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Ontario's Best Spring/Summer Campaign

OTMPC's 2016 Spring/Summer Campaign, launching mid-May, centres on a classic family experience - the road trip. The magazine, **ONTARIO'S BEST ROAD TRIPS**, in market May 6th, will feature eight itineraries representing the diversity and scope of experiences Ontario has to offer. From a ride along the Lake Superior coast, R&R in Haliburton and Muskoka, playful stops at soft sandy beaches along Lake Huron, to a grand tour from Toronto to Niagara, Ontario has it all. The eight itineraries featured in the magazine will comprise part of the total 16 Ontario road trip Suggested Itineraries promoted on www.ontariotravel.net.

The campaign is part of OTMPC's comprehensive strategy to promote Spring/Summer experiences in Ontario to prospective travelers at home and abroad. Close to 300 tourism businesses are being profiled in the magazine and online itineraries which represent additional experiences and destinations for the consumer to choose from. The aim is to introduce Ontarians to an Ontario they've never seen before, and to present consumers from targeted US and Quebec markets with a must-visit Ontario in which there's so much to see and do.

In addition to 1.3 million English and French magazines that will be distributed in Ontario, Quebec, New York City and Detroit on May 16th, as well as be available digitally on ontariotravel.net, the road trips theme will be extended through robust social media and media relations support, via email to our full subscriber database, and through our

Travel Promotions Officer Kevin Forget on radio and live television. The paid, owned and earned media approach will allow the campaign to further raise awareness of Ontario as an extended overnight getaway destination, to drive traffic to ontariotravel.net, and ultimately to convert interest into visits to Ontario this summer.

Tourism Week in Ontario - Mark Your Calendars!

With the warm weather fast approaching now is the ideal time to encourage Ontarians to explore their own province as they begin planning for their summer vacation. Join the OTMPC from May 29th to June 4th 2016 as we celebrate Tourism Week in Ontario with the theme of '*Ontario's Best Road Trips*'. As part of the celebration a series of regional launches are planned at various Ontario Travel Information Centres (OTIC's), including Toronto (May 27), St. Catharines (May 31), Windsor (June 1), Barrie (June 2), and Sault Ste. Marie (June 3). Open houses are planned at the remaining OTIC's throughout the week.

Regional launches at local OTICs will feature events with tourism partners that showcase interactive exhibits, local tourism products, attractions and festivals. Ontario Travel Counsellors will be on hand to provide information about Ontario's tourism regions, share adventure ideas and impart helpful travel tips. Counsellors will help consumers plan their own unique summer vacations, from inspiring wilderness adventures to big city, sun, sand, rich heritage and lakeside leisure getaways.

Tourism Week is an annual awareness campaign that plays an integral role in attracting public attention and awareness to Ontario's tourism industry. For OTMPC, Tourism Week provides an ideal forum to launch the summer season by showcasing tourism activities at the regional level to entice and motivate visitors to explore this amazing province's diversity of attractions, adventures and destinations. For tourism partners it's a platform to get everyone in the community excited about the season and to promote their stories and sell their tourism products and experiences.

Tourism partners are strongly encouraged to leverage this opportunity by contacting their nearest [Ontario Travel Information Centre](#) to get involved.

Visit www.tiac.travel/ to find out more about Tourism Week in Canada.

Ontario Signature Experiences Applications Update

The Ontario Signature Experience program will recommence soon, with applications available in Spring 2016. To assist applicants with determining whether their experiences are ready a pre-questionnaire will be available, to be completed prior to submitting a full application. A continuous intake process will allow organizations the flexibility of applying once their experiences are market ready. An Evaluation Committee of industry representatives coordinated by OTMPC will evaluate the applications and OTMPC will recommend appropriate Ontario Signature Experience candidates to Destination Canada for inclusion in the Canadian Signature Experience program.



The Ontario Signature Experience program was launched in November 2013 to promote must-see travel experiences with global market appeal to travel trade representatives and tour operators. The program is designed to showcase to international trade and tour operators the best and most unique tourism experiences in the province that will motivate more people to visit Ontario. There are currently 59 Signature Experiences in Ontario, 32 of which are Canadian Signature Experiences.

A full list of Ontario Signature Experiences as well as more information on the program can be found at [Ontario Signature Experience Information](#).

OTMPC Contragulates TIAC and Destination Canada

"Federal Budget Targets Travel and Tourism For Economic Growth" - TIAC

March 22, 2016 - "Today's Federal Budget demonstrates the government's confidence in the travel and tourism sector's ability to deliver economic benefits to Canada's middle class. These announcements go a long way to improve Canada's competitiveness as a global tourism destination. Investments in marketing, transportation, attractions and infrastructure will help attract international travellers to Canada and improve the visitor experience," stated Charlotte Bell, President and CEO of the Tourism Industry Association of Canada (TIAC).

