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OTMPC NEW CHAIR APPOINTED

Congratulations to Jim Marchbank on being appointed Chair of OTMPC until September 2017!



[Jim Marchbank](#) began at Science North in 1982 as a Director before becoming CEO in 1987 until 2011. Under his leadership, Jim led the expansion of Science North in developing a special exhibits hall, a butterfly gallery, an IMAX Theatre, the mining and geology centre Dynamic Earth and was Executive Producer of three educational IMAX films and numerous multi-media science productions. He was a City of Sudbury Alderman and Councillor for the Regional Municipality of Sudbury from 1985 to 1991. Jim has been a Board member of OTMPC since 2008. He has also voluntarily served on a number of Boards and Committees over the years, including several specific to improving the tourism industry. Jim was previously a member of the Tourism Working Group of Northern Ontario Heritage Fund, a Board member of the Tourism Industry Association of Canada, a Board member of Tourism Ontario (former

Tourism Industry Association of Ontario) and President of Attractions Ontario. He is also a member of the Ontario Educational Communications Authority and Chair of the Northern Cancer Foundation Board. He holds a Bachelor of Arts degree from Laurentian University. Jim currently resides in Sudbury.

THE LOCAL INSIDER FALL CAMPAIGN

OTMPC's Ontario tourism fall campaign, *The Local Insider*, is up and running featuring the magazine as a signature piece. View the magazine online or download the tablet version at www.ontariotravel.net. OTMPC is distributing 336,000 English and 28,000 French copies throughout Ontario. Over 800,000 copies will be distributed in New York City, Buffalo and Syracuse. The campaign is supported by additional marketing activities, including digital media, print advertising, television content integration, consumer e-mails, social media tactics, consumer events, media relations activities and an Instagram contest.

OTMPC's emphasis on the American market continues in this campaign with an advertorial in *The New Yorker* magazine, participation at The New Yorker Festival in October and a segment featuring Ontario's local gems will air on *New York Live* on October 9th. The segment will also be reduced to 60 seconds and air in New York taxis for two weeks beginning Oct 10th.

OTMPC was also pleased to promote Ontario to Ontarians and the rest of Canada by leveraging the popularity and viewership of *The Amazing Race Canada*. OTMPC partnered with etalk and Canada AM, two CTV properties, to promote *The Local Insider*. On etalk, the team worked with CTV to create customized Local Insider content in the form of four in-show 90 second segments that aired on Sept 17th, 18th, 19th and 23rd. Each *Host Hot Spot* segment featured an etalk host on-site at an Ontario destination where they grew up and each spoke about favourite local things to do in their hometown. For example, Ben Mulroney highlighted Ottawa, for which OTMPC partnered with Ottawa Tourism. Other locations featured were Sault Ste Marie, Prince Edward County and Muskoka. View the four etalk segments [here](#). On September 17th, Canada AM's Jeff Hutchinson broadcast live from Ottawa to promote the lead up to *The Amazing Race Canada* finale. The finale which aired on September 21st took place in Ottawa and profiled several local attractions.



**Pete Schmalz & Mickey Henry,
Winners of *The Amazing Race Canada***

Finally, be sure to check out CTV Canada AM on October 9th (tentatively scheduled) where they will be broadcasting live from St. Jacob's Market.

INVADE! Toronto 2015 Pan Am/Parapan Am Games

OTMPC is pleased to support the importance of sport tourism and the upcoming 2015 PanAm/Parapan Am Games through new commercials that just hit the airwaves. The new 60 second commercial entitled "Invade" is designed to motivate tourism awareness, drive tourist attendance at the Games through a sport tourism message to Ontario and U.S. audiences, and help generate economic growth through tourism visitor expenditures.



OTMPC is focused on the sport tourist, highlighted among 12 consumer segments from the 2012 Consumer Insight Research.

The Games will attract as many as 250,000 visitors from Ontario, Canada, USA, Latin America and the Caribbean, who will stay in hotels, see great shows and attractions, dine in fine restaurants and shop in retail stores in addition to attending Games events.

