



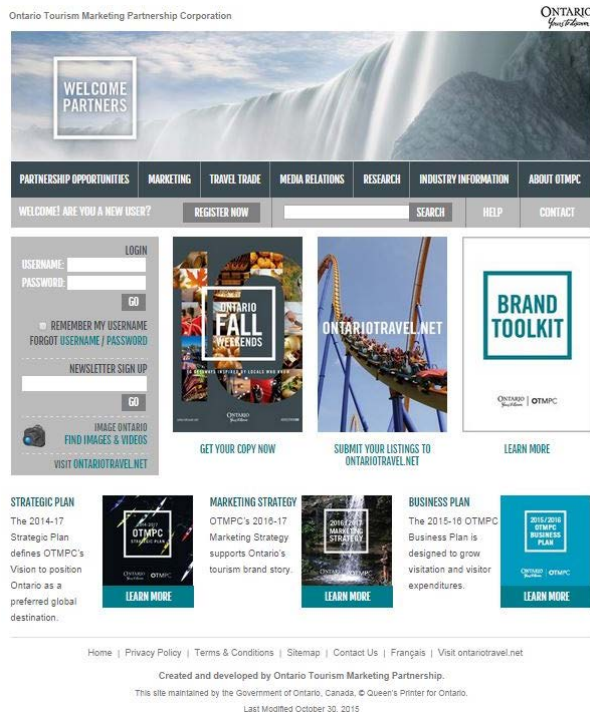
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New Tourismpartners.com Now Live!

OTMPC's newly refreshed partner website, www.tourismpartners.com, was launched on October 30, 2015. The site has a new look and feel that compliments the redesigned consumer site and aligns with our partner's needs. Improvements include newly defined categories, drop down menus for easier navigation, and more.

The website gives industry partners access to current and accessible industry intelligence and serves as a tool to keep individual business information current for the consumer with FREE business, event, and package listings. The registration process has been optimized to encourage partners to take advantage of this remarkable FREE opportunity. The return is significant and can potentially generate hundreds of leads for a business or organization. By registering a



business, event or package listing, partners are included in the Trip Planner tool AND the mobile app, and thereby expose their listing to consumers through Live Chat agents at www.ontariotravel.net as they respond to online inquiries. Currently tourismpartners.com represents a database of 18,700 operators.

Tourismpartners.com provides linkages to advertising opportunities, grant opportunities and travel trade information. This site serves as a catalyst that allows OTMPC to share the latest trends, the brand toolkit, an extensive database of images, and much more.

The partner website update follows the 2014 launch of the enhanced ontariotravel.net consumer site that offers a comprehensive, one-stop digital information hub. The digital hub provides industry operators with valuable consumer insights to help them better manage their relationships with potential customers. Industry partners may customize their information and travel products and packages to the specific interests of their customers. Last year the consumer website generated 450,000 leads to industry!

Click here to visit www.tourismpartners.com

OTMPC's Holiday Campaign

OTMPC's Holiday Campaign is coming soon!

'Give the Gift of Ontario'. The Campaign promotes the many diverse and exciting tourism experiences and attractions available to Ontarians during the upcoming holidays, including the December holiday, Family Day in February, and March Break. This year's campaign puts the focus on digital marketing, with social media and display ads which are projected to deliver an incremental 79,346,700 impressions! The digital campaign will be supported in Ontario by the distribution of over 345,000 copies of 'Give the Gift of Ontario' magazine (24 pages) that features Ontario tourism packages, events, and other partner offerings as gift-giving ideas. The magazine will be distributed via a combination of newspaper distribution and unaddressed mail drop in targeted markets throughout Ontario including 321,000 English and 25,000 French, and 25,000 French copies in Quebec. Fully 875,000 copies of 'Give the Gift of Ontario Canada' magazine (24 pages) will be distributed in our target U.S. markets of New York state including NYC, Detroit, Philadelphia, Buffalo and Pittsburgh via newspapers. The magazine will also be available to consumers in Ontario Travel Information Centres as well as via the ontariotravel.net website and by calling 1-800-ONTARIO.



Tourism Industry Partners Program (TIPP) Accepting Applications

The Tourism Industry Partners Program (TIPP) encourages innovative and results-based initiatives that facilitate increased visitation and expenditures from out-of-province visitors. The 2016-2017 edition commenced on October 16, 2015 with applications now being accepted for spring/summer marketing initiatives.

Deadlines are as follows:

- For spring/summer campaigns starting between the period of April 1, 2016 and August 31, 2016, the deadline to submit applications is January 15, 2016.
- For fall/winter initiatives starting between September 1, 2016 and March 31, 2017, the deadline is June 3, 2016.

If you have any questions regarding the program please contact Nicole Papineau, Partnership Development and Sales Manager, at 416-212-1886 or Nicole.papineau@ontario.ca.

