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10 Ontario Fall Weekends

Fall's comfortable weather and splendid colours are the perfect pairing to help inspire weekend getaways, and OTMPC's signature Fall piece, 10 Ontario Fall Weekends, hopes to do just that. The magazine highlights 10 curated, off-the-beaten-path weekend getaways designed to motivate Ontario and U.S. visitors to try something different. Each weekend showcases a distinct theme, from 'foodie' experiences and lakeside gatherings, to R&R escapes and glam getaways. There are a total of 32 featured packages to choose from, from across the province, as well as the option of using the online [Trip Planner tool](#) to customize a curated itinerary or create your own. As an added incentive anyone who uses the Trip Planner tool is automatically entered in the 'WIN YOUR SUITCASE CONTEST'.



The magazine targets Connected Explorers and Knowledge Seekers, and the emphasis continues to be on increasing awareness and travel preferences for Ontario as a tourism destination, and driving traffic to [OntarioTravel.net](#). A total of 1.2 million copies of 10 Ontario Fall Weekends are being distributed, including 875,000 in select U.S. markets and 400,000 in Ontario and Quebec. 10 Ontario Fall Weekends will be in market from September 8th to October 18th.

[Click here to view the magazine.](#)



Toronto FOOD & WINE Festival

OTMPC is excited to be a presenting festival partner at the 2015 Toronto FOOD & WINE Festival, which takes place September 18 to 20, 2015 at Evergreen Brick Works, Toronto. Within the Festival's Grand Tasting Pavilion, OTMPC will be showcasing a taste of Ontario with wine, craft beer and cider made with Ontario grown ingredients and paired with unique tastes of place from across the province, in partnership with Ottawa Tourism and the Ontario

Culinary Tourism Alliance (OCTA).

Ontario's culinary experiences will be further highlighted through additional programming at the Festival by Feast ON chefs via Chef Talks, Cooking Demos and an Exclusive Chef's Series.

The estimated event attendance is 25,000 consumers from Ontario, Canada and the U.S.

FOOD & WINE, the ultimate authority on the best of what's new in food, drink, travel, style, and entertaining, is the official media partner for the Toronto FOOD & WINE Festival. The Festival and OTMPC's onsite activation are one component of an overall, integrated, multimedia campaign between OTMPC and FOOD & WINE to promote Ontario as a travel destination to our targeted consumer segments in the U.S. mid-haul markets.

Link to Festival website:

<http://www.torontofoodandwine.com/>



Ontario's Celebration Zone

Ontario's Celebration Zone was an EPIC success. Months of planning and hard work culminated in 38 days of innovative programming and visitor engagement that surpassed everyone's expectations. From having all 13 RTOs represented and 8 activated on site, to participation from provinces and territories, Aboriginal, Francophone, LGBTQ, Latino-Hispanic, Caribbean and Pan-Asian communities, every detail was thoroughly thought out and

well executed.

The numbers speak for themselves!

- 443,600 domestic and international visitors
- 545 Program activations
- Over 50 concerts, and over 30 theatre and dance productions
- Over 55 tastings and pairings and 20 celebrity chef demos
- 60 Local food, wine and craft beer suppliers engaged, and 80 farmers' market vendors on site
- Over 100 family shows presented
- 12,343 Zip line rides, 8,097 Adrenaline Jumps, and 6,994 Rock Climbing experiences
- 1.4 million @EpicIsON twitter impressions and over 900 twitter followers
- 125 articles written and 9 television broadcasters hosted on site

The Celebration Zone hosted special visits by Ontario Lieutenant Governor The Honourable Elizabeth Dowdeswell and Premier Kathleen Wynne.

Committee Update

The OTMPC has successfully hosted all four 2015 Advisory Committee meetings as of September 11th.

- Northern Tourism Marketing Committee - August 26-27, 2015
- Marketing Metrics Committee - September 4, 2015
- RTO Advisory Committee - September 10, 2015
- Sector Advisory Committee - September 11, 2015

OTMPC Advisory Committee members have been presented with a proposal for the 2016/17 Marketing Plan. OTMPC is engaging its industry and sector committees to review and provide feedback. Input gathered from committee members will be communicated to the OTMPC Board for comment and further refinement on September 15, 2015.

2015 Ontario Travel Information Services Conference



The OTMPC's annual provincial travel information services conference is fast approaching.

Taking place on October 19th and 20th, 2015 at the Fairmont Château Laurier in Ottawa, it provides a great opportunity to network with travel information services colleagues from across Ontario and Canada.

This two day conference is designed to fill you in on the latest trends and innovation, and encourages attendees to share best practices and engage with tourism industry partners. While you're there, indulge in a tour of our nation's capital, experience a wealth of experiences you won't find anywhere else, including Ontario's only UNESCO World Heritage Site, the Rideau Canal.

[Click here for conference details.](#)

OTMPC Announces Changes to Senior Management Team Structure

The Ontario Tourism Marketing Partnership Corporation (OTMPC) today announced a change in its structure. Effective immediately:

Lisa LaVecchia

becomes Vice President & Chief Marketing Officer (CMO), working with Michelle Borthwick, Director, Brand Management & Consumer Marketing, and Julia Holliday, Director, Digital Marketing. The Vice President & Chief Marketing Officer is responsible for providing strategic leadership and direction in the planning, delivery and evaluation of tourism marketing and market research strategies; implementing initiatives designed to market Ontario's tourism brand to targeted Ontario, Canadian and international markets; and working with regional and industry partners and other levels of government to achieve marketing objectives. The CMO leads the development and implementation of OTMPC's annual and multi-year marketing strategies, and manages the overall creative interpretation of the "Ontario Yours to Discover" and "Ontario Canada" brands.

Trisha Grant

becomes Vice President, Industry Relations & International Marketing, working with Narvin Singh, Director, Partnerships & Regional Relations, and Raymond Mathias, Director, International Marketing. The Vice President, Industry Relations & International Marketing is responsible for providing strategic

leadership in the development of marketing partnerships and sales opportunities that help fund OTMPC programs and leverage tourism industry investments; ensuring accountable distribution of the Tourism Industry Partners Program; and leading international marketing of Ontario's tourism brand through trade and media relations, working with industry partners and other levels of government. International markets include the United States, United Kingdom, China, Japan, Germany, France, Brazil, Mexico, South Korea and India.

Lorrie Pella

joins OTMPC as Vice President, Visitor Engagement & Northern Marketing, working with Suzanne Rubinstein, Director, Ontario Travel Information Centre Services and Chris Milner, Director, Northern Partnerships. The Vice President, Visitor Engagement & Northern Marketing is responsible for providing strategic leadership in the development of marketing partnerships and sales opportunities aimed at generating revenues to help fund OTMPC northern and avid programs and leverage tourism industry investments; ensuring accountable management of the Ontario Travel Information Centres; and leading marketing Ontario's northern and avid tourism products to Ontario, Canadian and international markets, working with regional industry partners and other levels of government. Avid tourism products include fishing, hunting, powersports and outdoor adventure tourism experiences.

Susan Sue-Chan

continues as Director, Corporate Services. The Director, Corporate Services is responsible for providing strategic leadership and implementation of financial, audit, information technology, procurement, and human resources management priorities at OTMPC.

OTMPC's Social Media Fans, Followers And Viewership Are Growing Everyday!

Facebook Followers	225,442	Instagram Followers	23,210
Twitter Followers	47,772	Pinterest Followers	3,298
YouTube Viewership	4.9 M*	Blog Viewership	74,011*

As of September 10, 2015

*Since January 1

OTMPC Board & Committees

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](#).

Share Your Ontario



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



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