



[Promote your Ontario story](#)

[Connect with travel bloggers](#)

[Share your Ontario](#)

[Celebrate Tourism Week](#)

[Enter Ontario Tourism Awards](#)

Promote your Ontario story

Engage new media content creators to tell your Ontario story

Digital marketing is the fastest growing channel for interaction with consumers to promote a tourism brand, products and services. From websites and online advertising to social networks and mobile marketing, all digital channels have a role to play in engaging consumers.

Building on traditional marketing channels, tourism organizations today must invest in digital marketing to promote during every phase of the consumer travel journey. When consumers are selecting a destination, search engine marketing and search engine optimization help drive awareness and consideration. Online advertising and email marketing link interested consumers to planning and booking tools. While travellers are visiting a destination, mobile apps provide easy access to travel information. Finally, social marketing allows consumers to share their travel memories in the moment, inspiring others to visit.

In the social media space in particular, the challenge for tourism organizations is to find a way to encourage the right people to create content about their destination or experience. Enter a new emerging group of influencers writing for new media. Some are individual writers, photographers or videographers, such as [Back Country with the Kids](#), while others have a community of creators, such as the Huffington Post. Whether the audience is large or small, the focus is on fostering strong and loyal engagement by allowing readers to comment on and share postings.

Bloggers, specifically, rank high with consumers for trust, popularity and influence, according to [Technorati Media's 2013 Digital Influence Report](#). When making purchase decisions, consumers rank blogs the third most influential digital resource (31%) only behind retail (56%) and brand sites (34%). As a source of digital information, blogs rank among the top five "most trustworthy" behind news sites, Facebook, retail sites and YouTube.

Rendez-vous Canada highlights

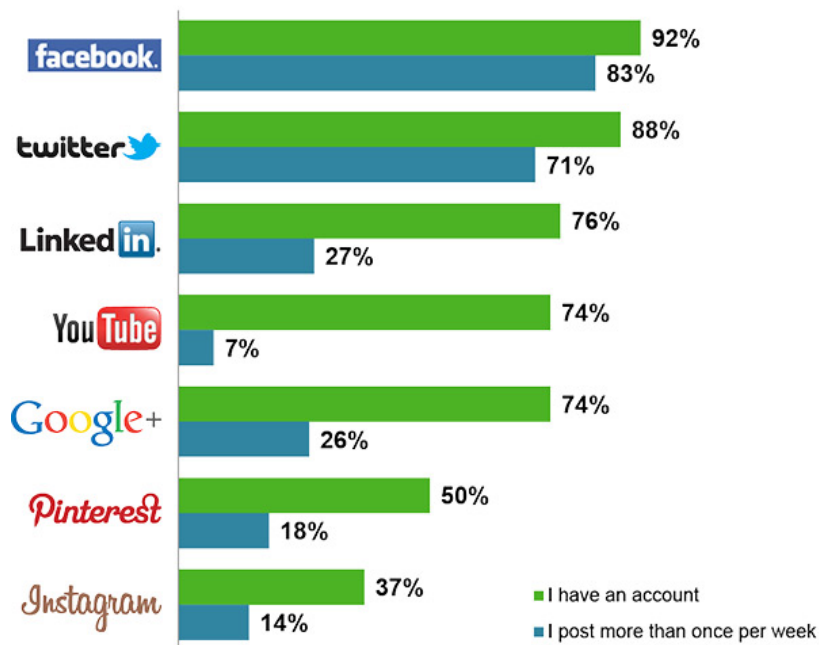


From May 12-15, Ottawa Tourism and OTMPC shared hosting duties at Rendez-vous Canada, the Canadian Tourism Commission's (CTC) foremost annual travel trade show which brings together international buyers and Canadian tourism suppliers. This year, the event's 1500 delegates were treated to an 'Ontario Night' event at the Canadian War Museum. An interactive Ontario display on the trade show floor served to further complement the Ontario experience. Select international buyers and media experienced even more Ontario first-hand via pre and post familiarization tours.