Click here for information regarding how to submit an application through [Grants Ontario](#)



Partnership Opportunities

Leverage OTMPC's marketing initiatives and take advantage of a wide variety of available partnership opportunities to bring the world to Ontario. Take a look at OTMPC's [2016-17 ONTARIO OPPORTUNITIES](#) booklet for a general overview and stay tuned for more details in the new year on specific marketing opportunities.

OTMPC Wins Again!

OTMPC's "Invade" commercial has recently been recognized and honoured with an additional three prestigious awards: New York's CLIO for Film Technique; and two ADCC - The Advertising & Design Club of Canada awards, one for Cinematography - Single, the other for Direction - Single. Since March, this brings the total number of awards won for "Invade" to ELEVEN!



The adrenaline-inducing "Invade" television commercial, directed at visitors to the 2015 Pan Am/Parapan Am Games, and created as part of the 'Epic Is ON' campaign designed to showcase Ontario to the world, premiered in the Fall of 2014. The spot featured 150 athletes of different ethnicities representing different countries and sports, invading Ontario on their way to competing at the Games, and was accompanied by a soundtrack that builds to a climax, adding to the visceral experience. The commercial achieved a total of 3.6 million views on YouTube.

Previous honours include: five top Bessies Awards, a Marketing Magazine Bronze Award, and two Applied Arts Advertising Awards.

Ontario Travel Information Centre Recognized

Tourism Sault Ste. Marie hosted its 13th annual Tourism Awards gala on November 5th to honour the tourism industry's best and brightest. Sault Ste. Marie Ontario Travel Information Centre (OTIC) staff were presented with the Customer Service Award, which recognizes contributions that enhance the tourism experience for visitors. Exemplary customer service, a friendly and courteous manner, and regularly going beyond expected duties and performances of their job responsibilities undoubtedly define the guiding principles of the OTIC's.

Congratulations to the Sault Ste. Marie OTIC staff!



(L-R) Janice Trainor, Melissa Slobodecki, Angela Romano, Rep-Quality Inn & Suites Bay Front, Ian McMillan

The 2015 Ontario Tourism Summit Begins Monday

The 2015 Ontario Tourism Summit takes place November 9th and 10th at the Westin Prince in Toronto. We invite our partners to stop by the Marketplace to check out a live demonstration of the new partner website, chat with an OTMPC representative and pick up our latest publications.

TWO THOUSAND FIFTEEN ONTARIO TOURISM SUMMIT

Growing Tourism in Ontario
Strategies. Partnerships. Successes.

Award winners will be announced at the Ontario Tourism Awards Gala on day two of the Summit.

For more information regarding the Ontario Tourism Summit, visit www.ontariotourismsummit.com.

After the Summit please visit TIAO's website: <http://www.tiaoontario.ca/tiaoawards> for a list of Ontario Tourism Award winners.

Congratulations to all the finalists!



Latest Border Crossings

Q2 2015 Highlights

- Border crossings from the U.S. to Ontario increased 7.6%
- Same-day crossings from the U.S. were up 6.5% and overnight crossings up 8.7%
- Entries from overseas markets to Ontario grew 7.3%

In Q2 2015, there were almost 3.9 million international entries to Ontario, 7.5% more than in 2014.

Q2 2015 Border Crossings at a Glance*		
	Entries	% Change
International	3,858,079	7.50%
US	3,213,029	7.60%
Same-day	1,579,228	6.50%
Overnight	1,633,801	8.70%
Overseas	645,050	7.30%

*Statistics Canada, Quarterly Tourism Performance Newsletter - ONtourism Fall 2015 - Volume 2, Issue 1

More information available at www.mtc.gov.on.ca/en/research/performance/ON%20TOURISM%20V2%20I1%20Final.pdf

International Sources:

Ontario Tourism Outlook to 2018*			
Inbound: Overseas Visits to Ontario	2016 ^F	2017 ^F	2018 ^F
Total Visits ('000)	2,815	3,008	3,231
United Kingdom	369	377	392
France	177	178	180
Germany	161	172	178
Japan	122	119	119
China	281	305	346

South Korea	73	85	97
India	145	146	144
Mexico	62	64	66
Brazil	90	92	95
Other Overseas	1,336	1,470	1,614

F = Forecast

*Source: Ministry of Tourism, Culture & Sport/ Tourism Outlook/Travel Intentions

More information available at: http://www.mtc.gov.on.ca/en/research/business_outlook/outlook.shtml

What Do Arts and Culture Mean to You?

This fall, the Ministry of Tourism, Culture and Sport is holding [Culture Talks](#) - province-wide public consultations to help develop Ontario's first culture strategy.

We encourage you to participate!

- Town halls - October to December 2015
Attend a [town hall](#). Not your average town halls, these events will include engaging activities and inspiring conversations with local arts and culture leaders.
- Online discussion
Join the conversation [online](#), in real time. You can share your thoughts about arts and culture in Ontario, discuss with other participants and vote on their ideas. Submit your ideas by Monday, December 7, 2015.



