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Embrace winter activities

Sports events and skiing top activities

Winter in Ontario means celebrating snow. There are events and attractions - both indoors and outdoors - that come alive in winter across the province and drive business for tourism operators. Travel during winter months, whether personal, business or to visit friends and relatives, represents 19% of Ontario's annual visits or 19.8 million visits and 17% of Ontario's annual visitor spending or \$2.8 billion, according to Statistics Canada.

Topping the list of individual activities enjoyed by visitors are sports events and downhill skiing/snowboarding, followed by a range of arts and culture attractions and winter events such as cultural performances, casinos, museums/art galleries, historic sites and festivals/fairs.

Almost two-thirds of the visits taken from January to March are day trips. For overnight visits, private homes/cottages (4.7 million visits) are the most popular accommodation due to the large percentage of people visiting friends and relatives, followed by hotels (1.6 million), motels (302,000), other commercial accommodations such as B&B, resorts, lodges, spas (113,000), commercial cottages/cabins (86,000) and camping/RV facilities (17,000).

A good way to engage first-time winter visitors in a new activity is to offer free passes or a "learn how-to" program. For example, Ontario's ski resorts offer a [SnowPass card](#) to Ontario kids aged 9 or 10 years old to hit the slopes for free. [Frontenac Provincial Park](#) offers winter camping workshops where visitors can learn how to prepare meals, build snow houses and set up tents. Another option is to explore opportunities around upcoming holidays such as Family Day (February 18) and March Break (March 11-15).

Contact your regional tourism organization (RTO), destination marketing organization or sector association to tap into local events and activities. Tourism businesses and events can register their listing for free on [ontariotravel.net](#). The listing also appears in the [Discover Ontario mobile app](#) where consumers can locate winter festivals and events, as well as attractions, restaurants and accommodations.

For more tourism stats, click [here](#).

Meet you at Rendez-vous Canada



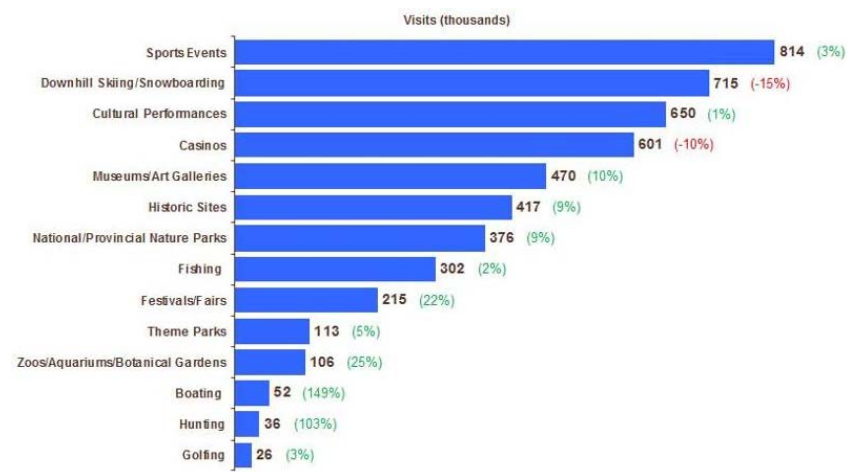
Raise your brand profile with key, international tour operator decision-makers! From May 12-15, 2013, OTMPC and Ottawa Tourism will host approximately 1500 delegates at the [37th Rendez-vous Canada](#) at the Ottawa Convention Centre.

Coordinated by the Travel Industry Association of Canada in partnership with Pr1me and the Canadian Tourism Commission, Rendez-vous is the premier marketplace to showcase Ontario's best tourism experiences to approximately 400 buyers from 20 countries and 1,100 Canadian tourism suppliers.

While delegate registration is now closed, [compelling sponsorship opportunities still exist](#) for Ontario tourism stakeholders. For more information, contact otmp.sales@ontario.ca.

Ontario entices New Yorker readers

Winter visitors to Ontario participate in a variety of outdoor and indoor activities (January to March 2010)



Note: The number in brackets show the percent change compared to Q1 2009.
Source: Statistics Canada, Travel Survey of Residents of Canada and International Travel Survey, 2010

Discover where winter is

Weather Network partnership helps Ontarians discover winter



To help Ontarians locate 'Where's Winter,' an innovative partnership with The Weather Network is now entering its second year. Airing until March, the program uses a weather map and snow reports to show new and avid winter enthusiasts where to find

snow across the province.

