



Attract
international
visitors

Entice Americans
to visit anew

Engage new
travellers from
Germany

Stimulate growth
from China

OTMPC wins
research and
marketing awards

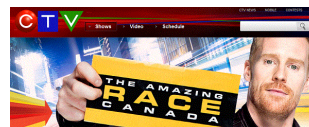
Attract international visitors

International visitors and their spending represent major contributors to global commerce. The [World Tourism Organization](#) reports that international tourist arrivals and receipts worldwide hit a new record in 2012, reaching just over one billion arrivals and US\$1,075 billion. By 2030, arrivals worldwide are expected to reach 1.8 billion growing by 3.3% a year. Traditional destinations, such as Europe and North America, increasingly have to compete with emerging economy destinations, which are predicted to receive 57% of arrivals by 2030.

In Ontario, international markets represent 33% of visitor expenditures. According to the Ontario Ministry of Tourism, Culture and Sport, spending by international visitors is forecast to grow at a healthy pace. When compared to 2010, spending by American travellers to Ontario over the four year period is forecast to grow 19% by 2014, while traditional overseas markets, such as U.K. (17%), Germany (27%) and France (24%), are predicted to grow at similar rates.

Emerging tourism markets are predicted to grow at an even greater rate than developed countries. China is the fastest growing market for Ontario. By 2010, China was one of the top three overseas markets for Ontario in terms of visitor expenditures, along with the U.K. and Germany. Between 2010 and 2014, China is forecast to grow by 96%, Mexico by 52% and India by 40%.

Amazing Race premieres in Ontario



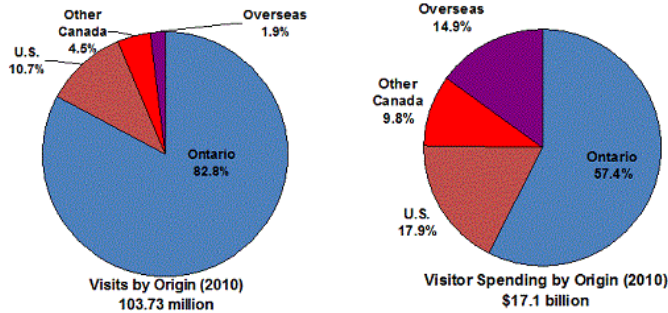
Ontario took a star turn during the premiere of The Amazing Race Canada. The Canadian franchise of the Emmy Award winning program made its debut in Ontario on July 15th. Nine teams from across Canada joined the starting line in Niagara Falls, visiting the butterfly conservatory before departing for B.C. According to [CTV](#), the debut was watched by 3 million viewers, which is the highest rating for a Canadian TV series premiere.

OTMPC's media relations worked with the producers to ensure Ontario was showcased as an exciting place to travel and have amazing adventures. Links to ontariotravel.net also provide more information for viewers to explore the wealth of Ontario's tourism experiences. For program details, visit [CTV](#).

OTMPC wins research and marketing awards

OTMPC tied with Science

Ontario's Visits And Spending



Source: Statistics Canada, Travel Survey of the Residents of Canada 2010, International Travel Survey 2010, Ontario Ministry of Tourism, Culture and Sport

Tap into international markets. Attracting international visitors requires understanding their different needs and interests, and developing a customized marketing approach. Recent consumer research commissioned by OTMPC provided some interesting insights.

Travellers from **U.S. mid-markets, such as New York City, Boston and Washington D.C.**, tend to be unfamiliar with Ontario as a travel destination. Providing compelling reasons to visit and easy access to booking helps build awareness and consideration.

British travellers believe Canada is very similar to the U.K. in many ways. Featuring experiences and activities which are unique to Canada and Ontario is especially important.

For **German** travellers, nature and natural beauty are inextricably linked to Canada and Ontario, and they want to see this view reflected in any advertising.

By comparison, travellers from **China** see themselves as tourists versus adventurers, which drives interest in iconic tourist attractions. Featuring and providing information on Canadian culture and cuisine is also a key driver for leisure travel.

Many visitors from **India** travel with larger groups and use local based friends and family to stage points for travel. Focusing on local communities remains an important part of an overall marketing strategy.

Showing sunny landscapes and summer activities is especially important for **Brazilian** travellers, who believe that Canada and Ontario are very cold.

Entice Americans to visit anew

To entice American travellers to rediscover Ontario, OTMPC focused its recent marketing efforts on what makes Ontario unique and different from the U.S., while still emphasizing how close Ontario is to home.

World for first place honours at the [2013 Annual Marketing Magazine Awards](#) in the Multicultural experiential/stunts/events category. OTMPC and its supplier, Diamond Integrated Marketing, were recognized with a **Silver Marketing Award** for the 2012 OTMPC Newcomers to Ontario campaign. Gold was not awarded.

