create or update your tourism business or event listing, and sign up for our industry e-newsletter, *Ontario PassPort*.

Questions? Call 1-888-365-4422 / 416-314-6314 or email otmp.sales@ontario.ca. For questions specific to Ontario Travel Information Centre partnership opportunities, call 1-705-725-7266.

Mark your calendars for the 2013 Summit

Almost 500 delegates gathered in London in late October for the 8th annual [Ontario Tourism Summit](#) to learn strategies for new growth. The Ontario Tourism Awards Gala, recognizing innovation and excellence in Ontario's tourism industry, was held the evening of October 23rd. To read more about this year's Tourism Awards winners, [click here](#).

on what they **think**. For short-haul trips, **56%** of the decision is based on emotions and 44% on rational factors.

Emotions drive actions, according to a major international research study conducted for OTMPC by Hotspex in early 2012 among **8,500 consumers on four continents and 11 countries**. The study reveals that emotions contribute more to destination selection than rational factors such as products and services.

Ontario's tourism industry can take advantage of the research by focusing on the emotional appeal of destinations or experiences to increase the potential to convert people planning a vacation to visitors to Ontario.

Tourism operators are encouraged to align their experiences with Ontario's existing brand strengths, which include its vibrant cities, interesting attractions, myriad of outdoor activities and closeness to nature. When asked to describe the essence of Ontario's brand, "awe inspiring nature" and "rich cultural experiences" were at the top of consumers' list.

Communication and marketing materials should evoke a sense of peace, tranquility, relaxation and calm. Or inspire feelings of exhilaration, achievement and accomplishment.

It is important to personalize Ontario experiences so consumers connect emotionally with what is being offered. Consumers revealed in the study that **feeling connected with nature** is three times more appealing than beautiful scenery and landscapes. "A place to rest from the stress of the city is the first thing I look for. Somewhere to be at peace and close to nature," emphasized one consumer.

Ultimately, the key to attracting visitors is to identify and deliver on unique differences that meet visitors' emotional and rational needs in order to close the sale.

To learn more about appealing to travellers' emotions, read the [Ontario International Tourism Brand Development report](#).

Leverage Ontario's tourism brand to grow visits

OTMPC is building a new international tourism brand

The challenge facing Ontario's tourism industry is how to grab the attention of global travellers in a competitive market. The best way to compete for tourist attention and dollars is through a strong tourism brand that differentiates Ontario from national and international competition and resonates with audiences.

Ontario has a strong tourism brand within the province. To capture more international visitors including the U.S., which collectively represent **33% of Ontario's tourism revenue** and growing, OTMPC is generating a long-term international brand that will excite consumers both emotionally and rationally.

Research reveals that travellers around the world think the ideal vacation in Ontario should be both **exciting** and **relaxing**. The good

Mark your calendars and stay tuned. Next year's Summit will be organized by the Tourism Industry Association of Ontario (TIAO) and is scheduled to take place in Toronto, [November 12-14, 2013](#).

Submit your online accessibility report



Ontario's standard for accessible customer service came into effect as of January 1, 2012. Don't miss this opportunity to make your business more accessible. Accessibility not only helps to attract more visitors and improve business, it's also the right thing to do!

To learn how the standard affects your organization, visit the Accessibility Directorate of Ontario (ODA) [Compliance Wizard](#).

The ODA reminds tourism businesses with 20 or more employees to submit their online accessibility report by **December 31, 2012**.

Discover the Signature Experiences Collection®



The Canadian Tourism Commission's (CTC) Signature Experiences Collection® program promotes once-in-a-lifetime consumer travel experiences which engage the

news is that Ontario is well positioned to deliver a memorable experience that achieves the balance that travellers seek.

To attract consumer attention, the new Ontario international tourism brand will be more rooted in emotion for both short- and long-haul travel markets. By aligning with the Ontario brand, all 13 regions will then be better positioned to convert international consumer interest into solid bookings.

For 2013-14, one of OTMPC's key marketing priorities is to dial up the emotional appeal and differentiate Ontario as a tourism destination. OTMPC is currently developing components of the brand strategy including the brand DNA (a single thought that captures its promise) and the value proposition and positioning statement that reaffirms why travellers would choose Ontario and how tourism partners collectively and consistently can deliver on the brand's promise.

Tourism products that deliver on the new international brand promise is the next logical step in brand development. OTMPC will be introducing a brand experiences program that will encourage greater alignment of tourism offerings to meet international demand for experiences that Ontario can best deliver. More information about how tourism organizations can participate will be announced in a future *Ontario PassPort* issue.

To read the Ontario International Tourism Brand Development report, visit www.tourismpartners.com.

Tell us what you think!

OTMPC's annual satisfaction survey is coming your way in January 2013. OTMPC wants to hear from all tourism partners. Tell us what you think about OTMPC marketing and partnership programs and how they can be improved to better serve the industry's needs.

senses; a perfect fit for those Ontario experiences which fulfill consumer desire for vibrant cities, culture, history and cuisine.

For 2013, the CTC and OTMPC will once again collaborate with industry partners to reach provincial, Canadian and international markets. To see if your product qualifies, consult with [Nicole Leaper](#) at the OTMPC or visit the CTC's [online site](#) for more detail.

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