



IN THIS EDITION

Tourism Week is Underway

OTMPC Mobile App

***Travelscope*® Garners 2 Emmy Nominations**

National Aboriginal History Month

Official Closing of the 400th Commemoration

Ontario's Best Road Trips

OTMPC International Campaign

IGLTA International Campaign

Rendez-vous Canada

Tourism Consumer Information System

OTMPC Receives Silver Adrian Award

Grey Owl Documentary Premieres

Ontario Showcased in Two Movies

OTMPC Board & Committee Highlights



(L-R) MPP Arthur Potts, Ronald Holgerson, OTMPC President & CEO

Tourism Week is Underway

Tourism Week in Ontario is officially underway with several special launch events at Ontario Travel Information Centres completed. Special events have taken place at OTIC's in Toronto's Union Station, St. Catharines, and Windsor, with the Barrie (June 2) and Sault Ste. Marie (June 3) events still to come. This year's theme of 'Ontario's Best Road Trips' is being celebrated by industry partners on site showcasing activations, engaging visitors by giving them a glimpse of the many experiences and tourism products awaiting them across the province. OTMPC Chair Jim Marchbank, President & CEO Ronald Holgerson and MPP Arthur Potts were on hand at the Toronto Union Station launch to welcome everyone and invite them to visit an OTIC and speak to a Travel Counsellor for expert assistance with planning a memorable Ontario road trip. All OTIC's are celebrating with Open Houses. Additional information is available at www.ontariotravel.net/en/plan/otics

'Ontario's Best Road Trips' Campaign Successfully Launched

OTMPC's spring/summer campaign 'Ontario's Best Road Trips' is fully in market and OTMPC is fully engaged in reaching consumers with over 870,000 copies distributed in the US, 375,000 in Ontario, and 50,000 French in Ontario and Quebec. Media response to the campaign has been extremely positive. Kevin Forget, Travel Promotion Officer, has been busy promoting the campaign on Breakfast Television in Toronto and Hamilton's CHCH Morning Live programs. Jackie Phillip, Regional Manager, Niagara/Southwest Region, Ontario Travel



Information Centres, was interviewed by Ray Spiteri from the Niagara Falls Review and also by COGECO TV. Helen Lovekin with OTMPC's media relations team has been working with journalists, supplying story ideas centered around the amazing destinations and products found within each of the carefully curated road trip itineraries. Jennifer Curtis, Social Media Lead, has been bringing to life select road trips on Instagram, Facebook, YouTube and SnapChat. Jennifer, together with Katrin Duncan, Media Relations Coordinator, and President and CEO Ronald Holgerson, coordinated an extremely successful Travel Massive event in New York City to inspire New Yorkers to share Ontario Road Trip messages on social media during and after the event. The event was attended by influencers like Jacob Santiago, Photo Influencer with over 139K Instagram followers, #DiscoverON trended #2 in New York City during the event, and the event had a potential reach of 2 million impressions!

Tourism Consumer Information System (TCIS) Redevelopment 4.0 Launched

OTMPC is excited to announce that the final phase of the TCIS Redevelopment project is launching the first week of July 2016. Release 4 will include major changes and enhancements such as:

- A redesigned imageontario.com featuring online Video/Multimedia capabilities allowing users to search and access images and video content;
- One registration process which provides our industry partners with access to both the tourismpartners.com website as well as to Image Ontario digital assets.

TCIS is the main information tool used by OTMPC to promote Ontario tourism. The system, launched in 2002, has undergone significant transformation throughout the redevelopment project, which began in 2013. Changes are reflective of OTMPC's commitment to showcase Ontario's brand as a dynamic and exciting destination, recognizing it is vital to stand out in a competitive global tourism/travel marketplace in order to best meet the needs of consumers and our tourism industry partners.



OTMPC Mobile App

The Discover Ontario Mobile App has shattered targets set for 2015-2016 by exceeding the goal for number of downloads by 174%, and exceeding the goal for number of event views by 94%!