At the [Marketing Research and Intelligence Association \(MRIA\) Excellence in Research](#) awards, OTMPC received the **Best Multinational Award** for its International Consumer Perceptions Research, along with its suppliers Hotspex and Level5 Strategy Group. The award recognizes excellence in designing and implementing a market research project across multiple markets.

Kathryn Forgacs, OTMPC's Research Manager, also received the **Client-side Researcher Impact and Effectiveness Award**, which recognizes outstanding achievements over the past year which have served to elevate the stature of marketing, survey and public opinion research and market intelligence at senior decision-making levels.

Jack Lynch signs off

After 32 years on the air as Ontario's travel promotion officer, Jack Lynch is retiring from

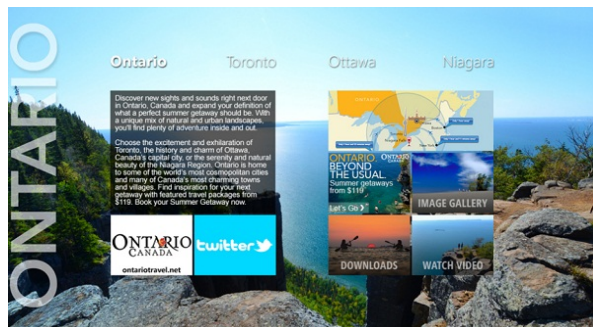


OTMPC. Jack began his career in 1982 at the Ontario Travel Information Centre in Barrie, where he generated and distributed daily media

In the spring of 2013, OTMPC partnered with Ottawa, Toronto and Niagara to entice Americans with Ontario's unique experiences - just a short distance away. A print and digital campaign targeting New York City, Boston, Chicago and Washington D.C. focused on Ontario's arts and culture, festivals, culinary and wine specialties, and close proximity as a vacation destination. Ads ran in popular magazines and portals such as *Architectural Digest*, *The New Yorker*, *The New York Times' T Magazine* and Yahoo. Special offers, such as a third night free, were included to encourage travellers to stay longer.



In order to give Americans a chance to discover Ontario virtually from the comfort of their own homes, OTMPC launched an Ontario branded destination experience on Xbox Live for the first time in the U.S. Xbox now provides interactive entertainment for 46 million users worldwide, beyond traditional gamers. In its first four weeks of exposure to Xbox Live subscribers in New York City, Boston, Washington D.C. and Chicago, the Ontario experience had 23,000 visits. Once in the Ontario branded destination experience, visitors can find inspiration in image and



video galleries, engage through social media channels and click through to package offerings for Ontario destinations. From May to August, 10

million geo-targeted ad impressions within the Xbox Live environment will drive visits to the Ontario experience.

Engage new travellers from Germany

In established tourism markets such as Germany, Ontario is reaching new customers through innovative partnerships with local tour operators and private sector companies. When Deuter, a leading manufacturer of outdoor equipment in Germany, launched a new line of backpacks specifically designed for women, they decided to incorporate a travel destination in their promotions that embodies the outdoors. Ontario was at the top of their list.

reports from the centre's broadcast studio. During his time, Jack built many partnerships with Ontario's tourism industry and media outlets to promote activities from skiing and snowmobiling to viewing the province's spectacular fall colours and spring blossoms. He was instrumental in forging ongoing media partnerships including the 'Where's Winter' program with The Weather Network and live broadcasts at Ontario destinations with City-TV's Breakfast Television.

OTMPC wishes Jack well as he embarks on a new path. In the interim, inquiries related to the broadcast program can be directed to [Ruth Parkes](#).

Register for Travel Information Conference



OTMPC is hosting the first ever provincial travel information services conference on October 22, 2013 at Blue Mountain. Counsellors from provincial, regional and local travel centres across Ontario are invited to attend. The one-day conference will offer keynote presentations from industry and business experts, training workshops, and an Industry Marketplace and Dinner. An optional product tour of the region is being offered on October 23.

Don't miss the keynote address from [Sean Wise](#), Dragons' Den Advisor and author of *How to Be A Business Superhero*, who will



OTMPC tailored a trip contest to entice female outdoor enthusiasts to enter for a chance to go backpacking with a group of six women to Ontario destinations including Blue

Mountain, Georgian Bay, Killarney Park and Algonquin Park. The contest was promoted from April to July 2012 in 16 Globetrotter Stores in seven cities and via *4 Seasons*, the largest outdoor magazine in Germany. Promotions also ran in social media channels, online at 4-seasons.de and deuter.com, at sports and biking shows, via a Deuter newsletter to 500,000 subscribers and to 100 of their key media contacts.

The contest generated more than 5,500 entries and 4,000 opt-ins for future Ontario promotions. In addition, a journalist from *Brigitte*, the most popular women's magazine in Germany, travelled with the prize winners and generated a six-page article with an ad equivalency value of \$100,000 and a readership of 3.6 million.



