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TIAO Summit Great Success

Congratulations to the Tourism Industry Association of Ontario (TIAO) on their first production and the 9th Ontario Tourism Summit: *Mapping The Opportunities*. Chair Troy Young, CEO Beth Potter, and the Planning Committee provided a most engaging series of speakers. The Honourable Kathleen Wynne, Premier of Ontario became the first Premier to attend the Tourism Summit, highlighting the contribution of tourism to economic development and job creation while earning an enthusiastic standing ovation. Lorrie King and Ryan Brain from Deloitte, Michael



Premier Kathleen Wynne

Ennamorato from TNS Canada, and Tod Hirsch from ATB Financial reinforced future market potential emanating from Brazil, India and China, reinforced by a concurrent session on Welcoming The Chinese Tourist by Catherine Li of The Confucius Institute at Seneca College.

Ed Cassavoy from the *Toronto Star* moderated a panel on Leveraging The 'Big Event,' featuring Chrystal Dean from WorldPride 2014 & Pride Toronto, John Winston from Tourism London which presented the ISU World Figure Skating Championships, and Katherine Henderson from Toronto 2015 Pan/Parapan American Games. John Kirk wrapped up the conference with a comprehensive look at Porter Escapes and partnerships with Porter Airlines. Special thanks to Jack Robinson and the CN Tower for a popular opening evening reception, and to Draft FCB for hosting the delegates after the Awards at the impressive new Ripley's Aquarium.

U.S. Brand Tracking Summer 2013

Marketing research is an important facet of OTMPC's annual endeavours, specifically advertising tracking research that measures performance and informs future strategies. Ipsos ASI interviewed 2000 mid-U.S. market respondents online, focusing on overnight pleasure travelers 18+ who have taken an overnight trip in the past 2 years or intend to do so in the next 2 years. Some 500 respondents were generated from each of New York City (NYC), Boston, Washington DC, and Chicago. The NYC market stood out as the most promising market for Ontario, with 64% expressing interest in Ontario travel in the next 12 months, greater than 51% the previous year, and more than Boston (58%), Chicago (56%) and Washington (55%).

Key visitation interest drivers for Ontario included: "a great place for touring vineyards/wineries," "quality of beaches," "experiencing the great outdoors," and "an exciting place to visit." "Value for money" was cited as an important driver for Boston and Chicago markets. While the majority of pleasure

Congratulations Ontario Awards of Excellence

Congratulations to all the finalists and winners of Ontario Tourism Awards of Excellence, presented at the Metro Toronto Convention Centre Gala on November 14th, with Heather Hiscox as MC. The new award, designed by Hamilton artist Kelly Lowe, features a hand-blown glass person holding a globe upwards in the air. The globe is blue for OTMPC Marketing Awards of Excellence and Travel Journalism Awards of Excellence, representing tourists being welcomed from around planet Earth; red for TIAO Industry Awards of Excellence, representing the passion inherent in communications and industry collaboration; and green for OCTA's Culinary Tourism Awards of Excellence, representing the fertile abundance of the earth and grassroots collaboration.



Kelly Lowe, Glass Artist

Marketing Awards of Excellence went to the Township of Huron Kinloss Ice Cream Trail for Best Marketing Initiative under \$25K; Algoma Country and Thunder Bay Tourism for Best Tourism Marketing Partnership for a bi-national motorcycling tourism route around Lake Superior; Kingston Accommodation Partners for Best Tourism Advertising for their 'Yellow Door' campaign; Skyline Hotels and Resorts for Best Interactive Marketing for their B2B Skylife Rewards VIP program; and the Tourism Partnership of Niagara for Best Printed Collateral Material for their travel guide. Travel Journalism Awards of Excellence went to Sharon Matthews-Stevens for Best Travel Photography; Adam Bisby for Best Travel Blog; and, in a tie for Best Travel Media, to both Mark Stevens and Amy Rosen.

Culinary Tourism Awards of Excellence went to WindsorEats for Culinary Tourism Leadership for their ongoing promotion of unique urban culinary experiences; Savour Simcoe for Culinary Tourism Event of the Year for celebrating heritage, agriculture and regional cuisine featuring chef farmer pairings; and Foodies on Foot for Culinary Tourism Experience for playing host to communal dinners, supper clubs and walking/ streetcaring tours of eclectic Toronto neighbourhoods. Industry Awards of Excellence went to The Greater Toronto Hotel Association for Employee Attraction and Retention for 'The Spirit Awards'; Great Wolf Lodge for Sustainable Tourism for 'Project Green Wold'; Pumpkinferno at Upper Canada Village for Tourism Event of the Year; and Ontario Parks for Tourism Innovator of the Year for their Learn To Camp program.

The Honourable Michael Chan presented the Ontario Tourism Lifetime Achievement Award to Deborah Pratt. Considered by

travelers in the mid U.S. markets recalled U.S. travel destination ads, few were able to recall advertising featuring Canadian or Ontario destinations on an unprompted basis. Ontario's U.S. Summer 2013 campaign achieved the highest prompted recall (25%) for advertising in NYC, with campaign awareness mainly driven by travel sections on social media.

