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Entice summer travellers

Water and outdoor adventures top the list

Summer time means water, the great outdoors and fabulous leisure activities. For Ontario's tourism operators, it's also one of the busiest travel seasons. Travel during summer months, whether personal, business or to visit friends and relatives, represents 32% of Ontario's annual visits or 33 million visits and 37% of Ontario's annual visitor spending or \$6.4 billion, according to Statistics Canada.

Prospects for travel to Ontario are buoyant this summer. Research conducted by TNS following OTMPC's 2012 Ontario summer campaign points to strong interest in taking an overnight trip to an Ontario destination within the next 12 months. Among Ontario travellers who responded, 90% expressed interest in visiting their home province.

Travellers from further afield are also showing a strong attraction for Ontario and what it has to offer summer visitors. More than half of the residents of New York City who responded (51%), showed an interest in travelling to Ontario, increasing by 19% from the previous year. Similar interest exists among Montreal respondents (57%) and residents of U.S. near markets in Detroit, Cleveland, Buffalo, Rochester and Syracuse (54%).

Whether outdoors or indoors, Ontario has world-class summer opportunities for locals and visitors alike. Topping the list of activities enjoyed by visitors to Ontario are: boating (4.4 million), nature parks (3 million), fishing (2.7 million), historic sites (2.3 million), museums/art galleries (1.8 million), and cultural performances (1.8 million).



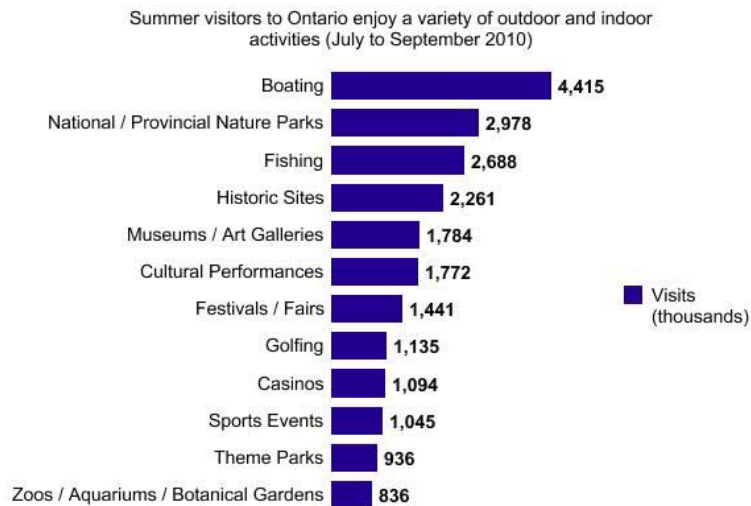
Fresh from his win at the World Figure Skating Championships in London, Patrick Chan checks out the CN Tower glass floor with the winner of an Ontario sponsored SINA Travel online winter contest Mr. Hu Ruobing and media guests from China.

The event was hosted by The Honourable Michael Chan, Minister of Tourism, Culture and Sport, and OTMPC to promote Ontario to travellers from China as well as to encourage the 600,000+ people of Chinese descent to discover their own province and invite their friends and families to visit Ontario. News coverage in local media included OMNI News, Ming Pao, [CBC](#), WOW TV, [World Journal](#), Fairchild TV and *China Daily*.

Sell the extraordinary!



OTMPC and the Canadian Tourism Commission (CTC) are once again partnering with tourism operators to help identify and promote those visitor experiences which best deliver the CTC's *Canada. Keep*



Source: Statistics Canada, Travel Survey of Residents of Canada and International Travel Survey, 2010.

Just over half of the visits taken from July to September are day trips. For overnight visitors, private homes/cottages (8.6 million visits) are the most popular, followed by hotels (3.4 million), camping/RV facilities (1.8 million), motels (805,000), commercial cottages/cabins (754,000), and other commercial accommodations such as B&B, resorts, lodges, spas and boat/cruise (341,000).

To tap into local summer events and promotions, contact your regional tourism organization, destination marketing organization or sector association. 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 summer festivals and events, as well as attractions, restaurants and accommodations.

For more tourism stats, visit www.mtc.gov.on.ca/en/tourism/research.shtml.

Celebrate Tourism Week

Launch summer promotions during Tourism Week



Looking for a dynamic way to launch the upcoming summer tourism season? Consider participating in Tourism Week celebrations, happening from June 10-16, 2013 in destinations and regions across the province.

Tourism Week is an annual awareness campaign that allows tourism organizations, both large and small, to shine a spotlight on the industry just before the critical summer travel season.