With less than 10 months till the Games, Ontario is in the spotlight on the sport tourism stage. Click here to view [Invade!](#)

NEW [Ontariotravel.net](http://www.ontariotravel.net) - CHECK IT OUT!

The newly redesigned consumer website, www.ontariotravel.net, launched on September 26th. Over 1,700 tourism businesses and festivals and events are listed on the site and over 300 packages offered, ranging in price and type of experience. We believe the new visually-appealing imagery will encourage travellers to immerse themselves in an Ontario experience.

As part of the redesign all previous listings needed to be updated. Listings and packages are absolutely FREE. If you were unable to update your listing previously or you would like to add a NEW listing or package, you can do so anytime by registering on www.tourismpartners.com.

If you have any questions about updating a listing or adding a new one, please do not hesitate to contact Nadia Sacco who will be more than happy to assist you. 416-325-6846 or nadia.sacco@ontario.ca

ONTARIO AROUND THE WORLD

On July 22, 2014 OTMPC participated in the 16th Annual Canadian Inbound Tourism Association-Asia Pacific (CITAP) Golf Tournament in Fairview Lakes (Richmond, BC). In partnership with Tourism Toronto, OTMPC was pleased to be a hole sponsor. Approximately 50 inbound receptive tour operators attended the event which drew a total of over 175 Canadian tourism stakeholders from across Canada. The theme of the hole was to increase the awareness of The Royal Agricultural Winter Fair and the fact that the Fair is the world's largest combined indoor agricultural and equestrian show. As you can see from the image, the proper outfits were worn in order to create the proper "moood."



Harvey Hamazaki, OTMPC &
Masa Suzuki, Tourism Toronto

Coming up this fall, the OTMPC International Marketing Team will be showcasing Ontario in priority markets with participation at a number of trade and media shows and sales missions, which include: Top Resa (Paris, France), World Travel Market (London, UK), Media events in London, UK & Munich, Germany, Focus Canada Japan (Tokyo, Japan), OTMPC - Japan Sales Mission, Showcase Canada Asia (Shenyang, China), OTMPC - China Sales Mission, CITAP Marketplace (Vancouver), International Luxury Travel Market (ILTM) Americas (Mexico), New York Sales Mission, SATW Convention and Media Marketplace (USA), USTOA Conference, Bienvenue Québec (Québec City). The team will also host over 25 trade familiarization and media tours throughout Ontario.

As well, a Brazil consumer advertising campaign in partnership with the Canadian Tourism Commission, Ottawa Tourism and 7 Brazilian tour operators will take place between September and November.

PARTNERSHIP PROGRAMS UPDATE

OTMPC is pleased to announce some adjustments to key partnership programs for the upcoming 2015-16 fiscal year.

Tourism Event Marketing Program (TEMP) - There are no changes to the program criteria, however, there will be one application deadline for all festivals and events taking place between April 1, 2015 and March 31, 2016. **The deadline is December 5, 2014.** For any questions, please contact Enza Chiappetta at 416-314-5492 or enza.chiappetta@ontario.ca

Tourism Industry Partners Program (TIPP) - There will still be two deadlines, January 2015 and June 2015. TIPP's criteria now require the lead partner's investment at a maximum of 70% of the overall marketing campaign costs, excluding the OTMPC contribution. For any questions please contact Nicole Papineau at 416-212-1886 or nicole.papineau@ontario.ca

Northern Partnerships - For all partnership opportunities, a consortium of partners will be defined as being at least 2 eligible stakeholders. Additionally, the maximum amount of investment by OTMPC will be \$100,000 per approved project, representing no more than 49% of the overall project costs. For any questions, please contact Chris Milner at 705-646-0351 or chris.milner@ontario.ca

CANADA'S ANTI-SPAM LEGISLATION (CASL)

As you may be aware, the Government of Canada enacted an anti-spam law which came into effect July 1. You are receiving OTMPC's Passport Newsletter because you gave your consent to receive communications from OTMPC.