Stay tuned for details of next year's [Rendez-vous Canada](#).

WHERE INFLUENCERS ARE SOCIAL



Source: 2013 Digital Influence Report, Technorati Media

Facebook and Twitter are the most popular social platforms for bloggers, creating the most referrals and the most shares. Influencers also turn to Facebook (47%) and Twitter (38%) most often to follow brands and learn about products and services.

Get started today. Identify which influencers to work with based on their followers, content and previous posts. Connect with them by posting a comment on their blog, retweet an update, or email them a suggestion. Offer access to experts or staff who can help them shape their stories. Develop familiarization tours for influencers to become acquainted with a destination or experience and to be inspired to write about it.

Connect with travel bloggers

Connect with content creators at Travel Bloggers Exchange (TBEX)



For many in the travel industry, encounters with bloggers mainly happen in the digital space. Getting to know a blogger through a face-to-face meeting, however, is often the best way to gauge if a writer is a good fit for an organization's brand or experience (and vice versa!).

This June, Toronto will be hosting the **Travel Bloggers Exchange (TBEX)**, an annual conference known as the world's largest gathering of travel influencers. Over 900 bloggers, tweeters, writers and photographers from across North America and beyond will be in Toronto from June 1-2 to share Ontario's stories through social

scheduled to take place **May 27-30, 2014 in Vancouver, B.C.**

#OntarioWithLove



If you happen to be in Toronto's Yorkville neighbourhood in early June, be sure to check out the **"From Ontario With Love"** display of handcrafted Ontario keepsakes selected for the TBEX contest. Developed by artists from around the province, the keepsakes will be on display from May 31 to June 9 at the Ontario Crafts Council's [The Guild Shop](#).

Celebrate Tourism Week June 10-16



Promote Ontario's summer tourism season! This year, Tourism Week takes place June 10-16 with open houses held across the province at 11 Ontario Travel Information Centres. Four regional kick-off events will take place at travel centres in Barrie (June 4), St. Catharines (June 6), Sault Ste. Marie (June 10) and Windsor (June 11). On June 7, Ontario will dominate Toronto's Dundas Square with interactive, hands-on consumer activities and promotions. Take advantage of these events and showcase your product to visitors and your local community.

media.

TBEX offers the travel industry an unprecedented opportunity to connect with new media content creators with a passion for travel. As a partner of the TBEX conference with Tourism Toronto and CTC, OTMPC is undertaking a number of activities to highlight Ontario's many travel stories and experiences to attendees.

OTMPC is offering 15 [familiarization tours](#) for bloggers to see some of Ontario's icons and hidden gems before and after the June conference. Keep an eye on the TBEX tag and follow **@ShareOntario** to find out when and where the bloggers are travelling. It's the perfect time to reach out and start a conversation as the delegates see destinations and attractions in each region.

During the conference, OTMPC will be participating in speed dating sessions, a series of pre-scheduled custom meetings between industry and travel bloggers. OTMPC will be looking to identify bloggers to work with on future projects, and to connect bloggers with relevant Ontario industry partners.

Throughout the week, OTMPC will be running the "From Ontario with Love" contest developed in partnership with the [Ontario Crafts Council](#). By tweeting a photo of their Ontario trip with the tag **#OntarioWithLove**, 50 TBEXers will have a chance to win a handcrafted Ontario keepsake both for themselves and for one of their social media followers.

Want to get involved? [Tickets](#) are still available. Or consider joining the conversation online. Follow **#TBEX** and **#OntarioWithLove**, and get to know the attendees and their interests. Develop a list of influencers to contact after the conference. Plan conversational posts that show off a local travel product, service or destination and use the TBEX tags to raise awareness among attendees.

For more information, visit <http://tbexcon.com/canada/>.

Share your Ontario

OTMPC engages online communities to share their Ontario

Increasingly, consumers are spending less time with traditional media in favour of online social networks, where they can share their favourite moments even while travelling. Among U.S. travellers, 69% log onto a social network daily and 42% post comments or photos while travelling, according to [PhocusWright](#).