"Where's Winter demonstrates to Ontarians the importance of winter tourism," affirms Tim West, volunteer coordinator for the Winter Tourism Marketing Committee. "Ontarians don't need to be shy to go out and enjoy winter. The program provides reliable information to ensure that they have a good winter experience."

New this year, the partnership added [Comfort Tips](#), which provide tips on how to dress for an enjoyable winter experience. "The Comfort Factor is an index that was developed many years ago by Ontario's ski and snowboard sector," says Bruce Haynes, President, Ontario Snow Resorts Association (OSRA). "It's a great tool to be used by all for the enjoyment of winter. The Weather Network has been a good partner in the development and promotion of these tips."

The Weather Network is producing a series of broadcasts with [Kevin Yarde](#) that highlight recreational activities across the province. Broadcasts run on Friday mornings and have spotlighted a variety of destinations including Horseshoe Resort, Brimacombe Ski Resort in



This past December, idyllic Ontario winters, winter experiences and Ontario culture together struck a chord with readers of the popular U.S. weekly magazine, *The New Yorker*.

A two-page OTMPC-partnered advertorial, which was featured in the December 24 & 31 double issue, delivered positive results for featured Ontario experiences. For example, Haliburton-based Winterdance Dogsled Tours reported a 20% increase in website traffic, in addition to confirmed New York visitor bookings within days of the magazine's release. Niagara Helicopter Tours also reported a 12% to 15% increase in website traffic during the days of the week in which the feature first appeared; a 28% increase over this timeframe the previous year.

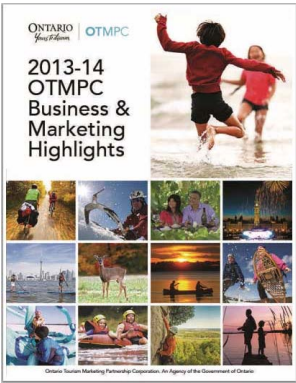
Access OTMPC's Business and Marketing Plan Highlights

Oshawa, Haliburton Forest Resorts and Thunder Bay. Additional broadcasts are scheduled around events such as the 50th anniversary of the [Bon Soo Winter Carnival](#) in Sault Ste. Marie and [Winterlude](#) in Ottawa.

The 'Where's Winter' partnership is a collaboration between the Ontario Federation of Snowmobile Clubs (OFSC), OSRA, Resorts of Ontario, OTMPC and several RTOs. Resorts of Ontario, OTMPC and several RTOs. The partnership grew out of two winter reports - the [Ontario Ski Report](#) produced in partnership with OSRA and the [Ontario Snowmobile Trail Report](#) produced in partnership with OFSC - that are generated and distributed daily from the broadcast studio at the Ontario Travel Information Centre in Barrie.

To introduce the map and comfort tips, promotions are being conducted at winter-related events, such as the Toronto Ski and Snowboard show, on the winter tab of [Ontario's Facebook](#) page, the winter tablet edition of the *ONTARIO* magazine, on [ontariotravel.net](#) and via media outreach and consumer e-marketing.

For more information, visit [skiontario.ca](#).



The 2013-14 OTMPC Business & Marketing Plan Highlights reference document is [now available](#) for download.

Learn more about OTMPC's goals and strategic directions for tourism marketing in the province and in the context of the current competitive environment - including trending consumer behaviours, demographic shifts and recent technological advances. Incorporating four major goals and three marketing priorities, the plan will drive the achievement of tourism growth for Ontario in 2013-14. [Get your copy now!](#)

Promote winter tourism

Experience Ontario's winter zen and exhilaration



Whether consumers are looking for winter zen or exhilaration, OTMPC is actively promoting Ontario as a winter tourism destination.

The winter tablet edition of the [ONTARIO magazine](#) is packed with inspiring stories to explore Ontario's arts, culture and heritage landscape, make time for

family adventures and take a powder trip. For consumers who want to get outside, [daily reports on trail and snow conditions](#) are available via [ontariotravel.net](#) and broadcast to more than 120 print and radio outlets, while a weekly events report promotes upcoming winter festivals. The [ontariotravel.net](#) website offers lots of ideas for winter fun from events to special packages and getaways, contests and more.

