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URGENT: INDUSTRY UPDATES REQUIRED

Ontariotravel.net BUSINESS AND EVENT LISTING UPDATE - DEADLINE - JULY 15

Ontario Tourism Marketing Partnership Corporation (OTMPC) is redesigning the consumer website www.ontariotravel.net. All current Ontario business and event listings are to be updated. Listings and packages will be **FREE** but it is absolutely necessary for businesses and organizations to update their listings and provide a photo image of their enterprise.

Please note without your update, your business or event listing or package will no longer be available on ontariotravel.net.

The simple process should not take more than 15 minutes, however, if you have not yet updated your information or are unsure about how to do so, please do not hesitate to contact Diane Ochowiak who will be more than happy to assist you. 416-314-7353 or diane.ochowiak@ontario.ca

And remember - the deadline is JULY 15!

CANADA'S ANTI-SPAM LEGISLATION (CASL) - COMES INTO EFFECT JULY 1

As you may be aware, the Government of Canada has enacted an anti-spam law which will come into effect July 1. You may have received e-mails from different organizations asking you to consent to receiving e-mails from

the organization. OTMPC will also send out a consent e-mail in the coming weeks in order to receive communications from OTMPC like our Ontario Passport newsletter and partnership and advertising opportunities.

Please ensure if you wish to continue to receive the OTMPC communications and other industry e-mails that you follow the consent instructions provided by each individual organization.

ONTARIO AROUND THE WORLD

Over the last few months, OTMPC staff have been working hard to showcase Ontario's products and experiences to key international markets. Ontario worked with the Canadian Tourism Commission (CTC) and other Ontario partners to have a strong presence at several international tradeshow including Canada Corroboree in Australia, ITB Berlin in Germany and Showcase Canada in Brazil. The relationships built with trade representatives at these events help to promote Ontario as a preferred global destination.

In April, Ronald Holgerson, President & CEO, participated in a CTC Senior Mission to Japan, building on an earlier mission to Japan to continue to educate trade representatives about Ontario's offerings. The Japan Mission also successfully celebrated increased Air Canada service between Toronto-Pearson and Tokyo-Haneda, a welcome addition to grow the approximate 100,000 visitors from Japan to Ontario further.

In April, OTMPC also launched an integrated marketing campaign in China, "Let Your Soul Be Touched", which embraces the social media potential of the newly launched, China-based website, www.ontariotravel.cn. The launch of the campaign generated significant media buzz in China with the screening of *Mission Ontario*, Ontario's film entry into the China International Microfilm Festival. The Ontario-China campaign and microfilm *Mission Ontario* was developed in partnership with founding partners Tourism Toronto and Ottawa Tourism with additional support from the Canadian Tourism Commission, the Niagara Parks Commission, Air Canada, Yorkdale Shopping Centre and many other tourism operators and attractions. OTMPC is pleased that *Mission Ontario* was one of 5 films nominated for "Best Production" at the Festival. As a finalist, *Mission Ontario* is being broadcast to millions of Chinese viewers across several key Chinese media networks throughout the year. A special 30 minute version of the film on the new Ontario China website has already been seen online by 28,000 viewers.



*David Whitaker, Tourism Toronto
Ronald Holgerson, OTMPC
Huang Xuan, Mission Ontario star*

RENDEZ-VOUS CANADA

Ontario was well represented at Rendez-vous Canada (RVC) in Vancouver in May. This was a record-breaking year for RVC with 477 buyers in attendance, representing 366 international organizations from 28 countries.

Approximately 110 sellers from across Ontario representing over 75 companies met with buyers to generate interest, share offerings and "sell" Ontario as a must-see destination for travellers. OTMPC staff took over 400 meetings, with international buyers to drive Ontario awareness and with Ontario sellers to develop partnerships and discuss opportunities for collaboration.

Ontario is extremely excited to be hosting Rendez-vous Canada 2015 in Niagara Falls. This will be the first time that RVC will be held in the new Scotiabank Convention Centre. The backdrop of the beautiful and wondrous Niagara Falls will provide an amazing experience for all participants.

Save the date! RVC 2015 will take place May 26-29.

WORLD PRIDE

Already a recognized event amongst the LGBT communities around the world, Pride Toronto will be bigger and better this year with World Pride descending on Toronto. World Pride will be celebrated for the first time ever in North America June 20-29. OTMPC has worked closely with Pride organizers and Tourism Toronto to promote World Pride during media fam tours and at international trade shows like ITB Berlin, recognizing the importance of travel to LGBT communities.



toronto* ONTARIO
Your Future

On June 28, OTMPC and Tourism Toronto will be hosting an International Travel Showcase (on Gould Street at the Ryerson University campus) that will allow visitors to experience the flavours of Toronto and surrounding regions of Ontario. Be sure to come by if you are in the area and celebrate Ontario's Pride! For more information on World Pride, visit: www.pridetoronto.com.