To engage consumers whether travelling or at home, OTMPC has developed a strong Ontario travel following on popular social media channels, such as Facebook, Twitter (**#DiscoverOntario**), Pinterest and Instagram. On Facebook alone, Ontario has almost **94,000 fans and counting!**

A combination of games, quizzes, contests, timely promotions and entertaining content are used on a daily basis to keep consumers tuning in and to keep the Ontario brand top-of-mind.

For more information, contact your nearest [Ontario Travel Information Centre](#).



Submit your nominations for the 2013 Ontario Tourism Marketing Awards of Excellence!

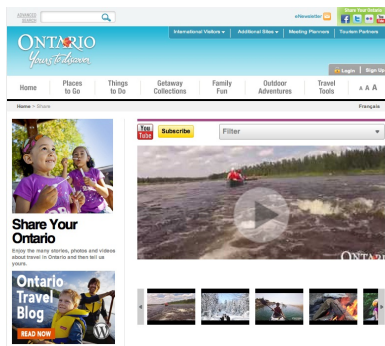
Presented by OTMPC, the awards recognize the best Ontario tourism marketing programs and promotions produced in 2012. New this year, a Travel Blog Award category has been introduced, which applies to any blog post in North America or internationally that features Ontario as a compelling travel destination.

The Ontario Tourism Awards celebrate excellence and innovation in the tourism industry and recognize individuals and organizations who have successfully promoted Ontario as a must-see destination. In addition to the Ontario Tourism Marketing Awards of Excellence, the awards program features two culinary tourism awards and five industry awards of excellence.

Nominations deadline is June 28, 2013. For more information or to nominate your favourite tourism initiative, [click here](#).

OTMPC welcomes new VP Marketing

OTMPC welcomes Lisa La Vecchia as the Vice President Marketing for OTMPC effective May 30, 2013. Ms. La Vecchia most recently was Senior Director, Marketing Strategy and Advertising for Indigo



Consumer campaigns are linked directly to Ontario's [social media hub](#) where OTMPC actively monitors and engages consumers through ongoing conversations. For the current spring/summer campaign, consumers are being encouraged to share their memorable "My Ontario Moments" and to enter contests such as the "[Become an Icewine Insider](#)" getaway contest from May 3 to

June 20.

From popular travel bloggers to Ontario travel counsellors, everyone has a story to share. Guest bloggers are regularly invited to post their favourite Ontario travel stories. OTMPC also goes where travel bloggers meet up. Events staged by [Travel Massive](#), a world-wide community of locally organised gatherings for tourism companies, travel bloggers and travel media, are good conversation starters about travel in Ontario.

The numbers tell a story. OTMPC measures its community growth and engagement based on number of new fans, groups and views, applause (likes/favourites), conversion (comments/replies) and amplification (shares/retweets). Since the launch of OTMPC's social presence in 2011, the Ontario social community has grown to **125,000** across social channels and community engagement continues to increase.

Follow OTMPC's [social media channels](#).

Travel Intentions Study now available

The Travel Intentions Spring/Summer 2013 study is now available. The most recent survey results track the intentions of consumers in key Canadian and U.S. markets to travel within Ontario during the current spring and summer months. The online report also highlights travel barriers, visitors' perceptions of the province and specific provincial destinations, in addition to trends in travel attitudes and behaviour, and attitudinal trends.

To access the report, click [here](#). If you have a question or comment about the report, contact tourism.research@ontario.ca.

Books and Music, where she led the development of mass marketing plans and implemented cross-channel integrated marketing to build Indigo's position as a leading retail destination.

Previously Lisa La Vecchia was Director of Advertising and New Media for the Ontario government working on a variety of health, post-secondary and tourism files. Earlier career highlights include as a Senior Account Director in Toronto with JWT and Sales Development Manager with PEOPLE Magazine in New York.

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.

My Ontario is....

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



Connect with us on LinkedIn:



