



[Mapping the opportunities](#)

[Balance technology and the personal touch](#)

[Amazing Race finishes in Ontario](#)

[Have your say about the TODS program](#)

[Connect with LGBT market](#)

Mapping the opportunities

A few of the major questions being addressed at the 2013 Ontario Tourism Summit include:

- * Where does Ontario fit into the emerging global economic landscape?
- * Are tourism businesses prepared to meet consumers' new service expectations?
- * What major trends and opportunities will present themselves in 2014?

TWO THOUSAND THIRTEEN ONTARIO TOURISM SUMMIT

This year's theme, *Mapping the Opportunities*, will plot the latest tourism trends, forecasts and best practices to increase tourism visitation to Ontario.

According to **Michael Ennamorato** of **TNS Canada**, the changing profile of travellers to Ontario destinations from emerging overseas markets, as well as culturally diverse tourists in North American markets, offer potential to fuel future growth and place new demands on tourism marketers and service providers.

Concerns about security, global conflicts, health, travel restrictions - and even shifting weather patterns - have altered the way people think about business and vacation travel, according to **Lorrie King** and **Ryan Brain** of **Deloitte**. As a result, today's consumers have higher service expectations that need to be met by tourism businesses.

The global economy continues its hesitant and uneven recovery in 2013, according to **Todd Hirsch**, **Chief Economist, ATB Financial**. As the BRIC (Brazil, Russia, India and China) economies shift into lower gear and the U.S. economy has started to pick up steam, Canada has to find its way in this emerging economic landscape.

Amazing Race finishes in Ontario



The Amazing Race Canada wrapped up its first season on September 16th, as it had launched, in Ontario. In the final episode, three teams competed in challenges set against the backdrop of Toronto attractions including the Toronto Zoo and the Evergreen Brick Works.

According to [CTV](#), the finale was watched by 3.6 million viewers, making the reality TV show the most-watched Canadian series on record.

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](#).

Have your say about the TODS Program

The Ministry of Tourism,

The next "big event" in Ontario provides opportunities for tourism organizations to grow their business before, during and after. **Tourism London's John Winston** shares lessons learned from hosting the 2013 ICU World Figure Skating Championships, while **Francisco Alvarez, Co-Chair** of the **Pride Toronto Board**, and **Kathy Henderson** from **TORONTO 2015 Pan/Parapan American Games Organizing Committee**, share upcoming opportunities to leverage international events, such as World Pride 2014 and the 2015 Pan Am/Parapan Am Games.

Learn more! Join the discussion at the [2013 Ontario Tourism Summit](#). Hosted by the Tourism Industry Association of Ontario (TIAO), the 9th annual Summit will be held in Toronto at the Metro Toronto Convention Centre from Wednesday, November 13 to Thursday, November 14, 2013. Don't miss the Ontario Tourism Awards Gala on the evening of November 14, which recognizes and celebrates excellence in the Ontario tourism industry.

Balance technology and the personal touch

There is no doubt that the rapid rate of technological change is having a major impact on the way people plan, experience and share travel adventures.



"Balancing the rise of new media with the value of the human recommendation is paramount in understanding the role and opportunities that stakeholders play in connecting tourists with places, activities, experiences and adventures in Ontario," says [Dr. Sean Wise](#), one of Canada's leading

mentors for emerging growth companies and connected social organizations, and the kick-off speaker at the **2013 Travel Information Services Conference**.

The wide adoption of new technologies means that more people are going online to find places and travel services, as well as access user reviews and recommendations. "Information overload remains an ongoing problem," emphasizes Dr. Wise. "Striking a balance between offering personalized and trusted travel experiences with providing instantaneous and relevant information at any point in a consumer's travel planning and experience is critical."

