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Explore the Possibilities in Northern Ontario Marketing Campaign

The Ontario Tourism Marketing Partnership Corporation (OTMPC) is encouraging travellers to explore the great cities, great attractions, and great outdoors in Northern Ontario. Working with tourism partners from across the North, *Explore the Possibilities in Northern Ontario* showcases awe-inspiring adventures paired with distinctive experiences that demonstrate Northern Ontario’s diverse offerings and showcase its’ cities as gateways to unique vacation destinations.

Check out the [Northern Ontario eBook](#), an online flipbook that contains enticing video and imagery, fantastic articles with links to partner websites and booking engines, travel itineraries, tour offerings, and much more. Discover the ‘Top 10 Ontario Fly Fishing Hotspots’, explore an urban option with culinary delights and luxurious relaxation, or visit the landscapes that inspired the Group of Seven. The eBook is supported by web, email, digital and social media tactics, and targets Avid consumers/Special Interest Travellers, and Up and Coming Explorers.

The campaign invites visitors from the US, specifically New York, Pennsylvania, Michigan, Wisconsin and Minnesota, as well as at consumers from across Ontario, Quebec and Manitoba. Northern Ontario will also be prominently featured at trade and consumer shows, including the Outdoor Adventure Show in Toronto, and the Great American Outdoor Show in Harrisburg, Pennsylvania, featuring activities such as fresh-water fishing, kayaking adventures and motorcycle touring.

Consumers are directed to www.ontariotravel.net/north to obtain more information on Northern Ontario tourism experiences and packages.

Group of Seven Summit

OTMPC is hosting a Summit focused on the renowned Group of Seven – the association of painters devoted to capturing the Canadian landscape – identified as a cultural tourism opportunity for all of Ontario. The Summit will focus on the Group of Sevens’ role and importance to Ontario culture, and the potential to leverage their profile to enhance Ontario’s brand and create significant cultural tourism opportunities for



Ontario. The Summit will provide an excellent opportunity for a diverse group of stakeholders to collaborate on a shared vision and possible partnership opportunities. Summit participants include a significant number of key tourism and culture partners, galleries, supporters, and representatives from provincial and federal agencies and governments. The first meeting is scheduled for February 10th in Toronto.

For more information regarding the Group of Seven visit [McMichael Canadian Art Collection - Group of Seven](#).

New Canadian Signature Experiences Announced

Two new and exciting Ontario experiences have been added to Destination Canada's (DC) Canadian Signature Experiences (CSE) collection: ***Madawaska Kanu Centre – Barry's Bay (ON): Paddle the Madawaska River – It's a Rapid Education*** and ***OWL Rafting – Foresters Falls (ON): Ottawa River Rafting – Follow the heritage river-route of voyageurs and loggers***.



OWL Rafting-Foresters Falls: Ottawa River Rafting
- Follow the heritage river-route of voyageurs and loggers

DC has just announced they are adding a total of ten 'new awe inspiring, authentic year-round adventures' to their collection, including two in Ontario, and the balance in British Columbia, Alberta, Manitoba, and Newfoundland. This brings the total number of CSE's to 196.

The CSE program represents a collection of once-in-a-lifetime travel experiences found only in Canada, and is linked with OTMPC's Ontario Signature Experiences (OSE) program. Launched in 2014, OSE promotes Ontario's most unique, must-see travel experiences to a global market, experiences that establish Ontario as a global destination that offers diverse, exciting and inspirational travel options. Currently, there are 32 Ontario-based participants in the CSE collection, and 27 Ontario participants in OSE for a total of 59 Ontario based experiences.

For more information about the [Ontario Signature Experiences](#) program contact Nicole Leaper Nicole.leaper@ontario.ca at the OTMPC, or visit Destination Canada's [Canadian Signature Experiences](#) for details on product criteria.



Destination Canada's Connecting America Marketing Initiative

Destination Canada (DC) is seeking creative marketing proposals to co-invest into the US with new initiatives that drive collaboration and innovation from sectors like skiing, angling, culinary, golf and festivals & events.

Connecting America is a cooperative marketing program by DC launching in the US in the spring of 2016. The program is intended to encourage businesses and destinations across Canada to invite American travellers to "Look Up" and see Canada as their next destination. Their research identifies that of the 19 million potential American visitors, the ones most likely to visit in the next 2 years are 'Learners' - Cultural Explorers & Authentic Experiencers, aged 25-44 and 55+, and living in one of the 12 US cities with direct flights to multiple destinations in Canada: New York City, Los Angeles, San Francisco-Oakland, Chicago, Washington, Boston, Philadelphia, Seattle-Tacoma, Houston, Dallas-Fort Worth, Atlanta and Minneapolis-St. Paul.

DC will match up to a maximum of 50 cents for every dollar up to a maximum of \$750,000 for any single proposal. The next deadline for proposals for Fall & Winter initiatives is June 30, 2016.

[Click here for more details.](#)





Pictured (L-R) Lori Williams, Debra Muenz, Art Muenz, Tija Lidums

Ontario Travel Information Centre Reaches a Milestone!

Congratulations to the Ontario Travel Information Centres for assisting over ONE MILLION visitors in 2015. This beats their previous record of 951,288 in 2014. On December 22nd, 2015 Debra Muenz from Wyevalle, Ontario, accompanied by her husband Art Muenz, became the millionth visitor to walk through the doors of the Barrie Ontario Travel Information Centre and was awarded a \$500 gift certificate for Resorts of Ontario. The gift was especially appreciated as coincidentally, Debra and Art were visiting the Barrie Travel Centre to gather information about a "Resorts of Ontario" getaway for Debra and her girlfriends. Congratulations to Debra and Art!