(L-R): Gabriele Kotz, OTMPC, Lori Reed, Niagara Parks Commission, Anna Pierce, Niagara Helicopters, Kelley Colville, Hornblower Niagara Cruises, Nicole Graves, Ottawa Tourism, Ronald Holgerson, OTMPC

OTMPC Shines at IFTM Top Resa in Paris

International French Travel Market Top Resa (IFTM Top Resa) is the annual travel trade show for the French speaking market. OTMPC was an exhibitor on the Destination Canada Stand at this year's event held in Paris from September 29 to October 2. Other Ontario partners in attendance included Ottawa Tourism, Niagara Parks Commission, Niagara Helicopters, Hornblower Cruises and Jonview Canada.

The Destination Canada Stand also included provincial representatives from across the country, as well as DMO's, tourism businesses, receptive tour operators and media. OTMPC conducted numerous meetings with the key tour operators, media and airline representatives during the four day event. Market Performance Indicators show that among key competitors, French travellers have the greatest interest in visiting Canada in the next two years at 89%*.

*Source: Destination Canada/Consumer Perceptions - August 2015

Northern Ontario Tourism Summit

Tourism Northern Ontario (TNO) and Nature and Outdoors Tourism Ontario (NOTO) are hosting the 2015 Northern Ontario Tourism Summit (NOTS). This year's summit is taking place November 16 to 18 and is being held in Sault Ste. Marie at the Quattro Hotel and Conference Centre.

'There is no other event in Northern Ontario that brings together all tourism sectors to talk

about relevant issues and find solutions and information to help tourism providers. Whether you are a private tourism business, tourism organization, an attraction, an accommodation based business, a municipality, or a supplier there will be something for you at this event.

The purpose of this event is to help the tourism industry in Northern Ontario continue to grow and prosper. There will be sessions and practical workshops geared to the diverse range of tourism businesses and partners. We believe that by bringing all tourism industry stakeholders together for this kind of event we can make great things happen. The collaboration, learning and sharing that can take place at an event such as this can truly be empowering.'

Click here for more information www.northernontariotourismsummit.ca

FEO Awards Program - Get Your Submissions In - Deadline November 20th, 2016

FEO

The dedication it requires to successfully organize and execute some of the best festivals and events in the world, takes more than great ideas and collaboration; it takes rolling up your sleeves, digging deep into the community for support, and rounding up volunteers to make it a success! Each year at the FEO annual conference, we acknowledge our members' hard work through the FEO Awards Program, highlighting the best in industry practices and the hard work and commitment of those who make the festivals and events industry in Ontario such a success.

[Click here for more details](#)



Zac Gribble accepting the North American Award for Innovation in New Orleans

RTO4 Wins North American Innovation Award at SoMeT

Congratulations to Ontario Regional Tourism Organization Four Inc. (RTO4) for winning the prestigious North American Award for Innovation in New Orleans, Louisiana last month at the international symposium on social media in tourism, [SoMeT](#). Director of Media Technology, Zac Gribble received the award for RTO4's work as a tourism development incubator. David Peacock, CEO of RTO4, said "Zac is part of a great team of smart young tourism professionals that are pushing the boundaries of tourism development. RTO4 was built around a framework of Goal - Strategy - Measurement, to incubate tourism economic growth in Waterloo, Wellington, Perth and Huron."

Tourism Outlook and Labour Issues Survey



Do you have concerns about the future of Canada's tourism sector? Are businesses in your region having difficulty recruiting and retaining staff? Is economic uncertainty undermining your business model?

We invite tourism businesses to participate in the Tourism Outlook and Labour Issues Survey. It will only take about 10 minutes. Please click on this [link](#), or cut and paste the following link into your browser to begin the survey.

[http://conferenceboard.checkboxonline.com/Survey.aspx?
s=2c66550fb5d94e189067fe6fd7d4bb2b](http://conferenceboard.checkboxonline.com/Survey.aspx?s=2c66550fb5d94e189067fe6fd7d4bb2b)

This survey is part of a tourism labour study by The Conference Board of Canada and Tourism HR Canada in partnership with the Ontario Tourism Education Corporation (OTEC). The study will examine the impact of the current economic environment on tourism business, identify those tourism occupations businesses find are the most difficult to recruit for and retain, and bring forward recommendations that will help the sector reach its full potential.

For more information, please contact:

Greg Hermus
The Canadian Tourism Research Institute
The Conference Board of Canada
Phone: (613) 526-3090 ext. 244
Email: hermus@conferenceboard.ca



Ontario Ski and Snow Reports

With winter just around the corner you'll want to follow Kevin Forget, Travel Promotions Officer for Ontario, who regularly shares the latest ski and snow reports for the winter season.

Follow Kevin @ontariokevin on Twitter, and subscribe to <http://www.youtube.com/travelontariocanada> to catch his latest videos.

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

Facebook Followers	231,669	Instagram Followers	27,600
Twitter Followers	50,069	Pinterest Followers	3,509
YouTube Viewership	6.0 M*	Blog Viewership	88,689*

As of November 5, 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.



Connect with us on LinkedIn

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