It would be appreciated if you can help spread the word to colleagues and members who may not have yet provided their consent. At any time tourism stakeholders can register to receive OTMPC Communications by registering at: www.tourismpartners.com

2014 ONTARIO TRAVEL SERVICES CONFERENCE

OTMPC is hosting the annual provincial travel centres services conference on October 21-22, 2014 in Richmond Hill. This is an opportunity to join travel information services colleagues from across Ontario and Canada for a not-to-be missed two day conference designed to learn the latest trends and innovation, share best practices and network with tourism industry partners.

The conference will include keynote presentations from leading industry and business experts, including Saad Raffi, CEO of Toronto 2015 Pan/Parapan Am Games; a training workshop on the LGBTQ market; updates on OTMPC's digital marketing strategy and an industry marketplace and the Awards Dinner.

Central Counties Regional Tourism Organization 6 is also hosting a full-day Product Tour featuring destinations and attractions of the local area. Participants can select to participate in one of three areas of the region, Durham, York or the Hills of Headwaters.

For more information about this event and to register please visit: www.oticsconference.ca

2014 ONTARIO TOURISM SUMMIT



The Tourism Industry Association of Ontario (TIAO) invites you to be a part of Ontario's tourism industry event of the year. The 10th Annual Ontario Tourism Summit and the Ontario Tourism Awards are taking place at Blue Mountain Resort in Blue Mountains, November 12-13, 2014.

Join hundreds of tourism professionals from across the province whom gather annually to learn the latest in industry trends and forecasts, share best practices, network with colleagues, and recognize industry leaders at the Tourism Awards. This year's theme is, Growing Tourism in Ontario: Together. Today. Tomorrow. OTMPC is pleased to be a presenting partner of the Ontario Tourism Summit.

For more information about the Ontario Tourism Summit and to register please visit:

www.ontariotourismsummit.com

MARKETING AN ACCESSIBLE ONTARIO

An accessible Ontario boosts the province's profile as an inclusive tourist destination for a wider range of visitors. This is an important year for OTMPC partners as you have responsibilities under the Accessibility for Ontarians with Disabilities Act.

On January 1, 2014 new accessibility requirements came into effect for businesses and non-profits with 50 or more employees. These apply to [multi-year plans](#), [policies](#), [self-service kiosks](#) and [websites](#). In addition, businesses and non-profits with 20 or more employees must file a [2014 accessibility compliance report](#) online with the Ontario government.

To learn what requirements apply to you and what steps you can take to comply, visit ontario.ca/AODAwizard.

Accessible Tourism Workshops

TIAO, in partnership with RTOs 1, 6, 9, 11 and 13, and the Ministry of Economic Development, Employment and Infrastructure will also be presenting half-day **Accessible Tourism Workshops** at four regional locations across Ontario. Attendees will learn about accessible tourism through expert speakers and a panel sharing examples from the local area.

Save the following dates if you are interested in attending.

Northern Ontario - Wednesday, October 15th, Dynamic Earth, Sudbury (1:00 - 4:30p.m.)

Eastern Ontario - Thursday, October 16th, The Core Arts and Culture Centre, Belleville (1:00 - 4:00p.m.)

Southwestern Ontario - Friday, October 17th Best Western Lamplighter Inn, London (8:30a.m. - 12:00p.m.)

Greater Toronto Hamilton Area - Wednesday, October 22nd Markham Convergence Centre, Markham (8:30a.m. - 12:00p.m.)

For more details, please contact TIAO at 416-483-6961 or visit www.tiaontario.ca

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 the remainder of 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

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	199,458	Instagram Followers	7,767
Twitter Followers	28,747	Pinterest Followers	2,455

YouTube Viewership	1,879,002*	Flickr Submissions	756*
Blog Viewership	113,606*		

As of Sept. 22, 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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