150th Celebrations Coming Soon

In 2017 Canada and Ontario will celebrate their 150th anniversary. As plans are being formulated at local, regional and national levels, Ontario150 is taking shape to explore ways to commemorate this major milestone as a province. Canadians and visitors will have the opportunity to come together as a community and share experiences at events happening throughout the year.

The City of Ottawa is planning a full year of events and experiences for Ottawa 2017, and although the entire program has yet to be announced, an array of events are confirmed including the 2017 Juno Awards, Canadian Videogame Awards, Sound and Light Show, Winterlude, sporting events and more. The City of Ottawa is anticipating that anniversary celebrations will result in an additional 1.75 million visitors and over \$230 million in economic impact. Here is a link to www.ottawa2017.ca for more information.

We will share information about Ontario150 celebrations as it becomes available.

There is a Silver Lining

There is no question that the low Canadian dollar has had a wide-ranging impact across the country, and Ontario is no exception. The immediate reaction is to focus on the economic challenges, however it bears noting that there are silver linings to the low currency situation: Canadian exports gain momentum as the low dollar boosts international demand, lower gas prices encourage more Ontarians to spend their dollars and vacation right here at home, and more American visitors are heading to Ontario as they take notice of the increased value their currency has north of the border.

In planning for 2016/17, OTMPC used Destination Canada investment models (along with other variables) to help determine market investment levels. OTMPC will continue to work with tourism partners and use its three-tier market prioritization strategy which places Ontario, US, (New York City and Detroit), Quebec, U.K., and China in Tier 1. OTMPC, together with tourism partners, will use brand advertising, travel trade, and media relations activities in these key markets to entice visitors and increase spending.

The Ministry of Tourism, Culture and Sport reports that there were 3.2 million US entries to Ontario in the second quarter of 2015, which is 7.6% more than during the same period in 2014. By 2017, American travelers will account for 8% of visitation to Ontario and 17% (\$5 billion) of visitor expenditures in Ontario, significant when one considers that overseas and other Canadian markets combined will account for 27%.

Toronto Makes Top 7

The New York Times recently released its list of '52 Places to Visit in 2016' and Toronto was ranked number 7! To make the 2016 list, destinations were expected to have particularly compelling motivators or innovations to attract travellers, for example, museum openings, new transportation options or a historical anniversary. As such cities like Paris, Rome and Tokyo that are always exciting did not make the cut.

The recognition reinforces the message that Toronto, as Canada's largest city, is truly a global destination. Congratulations Toronto!





Rendez Vous Canada Celebrating 40 Years

This year Rendez Vous Canada (RVC) is turning 40! Canada's premier international tourism marketplace is taking place in Montreal, Quebec from April 24 to 27, 2016. Lead by Destination Canada and managed by the Tourism Industry Association of Canada (TIAC), RVC connects international buyers with Canadian tourism suppliers. Approximately 1600 delegates attend the show. We expect another strong Ontario delegation this year, with delegates from over 130 organizations. To date, confirmed organizations include 1000 Islands Accommodation Partners, Canadian Museum of Nature, Niagara Helicopters, St. Jacobs Country Ontario, Tourism Sault Ste. Marie, Resorts of Ontario, Ritz Carlton Toronto & Montreal, and many more.

In recent years, OTMPC was pleased to co-host RVC in Ottawa in 2013 and in Niagara Falls in 2015, which drew delegates from Australia, Brazil, Canada, China, France, Germany, India, Japan, South Korea, Mexico, United Kingdom and USA.

For more information, contact Sonya Stevenson at sonya.stevenson@ontario.ca

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. Applications are being accepted 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.

For information regarding how to submit an application through Grants Ontario, [click here](#).

Partnership Opportunities

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



Ontario Ski and Snow Reports

Make the most of winter activities! Follow Kevin Forget, Travel Promotions Officer for Ontario, for 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	240,157	Instagram Followers	45,112
Twitter Followers	51,596	Pinterest Followers	3,693
YouTube Viewership	6.4 M*	Blog Viewership	113,760*

As of February 3, 2016
*Since January 1, 2015

Call For Nominations for OTMPC Sector Advisory Committee

The Ontario Tourism Marketing Partnership Corporation (OTMPC) is currently seeking nominations to participate on the Sector Advisory Committee.

On behalf of the OTMPC Board of Directors, we invite you to consider submitting a nomination for one of 10 committee member positions available. Follow this link to the [Terms of Reference and Nomination Form](#) for the Sector Advisory Committee. Successful applicants will be notified following the OTMPC Board of Directors meeting in June.

OTMPC 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.

Upcoming Events for 2016

FEO 2016 Conference

March 2-4, 2016
Toronto

Ontario's Southwest Tourism Conference 2016

March 8-9, 2016
Chatham

Aboriginal Tourism Conference

April 13-15, 2016
Sault Ste. Marie

Rendez Vous Canada (RVC2016)

Montreal, Quebec
April 24-27, 2016

Tourism Week

May 30 – June 3, 2016
Toronto

Tourism Day

June 3rd, 2016

Ontario Tourism Information Centre (OTIC) Conference

Toronto, Ontario
October 18, 2016

Tourism Industry Association of Ontario (TIAO) Conference

The Westin Ottawa
November 21-22, 2016

Northern Summit

Sudbury, Ontario
Dates TBA

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