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Ontario's Celebration Zone - We Built it and They Came!



The Ontario Celebration Zone (OCZ), located at Toronto's Harbourfront Centre, aimed for gold and welcomed 228,000 visitors during the Pan Am Games! Opening day of the OCZ on July 10th was full of excitement as visitors and media were treated to a wealth of activities. The Honourable Michael Coteau, Minister of Tourism, Culture and Sport, and Minister Responsible for the 2015 Pan and Parapan American Games, was interviewed by Breakfast Television and led a ribbon cutting to officially launch the OCZ. Other dignitaries on site included Quebec Minister Francois Blais, Minister Brad Duguid and the Brazilian Rio

2016 Delegation led by Marcelo Pedroso. Spectators cheered and applauded as the Torch was carried in by Crispin Duenas, a previous two-time Pan Am Games silver medal winner in archery.

The OCZ continues until August 16th and includes programming from each of the Regional Tourism Organizations (RTOs) who are highlighting products and experiences in many ways. Featured activations vary from culinary experiences and concerts, to circus performers, First Nations Vignettes, and t-shirt painting with a notable artist where visitors can create their own wearable works of art.

The OCZ site attracted media from CHCH TV, Turtle Island News, APTN, CBC-TV, as well as hosted 4 social media influencers (Instagram and YouTube). The OTMPC hosted Toronto's Travel Massive 'meet up' at the

OCZ where Lorrie Pella, Vice President Pan Am Visitor Engagement, spoke to 70 Influencers who attended from the global Travel Massive for bloggers. The OCZ Media Centre was a hub of activity throughout the Games.

The OCZ is now welcoming visitors during the Parapan Am Games, which runs from August 7 to 15, 2015.

Please check www.ontariotravel.net in the coming weeks for Parapan Am program updates.

Media Interest High

The media relations team at the Pan Am Media Relations Centre responded to 218 media inquiries, coordinated familiarization trips to Niagara Falls for 81 media and arranged 4 interviews with broadcasters. OTMPC President & CEO Ronald Holgerson was interviewed by journalists from Claro Sports TV Mexico, Licuadora Deportiva Argentina, TyC Sports TV Argentina, and Band Radio Brazil.

The visitors to the Media Centre were expressing interest, not only in the Games, but also in the diversity of experiences and destinations in Ontario. Questions from journalists ranged from 'what can I do on a day trip from Toronto?', 'how do I get to Niagara Falls?' and 'how to film in different locations?' to 'what is the economic impact of the games?' The highest number of inquiries came from Cuba (37) and Argentina (36), followed by Brazil (22) and Mexico (20).



Honouring An Inspirational Canadian Athlete

Six Nation's athlete Tom Longboat has been honoured with a Sculpture erected on Canada Square titled "Challenge and Triumph". He gained international recognition in 1907 with his spectacular victory at the Boston Marathon, breaking a previous 20-year record by more than five minutes. Six Nations artist David General, who created the sculpture, was in attendance at the unveiling. General has said his inspiration for the piece was Tom Longboat's legacy "that you can do anything".

Following the OCZ opening, The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario visited the sculpture with Ava Hill, Chief of Six Nations, Tom Longboat family members, David General, Marah Braye, CEO, Harbourfront Centre, and Lorrie Pella and Ronald Holgerson from OTMPC.



Pictured (L-R): Marah Braye, Lorrie Pella, David General, The Honourable Elizabeth Dowdeswell, Ava Hill and Ronald Holgerson

And the Winner Is...

OTMPC helped promote the Games through one of its most dynamic and innovative campaigns: Epic is ON. The campaign features two award-winning commercials, 'Invade' and 'Get Ready', as well as the 'Epic Is ON' consumer publication.

Both 'Invade' and 'Get Ready' target Ontarians and Americans, currently have over 5.4 million views on YouTube, and have generated hundreds of millions of impressions. 'Invade' has also been recognized for several industry awards including: the Bessies awards, receiving five top honours, including Best in Show Craft category and four Gold Craft categories for Best Use of Music, Editing, Sound Design, and Colourist; Marketing Magazine Bronze Award for over 30 second television commercials; and two Applied Arts Advertising Awards.

370,000 copies of the Epic is ON magazine was distributed in June in U.S. near-border markets and at select

LCBO locations and across Games venues. The publication encourages tourists to "eat, see, shop and do" in locations across the six RTO areas where Games venues are located.

[Click here to view the Epic is ON magazine](#)

Best of Ontario

The OTMPC launched its spring/summer campaign in June, a reprise of Best of Ontario, which included a new magazine, a trip planning tool and regional celebrations.

The Annual Best of Ontario magazine provides vacationers with hundreds of tourism ideas to help plan getaways that span all of Ontario's 13 tourism regions. Offerings are varied, from the TO2015 Pan Am/Parapan Am Games to urban escapes, exciting festivals, culinary and wine tastings, family beach fun and must-see attractions. View the [Best of Ontario](#) magazine.