BEST OF ONTARIO AND TOURISM WEEK

The Best of Ontario was celebrated across Ontario during Tourism Week at local Ontario Travel Information Centres (OTIC), including media events in Barrie, St. Catharines, Windsor and Sault Ste. Marie. The annual Ontario Tourism Day at Yonge/Dundas Square in Toronto was another huge success due to amazing partner participation that brought the excitement of an Ontario summer vacation alive to the Square. Over 6,000 copies of [*The Annual Best of Ontario*](#) magazine was distributed throughout the day.

In addition to local media coverage throughout the week at the OTIC events, media coverage of the Yonge/Dundas Square event garnered several live segments on CityTV Breakfast Television, CTV News at Noon, Global News Hour and CityTV CityNews. The Blue Mountain Resorts' zipline was a hit with all reporters zipping across the Square during their newscast reports.



Jennifer Valentyne
Breakfast Television

The Annual Best of Ontario magazine hit the doorsteps of millions of readers across Ontario, Quebec and the American markets of Pennsylvania, New York and Michigan, with over 1.7 million copies distributed in the U.S., a first for OTMPC. If you haven't received a copy of the magazine, it is available on-line at ontariotravel.net, in tablet and smartphone versions or printed copies are available at OTICs or through the call centre at: 1-800-ONTARIO (1-800-668-2746).

2014 ONTARIO TOURISM AWARDS - DEADLINE - JULY 18

Recognition is a valuable thing. Why not recognize a colleague, your own business or an organization for their contribution to Ontario's tourism industry. Nominations are now being accepted for the 2014 Ontario Tourism Awards which will be celebrated at the Ontario Tourism Summit in November.

OTMPC is pleased to sponsor the *Marketing Awards of Excellence* which includes eight different categories. There are also several categories for the *Industry Awards of Excellence* by the Tourism Industry Association of Ontario and the *Culinary Tourism Awards of Excellence* by the Ontario Culinary Tourism Alliance. For more information and to submit a nomination please visit: www.ontariotourismsummit.com/tourismsummitnominations

Deadline is July 18.

PARTNERSHIP OPPORTUNITIES

Leverage OTMPC's marketing initiatives and take advantage of a wide variety of available partnership opportunities to bring the world to Ontario. There are limited opportunities available for 2014-2015 marketing programs. Book now and don't miss out! Please click [here](#) for more details or call Partnership Development and Sales at 416-314-6314 or toll free 1-888-365-4422.



OTMPC BOARD & COMMITTEE MEMBER HIGHLIGHTS

We would like to note changes to the Board of Directors and Advisory Committee members. Thank you to the following leaders for their commitment to Ontario's tourism industry:

Board of Directors

Until official Order-in-Council appointments are completed by the Government of Ontario, the Board of Directors implemented interim Board leadership.

Jim Marchbank - Acting Chair (Sudbury)

Grace Sammut - Acting Vice Chair (Bradford)

OTMPC would like to thank and recognize Jack Robinson, whose term ends in July, for his 16 year contribution on various Committees and the Board of Directors. Jack recently served as Vice Chair, Chair of Governance and Nominations Committee and as a member of the Executive Committee.

Sector Advisory Committee - New Members

Anna Pierce, Niagara Helicopters Limited

Troy Young, Attractions Ontario

Kathy Nichol, Ontario's Finest Inns Hotels, Inns & Spas

Marketing Metrics Committee - New Members

Lee Zhang, Intercom Inc.

Michael Sullivan, The Strategic Counsel

Matt Kelly, LEVEL5 Strategy Group

If you are interested in serving on our Board of Directors please visit the Public Appointments Secretariat [website](#) for more information. OTMPC has four Advisory Committees: Regional Tourism Organization Advisory Committee, Sector Advisory Committee, Marketing Metrics Committee and the Northern Tourism Marketing Committee. For more details please contact [Michael Hora](#).

OTMPC's social media fans, followers and viewership are growing everyday

Facebook Followers	155,791	Instagram Followers	3,882
Twitter Followers	20,136	Pinterest Followers	2,250
YouTube Viewership	1,529,086*	Flickr Submissions	650*
Blog Viewership	50,146*		

As of June 16, 2014

*Since Jan. 1

Share Your Ontario



Tell us what makes Ontario special for you.
Share your Ontario story, photo or video with
our network of followers.



Connect with us on LinkedIn

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