Similarly, more pleasure travelers in NYC recalled seeing media stories related to Ontario, with 60% reporting that media stories gave them 'a good feeling about the destination' and 59% indicating that media stories made them 'want to travel to the destination.' Findings reinforce OTMPC's decision for 2014 to develop four campaigns over the year anchored by FSIs (free standing inserts) to be distributed within Ontario and to one million residents in the U.S.. Distribution will be reinforced by comprehensive media relations and unique 'avid' advertising for fishing, hunting and motor touring.

OTMPC In Asia



*Lisa LaVecchia, VP Marketing
Ronald Holgerson, President*

OTMPC's President Ronald Holgerson, VP Marketing Lisa LaVecchia and Trade Consultant Asia Harvey Hamazaki visited Tokyo and six cities in China in October. About 185 travel trade agents attended training sessions in Shenyang, Chengdu and Guangzhou with presentations

many in the industry as a pioneer of Niagara and Canada's wine industry, Deborah started her career in teaching, but 35 years ago traded that profession to become Inniskillin Niagara's media a public relations point person. Pratt was presented the Ontario Wine Society's Exceptional Hospitality Award in 2009; the Women in Tourism Award at the Binational Star Awards in 2009; and the Business Citizen of the Year by the Niagara Grape and Wine Festival and RBC in 2013.

OTMPC Program Changes

At the Tourism Summit, OTMPC announced changes to the Tourism Events Marketing Program (TEMP) and the Tourism Industry Partnership Program (TIPP, formerly IPPP), and the launching of an Ontario Signature Experiences Collection. Following are program highlights, and full details are available at OTMPC's www.tourismpartners.com:

TEMP supports the advertising efforts of festivals and events which are new events, an existing event targeting a new market, and/or an existing event using a new advertising medium. Eligible costs include placement of paid advertising, translation costs of advertising materials, and more, including creative costs up to 15% of approved media buys. The program will now provide funding of up to 75% of eligible Ontario-targeted marketing costs to a maximum of \$20,000 per event. The program also provides funding of up to \$150,000 for campaigns targeting out-of-province consumers, with OTMPC's contribution not exceeding 50% of the out-of-province marketing costs. Proposals must be submitted via Grants Ontario by December 17th 2013 for events from April to August 2014, and by May 1, 2014 for events September 2014 to March 2015.

TIPP now will assist marketing campaigns that target priority out-of-province markets to stimulate incremental economic growth. To be eligible, projects must meet a variety of criteria, including significant private or not-for-profit sector participation from three or more entities with separate ownership structures and marketing dollars, packaging of multiple tourism experiences, and local or regional support from municipalities, Destination Marketing Organizations (DMOs), Regional Tourism Organizations (RTOs) or their equivalent. Eligible costs include paid advertising, distribution costs for printed materials, translation costs, creative costs up to 15% and more. The program will now provide funding of up to 40% of the total eligible project costs to a maximum of \$200,000 for approved projects. Proposals must be submitted via Grants Ontario by January 15, 2014 for campaigns in-market between April and August 2014, and by June 1, 2014 for campaigns in-market between September 2014 and March 2015.

The new **Ontario Signature Experiences** program is designed to showcase the best and most unique tourism experiences in the province that will motivate more tourists to visit Ontario, and is linked to the Canadian Signature Experiences Collection developed by the Canadian Tourism Commission. The Ontario program is intended to act as a stepping stone for Ontario

by Kate Wu for Ontario, Diane Houston for Ottawa Tourism, Anastasia Belashov from Niagara Falls Tourism and Amanda Jiang from Canadian Niagara Hotels, and Grace Huang from Tourism Toronto. The team also included John Wang from New Golden Horse (NGH) Tours, Richard Zhou from East Link Travel, Bruce Pan from Zen Travel and Jason Hu from Beyond Deep, four Ontario based Approved Destination Status receptive inbound tour operators. The whole team then participated at the Asia Pacific Showcase in Hangzhou with 94 supplier companies, including 21 from Ontario. Holgerson also joined Ottawa Tourism in Beijing, where Mayor Jim Watson and CEO Noel Buckley signed an MOU with the Beijing Municipal Tourism Commission promoting tourism between the two capital cities. LaVecchia and Holgerson met with OTMPC's agency Draft FCB in Shanghai to gain insights into current Chinese tourism preferences.

In a private moment, LaVecchia and Holgerson also made friends with a 3 year old Panda bear at the remarkable Panda Breeding Centre in Chengdu.

2014 Tourism Summit at Blue Mountain

TIAO announced that the 2014 Tourism Summit will be held in Blue Mountain, November 12th and 13th, preceded on the 12th by the Culinary Summit and a joint dinner meeting of OTMPC Advisory Committees on the evening of November 11th.

Share Your Ontario

Tell us what makes Ontario

tourism operators who aspire to be included prominently in international marketing. Once a list of basic requirements are cleared, including being legally registered to operate in Ontario, submissions will be evaluated in terms of offering a tourism experience that goes beyond the traditional tourist path, dives deeper into authentic local culture, connects with people and enriches their lives, and engages visitors in a series of memorable travel activities that are accessible in terms of physical access, languages, seasonality and dates. Ontario experiences that are already part of the CTC Collection will automatically become members of Ontario Signature Experiences and will not be required to apply for Ontario. OTMPC will use Ontario Signature Experiences to celebrate the best in the province, and encourage travellers to make Ontario their preferred destination. Applications open February 2014 and must be received by April 1, 2014. Announcement of new Ontario Signature Experiences is anticipated in September 2014.

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