Keynote speakers and travel adventure bloggers **Dave Bouskill** and **Debra Corbeil** understand the power of new media and real-time storytelling to inspire people to travel. Since 2008, they have been translating their



Culture and Sport (MTCS) and Ministry of Transportation (MTO) are reviewing the Tourism-Oriented Directional Signing (TODS) Program, and want to hear from you! Your feedback is important as the ministries consider options to improve Ontario's highway signing programs. The survey will also gather information on the broader topic of way-finding.

Please take a few minutes to complete the [TODS Program Review Survey](#) by **October 31, 2013**.

You may also provide additional general feedback to Tourism.Signs@Ontario.ca with the subject line "TODS Program Review Feedback" by October 31, 2013.

To learn more about the TODS program, visit the [MTCS website](#).

Connect with LGBT market



[Travel Gay Canada](#), Canada's LGBT tourism industry association, will host its fourth [Annual LGBT Tourism Conference](#) on October 10 and 11, 2013. Tourism industry professionals from across North America will converge upon White Oaks Resort & Spa in Niagara to explore all there is to know about the lesbian, gay, bisexual, and transgender (LGBT) traveller, what they look for when travelling, and how to successfully reach them.

passion for travel into a full-time online blogging career.

Having explored all seven continents in over 80 countries and having participated in exciting adventures around the world, the couple founded [The Planet D](#) to engage travellers online by sharing their personal travel experiences with the world. The well-known travel bloggers will share their insights into the power of social media to "put a face to your brand" that will inspire, educate and motivate travel and consumer loyalty.

Learn more! OTMPC is hosting a training-centred provincial Travel Information Services Conference on Tuesday, October 22, 2013 at Blue Mountain. Travel counsellors from provincial, regional and local travel centres across Ontario are invited to attend. The one-day training event will offer keynote presentations from industry and business experts, dynamic workshops, and an Industry Marketplace and Dinner. An optional product tour of the region is being offered on Wednesday, October 23. To register, visit www.oticsconference.ca.

OTMPC's new Advisory Committee structure off and running

OTMPC Advisory Committees meet individually or jointly about three to four times a year, with discussion focused on future marketing strategies, industry partnerships, and efforts to grow tourism visitation and expenditures provincially, nationally and internationally.

The **Regional Tourism Advisory Committee**, chaired by Karen Squires from Ottawa Tourism includes the CEOs or marketing leads for each of Ontario's RTOs. The **Sector Advisory Committee** chaired by Brenda Branch from the Tourism & Culture Division of the City of Hamilton includes 20 members representing a broad cross section of the tourism industry, from hotels and wineries, to sector association CEOs.

The **Marketing Metrics Committee** chaired by Dr. Marion Joppe from the University of Guelph includes nine industry and marketing experts in measuring the success of marketing and tourism. The **Northern Tourism Marketing Committee**, chaired by Carol Caputo from Algoma Kinniwabi Travel Association, includes up to 17 members from across RTOs 12 and 13.

Most recently, the RTO and Sector Advisory Committees met in Toronto on August 22, the Northern Committee in Timmins on August 27, and the Marketing Metrics Committee on September 10, the day before OTMPC's most recent Board of Directors meeting. For details on committee membership, visit www.tourismpartners.com.

Learn from some of the leading authorities on the LGBT market on topics such as creating successful strategies; ensuring relevancy for the market; effective LGBT advertising; and much more. With WorldPride taking place in Ontario in 2014, this conference will provide useful information and tools to assist the industry in preparing for this significant event.

OTMPC is pleased to co-host lunch on October 11 in partnership with Tourism Toronto, Ottawa Tourism and the Tourism Partnership of Niagara. For more information, visit www.tgcconference.com.

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 business or event listings. Opportunities are still available for winter 2013-14. You can even sign up online to receive *Ontario PassPort*!

To view OTMPC's advertising and partnership opportunities for 2013-14 and 2014-15, [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:



Ontario Tourism Marketing Partnership Corporation | 10 Dundas Street East | Suite 900 | Toronto | Ontario | M7A 2A1 | Canada