The campaign aligns with the launch of the new Trip Planner tool on www.ontariotravel.net where travellers can choose from one of the 16 suggested itineraries or create their own customized travel plan. Whether they are seeking a weekend getaway or a bucket list-style adventure, users can simply add the suggested itinerary they want to their "suitcase" and the Trip Planner will do the rest, from calculating the distance between experiences, to sending a message if one of your selections changes. The Trip Planner allows travellers to include attractions, accommodations, events, personal points of interest and more in their itineraries. For travellers that prefer a more spontaneous approach, the 'Discover Ontario' mobile app has been refreshed with a new look, feel and functionality.

The Best of Ontario and the Epic is ON publications are also being distributed at the OCZ. As well, the 59 Ontario Signature Experiences (OSEs) are represented at the OCZ via huge digital boards that are running reels of images identified with the name of the OSE. These reels run 24 hours a day catching the attention of tens of thousands of visitors every day.

Stay tuned for OTMPC's Fall campaign launch in early September...

Rendez-vous Canada

The 39th Rendez-vous Canada (RVC) event, which took place in Niagara Falls from May 26 to 29, 2015, was delivered by OTMPC in partnership with Destination Canada (formerly the Canadian Tourism Commission) and Niagara Falls Tourism, in cooperation with the Travel Industry Association of Canada (TIAC). RVC is Canada's annual premier international tourism marketplace. It brings together top international tour operators and other buyers of tourism experiences and products with Canadian sellers - destinations, hotels, attractions, transportation providers and more.



Vibrant new imagery serving as the backdrop to the Ontario, Canada banner created a dynamic presence that enabled Ontario to really dominate the trade floor with its powerful visuals. The event was attended by 463 buyers from around the globe and over 1,000 suppliers representing 537 experiences, including 93 (17.3%) from Ontario who generally reported an increase in appointments over last year. OTMPC hosted more than 150 Ontario suppliers for a 'Welcome Reception'. OTMPC International Marketing consultants organized 9 pre- and post-Rendez-vous Canada familiarization trips across east, west and northern Ontario that were attended

by 144 tour operators.

Ontariotravel.net - List for FREE and be part of the new Trip Planning Tool

Help OTMPC entice more travellers to visit Ontario and tell tourists about your business. To be a part of the new Trip Planning tool AND the mobile app, your business needs to be registered with a listing on the OTMPC's consumer website. Don't miss out on having your listings and packages absolutely FREE on the consumer website www.ontariotravel.net. New listings or packages can be submitted anytime by registering for FREE on www.tourismpartners.com. It's a simple process that can potentially generate hundreds of leads for your business or organization, so if you haven't registered yet, don't wait any longer.

Did you know that ontariotravel.net also has a "Live Chat" feature? Our Live Chat agents specifically use the listings on the website as an information tool. Another great reason why your business or event needs to be listed!

If you have any questions about adding a listing or refreshing your current listing, please do not hesitate to contact Nadia Sacco at 416-325-6846 or nadia.sacco@ontario.ca

OTMPC - Destination Canada Impresses with U.K. Campaign

The OTMPC teamed up with Destination Canada to create a U.K. campaign, 'Six Days In Ontario: One Discovery Leads To Another', aimed at highlighting Ontario's diverse travel products to British consumers. The campaign ran in London's St. Pancras Station for 4 weeks beginning March 9, 2015, and featured a stunning mosaic display of huge posters, enhanced by digital video and supported by print and online advertising, social media promotion using the #DiscoverOntario hashtag, and the opportunity to win a trip for 2 to Ontario. Tourism partners included Toronto, Ottawa, Niagara, 1000 Islands and Muskoka.

A snapshot of the campaign's impressive results:

- A 1,885,592 footfall across the 4 week campaign period;
- Digital:
 - Impressions delivered: 15,209,660;
 - Clicks delivered: 56,018;
- Social Media:
 - Total impressions: 795,873
 - Engagement (response/repost): 42,652

Click the following link to view the digital video: <https://youtu.be/1Jldv4Li2GY>

Changes to TODS Program Coming Soon

The tourism partner-based review of the Tourism-Oriented Directional Signing (TODS) program is complete. The Ministry of Tourism, Culture and Sport and the Ministry of Transportation are working to implement policy and program changes that will strengthen and modernize the program and improve the effectiveness of tourism highway signing in anticipation of the December 2018 contract expiry.

Significant improvements will include:

- Allowing tourism-designated outlet malls and regional travel information centres to apply for TODS signage on our roadways

- Extending full signing opportunities to campgrounds on freeways to permit the full spelling of a campground's name
- Allowing more rural downtowns, trail access points, museums and cultural centres to qualify for signage
- Strengthening program awareness and service delivery

[Click here for more information](#)

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

Facebook Followers	224,860	Instagram Followers	20,924
Twitter Followers	47,097	Pinterest Followers	3,212
YouTube Viewership	4.5 M*	Blog Viewership	50,485*

As of August 7, 2015

*Since Jan. 1

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 also benefits from the wisdom and insight of members on four 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](#).

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Share your Ontario story, photo or video with
our network of followers.



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