New this winter, OTMPC is introducing a [Facebook app](#) to help visitors find their perfect winter getaway. From a spa retreat to a heart-racing dog sled adventure, the app offers winter packages with a direct booking link to tourism operators. Social media posts, such as the great snowman challenge, are generating engagement, while the Discover Ontario mobile app pinpoints festivals and events happening throughout the season.

Apply for OTMPC partnership grants

Two OTMPC grant programs continue to be available to Ontario tourism stakeholders. The Tourism Event Marketing Program (TEMP) assists Ontario festivals and events to enhance their tourism marketing activities beyond the local market - with funding designed to support a new medium or new target market.

The Tourism Industry Partner Program (TIPP) (formerly known as the

To help visitors plan an **outdoor adventure**, the [2013 Ontario Outdoor Adventures calendar](#) is being distributed via outdoor retailers including Mountain Equipment Co-op and Rutabaga in Wisconsin, and travel centres. Participation at outdoor shows, such as the Toronto Adventure Show (Feb. 24-26) and Canoecopia in Wisconsin (March 7-9), and a consumer contest to win a North West Caribou quest including a fly-in expedition to Woodland Caribou Provincial Park, also serve to promote the great outdoors.

To lure **international visitors** to discover Ontario's signature winter experiences, consumer campaigns are running in China and South Korea in partnership with the [Canadian Tourism Commission](#) (CTC) and industry partners. The campaigns include online media, co-op print advertising with Ontario's preferred agents, tactical trade activities to promote sales, and public relations and social media activities.

OTMPC's **media relations** team is encouraging journalists around the world to become enthusiasts of winter experiences in Ontario. A series of winter stories and fam tours promoting winter festivals and outdoor experiences are helping to get the word out.

For more details, click [here](#).

Welcome new board members

Antoni Cimolino, Chair of OTMPC's Board of Directors, is pleased to announce the appointment of four board members from the transportation, foodservice and hospitality, service industry training, receptive operator and media sectors. The new members bring a broad range of tourism and marketing related experience to OTMPC's board.

- Michelle Young, Manager, Sales Communication and Support for Air Canada, is an airline professional with experience in customer service, communications and account management.
- Leslie Smith, Executive Director of Smart Serve Ontario-Hospitality Industry Training Organization of Ontario, has senior management experience in education/training and hospitality with nationally branded hotel and foodservice chains.
- William Knowlton, Vice President, Marketing and Sales for Jonview Canada, has senior management experience in the Canadian receptive operator sector, from product development to contracting, operations, sales and marketing.
- Leslie Krueger, Vice President of Marketing for Denneboom Media, has extensive experience in the media and advertising worlds having held senior positions at TELETOON and BBDO/OMD.

For more information about OTMPC's Board of Directors, click [here](#).

Partner with OTMPC!

Ontario tourism stakeholders are invited to visit [tourismpartners.com](#) frequently in order to receive up-to-the-minute OTMPC campaign details, to access valuable information, or to create or update your business or event listing. You can even sign up online to receive *Ontario PassPort!*

To view OTMPC's advertising and partnership opportunities for 2013-

Industry Partnership Proposal Program or IPPP) assists groups and consortiums to implement innovative and co-operative marketing programs which promote Ontario as a four-season destination, extend stay, increase revenues and support OTMPC's domestic marketing strategies.

Applications and proposals for both programs are accepted year-round and must be submitted four months in advance of the festival, event or campaign. For more information, visit [tourismpartners.com](#).

New report examines Ontario arts and culture tourists



A new report released by the Ontario Arts Council shows the significant economic impact of arts and culture tourists on Ontario tourism. In 2010, 9.5 million of Ontario's overnight tourists participated in arts and culture activities, representing 22% of all Ontario's overnight visitors. The report examines arts and culture activities as trip motivators including historic sites, museums, cultural attractions, music performances, theatres, arts and culture festivals, and dance. To read the full report, [click here](#).

My Ontario is....

14, including those available through Ontario Travel Information Centres, [click here](#). For more detailed information, or to stay abreast of future opportunities, contact otmp.sales@ontario.ca or call 1-888-365-4422 / 416-314-6314. For questions specific to Ontario Travel Information Centre advertising and partnership opportunities, email Jack.Lynch@ontario.ca.

Tell us what makes Ontario special for you. Share your story, photo or video.



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