TIAC welcomes the proposed \$50 million funding increase to Destination Canada's international tourism marketing over the next two years. Unlike many Canadian industries, travel and tourism is experiencing optimal business conditions, particularly from the US market where the combination of economic recovery, increased passport ownership and currency exchange provide an excellent opportunity to generate interest in travel to Canada.

[Click here to read the complete TIAC Release](#)



(L-R) Mr. Jack Lok, CEO, L&L Travel Enterprises Inc, Ronald Holgerson, OTMPC, Harvey Hamazaki, OTMPC, Ms. Sasha Chou, UAP Media, Mr. Rich Sun, COO, L&L Travel Enterprises Inc.

North America Chinese Travel Show 2016

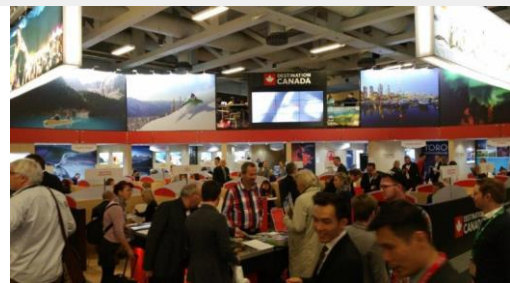
The 3rd annual North America Chinese Travel Show 2016 took place on March 13, 2016 in Flushing, New York. Ontario was well represented by the various Destination Marketing Organizations and tourism businesses in attendance, including 1000 Islands Tourism, Tourism Toronto, Niagara Falls Tourism, Hornblower Niagara Cruises, and Whirlpool Jet Boat Tours. From OTMPC, President and CEO Ronald Holgerson and Marketing and Trade Consultant Harvey Hamazaki attended the show and participated in three media interviews with journalists from New Tang Dynasty Television, World Journal and TVB Holdings Inc., and met with international marketing organizations, including I (Heart) New York's Director of International

Marketing, and L & L Travel Enterprises Inc. CEO Mr. Jack Lok. The meetings were extremely positive, fostering strong connections with tourism representatives who expressed interest in working together with OTMPC in the future.

The North America Chinese Travel Show brings together over 200 travel suppliers, Convention & Visitor Bureau representatives, brand product teams and tour guides, and this year is estimated to have attracted over 5,000 consumers, 90 percent Chinese hailing from New York, as well as other non-Asian cultures from North and South America. This is a niche event where Asian and non-Asian tourism organizations gather in one place to build valuable communication networks.

OTMPC Connects at ITB

The International Travel Trade Show Berlin (ITB) - the world's largest travel trade show - took place from March 9th to 13th, 2016. OTMPC Marketing and Trade Consultant Gabriele Kotz reports this year's show was a success with OTMPC successfully conducting approximately 50 scheduled meetings with stakeholders. An impressive number of partners were in attendance representing Ontario, including Tourism Toronto, Niagara Helicopters, Hornblower Niagara Cruises, Discovery Holidays, Misa Tours, Fairmont Hotels & Resorts, Chelsea



Hotel Toronto and Starwood Hotels. Receptive tour operators in attendance included Jonview Canada and Canadian Tours International.

Each year the ITB welcomes around 10,000 exhibitors from more than 180 countries and regions. As a B2B platform, the show is an ideal opportunity for trade to expand their contacts, do business and inspire wanderlust, and a great way for others attending to discover the world within a few short hours.

Next year's event takes place from March 8th to 12th, 2017. Visit www.itb-berlin.de for more information.

Join OTMPC in International Markets

In the **UK, Germany, France, Japan and China**, OTMPC continues to work with the Destination Canada and local tour operators to inspire consumers to choose Ontario for their travel plans, and works with the travel trade to develop new product and equip travel agents with knowledge they need to help close the sale.

To learn more about joining OTMPC in representing Ontario to the travel trade visit tourismpartners.com/travel-trade.

Ontario is on a mission to sell Ontario! **Sales missions** are being organized to **Boston** (May 16-18), **Upstate New York** (June 13-17) and **New York City** (September 12-16). A one-week Ontario sales mission to the **UK** is also planned for this fall (September 12-16), and one in **Japan & China** is scheduled for October. If you are an Ontario business that offers products or experiences for international markets and works with travel trade sales channels, we invite you to contact an OTMPC Marketing & Trade Consultant to explore the potential.

For more information contact:

US & Canada: [Sandra Rice](#), Europe: [Gabriele Kotz](#), Asia: [Harvey Hamazaki](#), Latin America: [Sonya Stevenson](#)

Strategic Framework for Tourism in Ontario Facilitator Focus Sessions

This spring, Ontario will be holding facilitated focus sessions on tourism in communities across the province to support the development of the Strategic Framework for Tourism in Ontario.

We encourage you to participate! Your advice will be valuable in growing tourism in Ontario and making it one of the world's best places to visit. Learn more about the [sessions](#) happening in your community.