To keep the momentum going and to stimulate bookings, [Explorer Fernreisen](http://explorer.fernreisen.de), a popular German tour operator, introduced a new fly-and-drive itinerary featuring the Ontario destinations from the prize trip. In its first year, the new itinerary has already become a popular choice and has seen many bookings.

Stimulate growth from China

In emerging tourism markets, like China, a growing middle class with a keen interest in travelling to foreign destinations offers opportunity for Ontario's tourism industry.

In China, OTMPC partnered with the Canadian Tourism Commission (CTC) and Canadian provinces to motivate independent travellers to put Ontario on their travel list. With the promise that "You can be a Star," a consumer campaign engaged couples via social media to enter a contest for a chance to experience Ontario first hand. More than 13,600 couples were engaged to upload 29,430 images and 1,940 videos, receiving more than half a million votes from the public.

examine how technology, social media and the web are driving organizations to be more adaptive to the needs of stakeholders. [Register](#) by August 16th and take advantage of early bird rates.

Register for Summit

TWO THOUSAND THIRTEEN
**ONTARIO
TOURISM
SUMMIT**
MAPPING THE
OPPORTUNITIES

[Registration](#) is open! The Ontario Tourism Summit, now in its 9th year, will be held in Toronto at the Metro Toronto Convention Centre from November 13-14, 2013. Hosted by the Tourism Industry Association of Ontario (TIAO), the Ontario Tourism Summit will be held in conjunction with the Ontario Culinary Tourism Summit (November 13).

Network with hundreds of tourism professionals from across the province. Learn more about the latest in tourism trends, forecasts and best practices. Don't miss the Tourism Awards gala, which recognizes and celebrates excellence in the Ontario tourism industry.

OTMPC welcomes new Director

OTMPC welcomes [Michelle Borthwick](#) as the Director, Brand Management and Canadian Marketing effective June 17, 2013. Ms. Borthwick has 15 years of marketing experience including Account Director for MACLAREN MCANN servicing Intel and Rogers Wireless, and with LOWE RMP, servicing HSBC Bank USA and Mercedes-Benz Canada.



Five winning couples became "stars" on the Travel Channel and in *National Geographic* as their trips to Ontario and the other participating provinces were documented. In Ontario, winners participated in iconic

tourism experiences, such as: watching the Changing of The Guard Ceremony in Ottawa; taking a Voyageur canoe ride to Aboriginal experiences on Turtle Island; sampling at Wheelers' Maple Syrup Camp and Museum; firing cannons at Fort Henry; wolf howling at Algonquin Provincial Park; wine tasting at Niagara Falls; and enjoying a gourmet barbeque on Toronto Island.

The Travel Channel aired four half-hour episodes dedicated to Ontario from July 2012 to January 2013, with multiple rebroadcasts, for an **advertising value equivalency of \$23 million**. The *National Geographic* published six to 10 pages on each trip in its August to February issues. Media partnerships were secured with Youku, Sina Weibo and other social media sites. Blogs were also posted by the winning couples, CTC, Travel Channel, *National Geographic* and individual provinces with an estimated **reach of over 100 million**.

TBEX by the numbers

Ontario hosted over 1,300 travel bloggers at the recent Travel Blog Exchange (TBEX). Whether onsite or in the digital space, OTMPC engaged delegates in a variety of ways in order to share Ontario's many travel stories and experiences.

- Generated **1.7 million impressions** via the #OntarioWithLove contest. Bloggers entered to win one of 50 Ontario-made one-of-a-kind souvenirs from Ontario Crafts Council's artisans by tweeting a photo of their time in Ontario.
- Doubled the regular engagement** with Ontario travel from May 28 to June 6 on social networks such as Facebook, Twitter and Instagram.
- Met with a total of **404 bloggers**.
- Conducted **104 speed-dating appointments** and 100+ drop-by appointments.
- Achieved **200 visits to the Ontario photo booth** at the opening reception.
- Hosted **107 bloggers on 15 Ontario fam tours** across the province resulting in 124 Ontario focused blogs with a reach of 1.3 million, and a total of 6,130 Ontario themed tweets for a total of **35 million impressions**.

More recently, she was Marketing Director at STRATIX Consulting and since 2008 Team Lead, Marketing Communications with the Ministry of the Environment. While in these positions, she was responsible for marketing strategies, brand management, advertising, promotions and social media.

OTMPC is pleased to announce that [Nicole Leaper](#) has accepted a special assignment as Manager, Ontario Signature Experiences. Nicole will work closely with CTC's "Canadian Signature Experiences Collection," lead development and implementation of the Ontario Signature Experiences program, and work with industry partners to realize the full potential of both the national and provincial programs. For the past two years Nicole has acted as Director, Brand and North America Marketing, more recently as Brand Management and Canadian Marketing.

My Ontario is....

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



Connect with us on LinkedIn:



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. Fall and winter opportunities are still available. 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 travel centre inquiries, contact [Ruth Parkes](#) at 705-725-7275.

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