"Tourism Week gives us an opportunity to take advantage of

*Exploring brand promise internationally. What does this mean for your business? The Canadian Signature Experiences Collection™ is the CTC's largest, most integrated global campaign and is set to drive demand and help close the sale. While applications from across Canada will be accepted from all product areas, this year, priority will be placed on trade-ready applications which emphasize urban, culinary or culture and heritage-based experiences. Applications are currently being accepted until **April 30**.*

Questions? Ontario applicants can contact OTMPC's Director, Brand Management & Canadian Marketing, [Nicole Leaper](#). [Apply today!](#)

Meet you at Rendez-vous Canada



Ontario is set to welcome 1500 delegates at Rendez-vous Canada 2013 in Ottawa from May 12-15. Coordinated by the Travel Industry Association of Canada in partnership with Pr1me and the Canadian Tourism Commission, Rendez-vous is the country's premier international tourism marketplace. For 2013, Ontario will be well represented with 82 partner organizations attending from across the province or 14% more than last year.

To showcase Ontario's tourism experiences in front of 400 buyers from 20 countries, OTMPC is partnering with Ottawa Tourism and the tourism

marketing initiatives at the provincial and national level while reaching out to our local community to emphasize the positive impact of the tourism industry on the economy," says Heather McEwen, Tourism Information Coordinator of [Tourism Brantford](#).

Over the past two years, Tourism Brantford has launched its own grassroots initiatives to promote the local industry. In 2011, the "Love My Brantford" campaign encouraged locals to become tourism ambassadors by sharing what they love about their city through social media and events. Last year, the industry rallied through "Tourism Gives Back" to show support for the hundreds of tourism employees in Brantford while raising contributions for a local charity.

Another option is to participate in organized events taking place across the province. For example, Ontario's Travel Information Centres annually host open houses where local tourism organizations can set up displays and connect face-to-face with visitors and the local community.

"We really view Tourism Week as THE kick-off to the summer season and we try to bring out as many local partners to the Ontario travel centre events as possible," says Ian McMillan, Executive Director, [Tourism Sault Ste. Marie](#). "It's a good platform to get everyone in the community pumped about the season to come and to get in front of the media to tell our story about the industry to local residents," emphasizes McMillan.

In addition, a series of regional launch events are being planned at Ontario Travel Information Centres in Barrie (June 4), St. Catharines (June 6), Toronto (June 7), Sault Ste. Marie (June 10) and Windsor (June 11). Local media and dignitaries are invited to attend and officially kick off the celebrations. On Friday June 7, Ontario will dominate Toronto's Dundas Square for the day with interactive displays to get Ontarians excited about the options for summer getaways.

Don't miss out! Contact your nearest [Ontario Travel Information Centre](#) to get involved.

Find out more about [national Tourism Week](#).

industry on a variety of activities including an Ontario Night for all delegates at the Canadian War Museum, pre and post familiarization trips for international buyers and media, and an Ontario display area with interactive activities on the trade show floor.

For more information, visit <http://rendezvouscanada.travel/>.

Join an Ontario sales mission



Sales missions are being organized to **Montreal / Quebec** (April 8-12), **Boston** (May 21-24) and **New York** (June 17-21). A one-week Ontario sales mission to **Germany, Netherlands and Switzerland** is also planned this summer. To participate, Ontario businesses must offer products or experiences for international markets and work with travel trade sales channels.

For more information, contact [Sandra Rice](#), Trade Consultant, North America or [Gabriele Kotz](#), Trade Consultant, Europe.

Discover Ontario for summer getaways

OTMPC converts travel interest to bookings



Summer promotions are starting early in Ontario! Beginning in late March, OTMPC is rolling out a range of promotions around the world to convert consumer interest in Ontario into bookings for the summer.

In Ontario, a "My Ontario" TV ad will air for four weeks on major Ontario networks beginning in April, while the **Ontario magazine** will be available online (April 15), via newspapers (April



In town for the Focus Canada India show in February, OTMPC met with key tour operators to develop new Ontario packages and sponsored activities for the travel trade including local specialties such as elephant polo near the Fairmont Jaipur. Pictured on an Ontario branded elephant is Josef Ebner from the Delta Chelsea Hotel and 2012 recipient of the Ontario Tourism Award's Lifetime Achievement.

21-25) and tablet versions (April 18 for spring and early July for summer). Retail packages on ontariotravel.net will entice families, couples and outdoor enthusiasts to book a trip, while social media channels will engage consumers to share "[My Ontario Moments](#)" and enter contests.

A big focus for the media team is the annual **TBEX conference**, the world's largest gathering of travel bloggers. Ontario is hosting over 600 bloggers in Toronto from June 1-2. OTMPC, with Ontario partners, are [offering 15 tours](#) exploring all regions of the province for delegates to capture and share Ontario's travel stories.

In **Quebec**, Ontario will recreate the biggest outdoor photo exhibit to promote Ontario getaways through the vacation memories of local Montrealers. OTMPC is launching the third year of its popular "[La Plus Grande Expo](#)" from May to June using billboards, social media and online ads.



A summer vacation in Northern Ontario is more accessible than ever. That's the message [a consumer campaign](#), in partnership with Porter

Airlines and Tourism Northern Ontario (RTO13), is promoting to residents of **Chicago and the Greater Toronto Area** beginning in late March.

Residents of **New York City, Boston, Chicago and Washington D.C.** will be motivated to discover Ontario's arts and culture, festivals, culinary and wine. Ads will run in high-traffic magazines and portals, such as *Architectural Digest*, *The New York Times' T* magazine and Yahoo. An Ontario branded destination experience will launch on Xbox Live for the first time in the U.S., giving connected consumers a chance to discover Ontario virtually.

In the **UK, France, Germany, Mexico and China**, Ontario continues to work with the Canadian Tourism Commission and local tour operators to sell summer travel packages.

To read more, visit ontariotravel.net/summer.

Fishing Facts

Did you know that fishing is an important contributor to Canada's economy?

- Anglers spent a total of \$8.3 billion in 2010 to support their outdoor passion, creating jobs in tourism, transportation, retail goods, boating, vehicle sales and more.
- Fishing trip expenses include: food / lodging (31%), transportation (37%), package deals (16%), fishing services (8%), fishing supplies (8%), and other (1%), used for recreational fishing.

Welcome new board member

Antoni Cimolino, Chair of OTMPC's Board of Directors, is pleased to announce the appointment of David MacLachlan to the OTMPC board. The MacLachlan family operates North to Adventure, a wilderness-based tourism company in White River. David is responsible for the company's marketing and the operation of Lodge 88 on Esnagi Lake. David brings a range of tourism and marketing related experience from a Northern Ontario perspective to OTMPC's board. He is past President of Ontario's Algoma Region and former Chair of the Tourism Northern Ontario (RTO13). David is also the past Chair of the OTMPC Northern Tourism Marketing Committee and will continue to participate as a board representative on the Northern Committee along with board members Allan Luby and James Marchbank.

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

Get ready! Enter the Ontario Tourism Awards!

Put on your thinking caps. What award-worthy tourism marketing initiative did your organization create last year? Nominations for the 2013 Ontario Tourism Awards will open in early spring in order to give Ontario tourism stakeholders plenty of time to prepare their award submission in advance of the busy summer tourism season. Winning nominations in each category will be presented with their award at the Ontario Tourism Awards gala in Toronto in November 2013.

If you don't nominate, you can't win! Stay tuned for more information.

- Almost 9 million Canadians, over 25% of the population, enjoy recreational fishing.
- Fishing is one of the top five outdoor activities undertaken by Canadian pleasure travellers.
- Almost 300,000 more Canadians bought a resident fishing licence in 2010 than in 2005, an increase of 11.3%.
- In 2010, anglers caught 193 million fish, but retained only 63 million.

Did you know that when taking the perfect photo of large fish, such as largemouth bass, catfish, pike or muskellunge, [a best 'catch and release' practice](#) is to ensure the fish is held horizontally to support its belly? A vertical hold can do internal damage.

Sources of Recreational Fishing Statistics: Survey of Recreational Fishing 2010 - Department of Fisheries and Oceans (+ previous editions); Ontario Ministry of Natural Resources; Statistics Canada; provincial / territorial government websites; Travel Activities and Motivations Survey (TAMS) 2007; Recreational Fishing Industry.

Recognize Ontario's top festivals and events

Ontario's top festivals and events for 2013 were recently recognized at the Festivals and Events Ontario (FEO) Annual Conference. FEO announced the [Top 100 Festivals and Events in Ontario](#) along with the Festivals and Events of Distinction, which represent some of the most well-known and respected celebrations in the province drawing both an international and domestic audience.

To include your festival or event on ontariotravel.net and the ['Discover Ontario' mobile app](#), visit tourismpartners.com.

My Ontario is....

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



Connect with us on LinkedIn:



The Light Up London Festival offered extra excitement during London's World Figure Skating Championship -- "including 'Tree of Light', a sound and light show celebrating London and figure skating. The 10-minute montage, projected numerous times nightly on Budweiser Gardens' east exterior wall over a 7-day period, attracted an estimated 30,000 plus spectators.

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 2013-14, 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](#).