We look forward to hearing from you on ways we can work together to build a strong tourism industry for Ontario.



Latest Border Crossings January 2016 Highlights

- Border crossings from the U.S. to Ontario increased 12.3%
- Same-day crossings from the U.S. were up 14.7% and overnight crossings up 8.6%
- Entries from overseas markets to Ontario grew 5.5%
- Top overseas entries were: South Korea +33%, Hong Kong +19%, and the Netherlands +18%
- There were 750,087 international entries to Ontario, 11.3% more than in January 2015

- For the 2015 calendar year, entries grew from Mexico +25%, the Netherlands +24%, Brazil +21%, South Korea +16% and China +13%.

Total Ontario Inbound Visits	2016 ^F	2017 ^F	2018 ^F	2016 ^F	2017 ^F	2018 ^F
Total Visits ('000)	147,202	150,654	153,872	2.7%	2.3%	2.1%
Ontario Residents	126,333	129,012	131,708	2.6%	2.1%	2.1%
Other Provinces	6,495	6,650	6,777	5.2%	2.4%	1.9%
United States	11,559	11,984	12,156	2.8%	3.7%	1.4%
Overseas	2,815	3,008	3,231	4.2%	6.8%	7.4%
Total Expenditures (\$million)	26,792	28,513	30,455	7.7%	6.4%	6.8%
Ontario Residents	15,211	15,879	16,516	5.0%	4.4%	4.0%
Other Provinces	2,608	2,751	2,933	8.4%	5.5%	6.6%
United States	4,124	4,469	4,783	9.0%	8.4%	7.0%
Overseas	4,849	5,414	6,224	15.4%	11.6%	15.0%

F = Forecast

Note: Total expenditures refer to total trip costs, not expenditures attributed to Ontario

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

Click here for the [Ministry of Tourism, Culture and Sport - Quarterly Tourism Performance Newsletter](#)



Laura Mitchell

Best Online Canada Coverage 2015 - Canada Shared Award

Congratulations to UK reporter Laura Mitchell with the Daily Star (Online) for winning the Destination Canada - Canada Shared Award for Best Online Canada Coverage 2015.

Ms. Mitchell was one of five journalists who participated in the 'Women in the Wilderness' press trip in November 2015, which was organized by OTMPC's Diane Helinski, International Media Relations Coordinator. The trip took place in September 2015 at the Northern Edge Lodge, located next to Algonquin Park. The article,

'Camping in Canada: Bear tracking, canoeing and stargazing in Wild Algonquin Park', garnered 429,336 unique views.

Click [here](#) to read the article.

Tourism Industry Partners Program (TIPP)

If you have an innovative and results-based tourism initiative that has the potential to attract out-of-province visitors and generate significant economic impact, consider applying for marketing assistance through the Tourism Industry Partners Program (TIPP). Consortium partners with fall/winter initiatives that take place between September 1, 2016 and March 31, 2017 are invited to submit an application through Grants Ontario by **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](#).

Ontario's Top Festivals and Events Recognized

Ontario's top festivals and events for 2016 were recently recognized at the Festivals and Events Ontario (FEO) Annual Conference. FEO announced the Top 100 Festivals and Events in Ontario along with the Festivals and Events of Distinction, which represent some of the most well-known and respected celebrations in the province drawing both an international and domestic audience. Congratulations to all.

To include your festival or event on ontariotravel.net and the 'Discover Ontario' mobile app, visit tourismpartners.com.



Ramp Up for Summer

OTMPC invites our partners to take advantage of the offers and exciting partnership opportunities that can help extend their reach. For as little as \$200 per year, leverage OTMPC's marketing initiatives, including those available through the Ontario Travel Information Centres, who attract over 1 million visitors per year, and bring the world to Ontario!

Take a look at OTMPC's [2016-17 ONTARIO OPPORTUNITIES](#) booklet for a general overview and contact otmp.sales@ontario.ca or call 1-888-365-4422 to speak with a Partnership & Sales Coordinator.

Nominations Now Open - 2016 Ontario Tourism Awards of Excellence

'Calling all leaders of the Ontario tourism industry! Do you embody the spirit of tourism in Ontario? Has your organization created a new product, policy or service to enhance and promote tourism? Did your business make a viable and maintainable contribution to the promotion of sustainable tourism? You may be eligible for an award!' TIAO



Nominations are open until **June 30**. Awards will be presented following the **12th Annual Ontario Tourism Summit**, at The Westin Ottawa **November 21-22**. [Learn more.](#)

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

Facebook Followers	242,477	Instagram Followers	53,817
Twitter Followers	52,686	Pinterest Followers	3,761
YouTube Viewership	6.6 M*	Blog Viewership	115,000*

As of March 29, 2016

**Since January 1, 2015*

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.
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our network of followers.



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