How do I become a part of this amazing trend, you ask? It is as simple as registering your listings and packages, for free, at www.tourismpartners.com. This free listing at www.tourismpartners.com **automatically** includes your tourism product or experience on the Discover Ontario Mobile App and has the potential to generate hundreds of leads for your tourism business.

Ontario's tourism websites (including the international sites) receive 4.8 million visits per year, and between April 2015 and March 2016, generated **970,000 leads** to industry partners.

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 International Campaign Generates Positive Results

Paris, France - OTMPC and Ottawa Tourism were in Paris in February to conduct a themed campaign: **6 Days in Ontario**. The campaign, a two week display at the St Lazare station supported by a six week online promotion, highlighted Toronto, Niagara Falls, 1000 Islands, Ottawa and Muskoka, and received rave reviews as demonstrated by the following results:

- 257,794 web visits
- 7220 leads generated



- 200 agents trained during road show
- 130,000 consumers at Salon de Mondial consumer show

[Click here](#) for more information on how to participate in OTMPC's international campaigns.

Ontario PEC *Travel + Leisure* Feature Receives Silver Adrian Award!

OTMPC has been recognized with a Hospitality Sales & Marketing Association (International) (HSMIA) Adrian Award in the "Consumer Feature – Print" Silver category. The Award was presented for a Prince Edward County *Travel + Leisure* Feature written by *Travel + Leisure* associate editor Nikki Ekstein. Ms. Ekstein's article, featured in the magazine's "Beyond: Weekend" section, was facilitated and inspired by the work of OTMPC's Katrin Duncan, together with Lauren Lane of Weber Shandwick in New York City. Winners are selected from a pool of over 1,300 entries by experts in hospitality, travel, tourism and media.

The Hospitality Sales & Marketing Association (International) (HSMIA) Adrian Awards recognize achievements in advertising, digital marketing and public relations in the hospitality, travel and tourism industries. Congratulations to Katrin!



***Travelscope*® Garners 2 Emmy Nominations**

Season 8 of *Joseph Rosendo's Travelscope*®, mainly filmed in Ontario last summer, was nominated for two Emmy Awards at the 2016 Creative Arts Emmy Awards Ceremony in Los Angeles, in the Outstanding Cinematography and Outstanding Sound Editing - Live Action categories.

Season 8 highlighted the following Ontario destinations: Thousand Islands, Toronto, Sault Ste. Marie & Algoma County, Ontario's Central Counties, Northwest Ontario and Northeast Ontario.

With 106 episodes currently airing on Public Television stations throughout the United States and Canada and Season 9 scheduled for release in November 2016, *Joseph Rosendo's Travelscope*® reaches 96% of the US market and more than 286 million viewers.*

* *Travelscope, Inc.*



OTMPC at the IGLTA Annual Global Convention

OTMPC is coordinating the Ontario presence at the IGLTA Annual Global Convention and will be conducting an LGBT media event with key tourism partners: Tourism Toronto, and Pride Toronto.

In order to ensure that Ontario's marketing efforts continue to effectively raise awareness of Ontario as a Pride destination with consumers and travel media, Ontario will be positioned as a must see compelling destination as OTMPC meets with organizers to gather timely market intelligence, source opportunities, learn about trends and the economic outlook.

OTMPC is looking forward to meeting with IGLTA organizers to discuss the upcoming IGLTA conference taking place in Toronto, Ontario in 2018.

The IGLTA (International Gay & Lesbian Travel Association) Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The 33rd edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.



Grey Owl Documentary Premieres at REEL PADDLING FILM FESTIVAL

The Path of Grey Owl is a documentary film produced by OTMPC in partnership with Northeastern Ontario Tourism. This film follows world renowned Woodsman [Ray Mears](#) through the wilderness of Temagami, Canada as he explores the path of acclaimed author and conservationist [Grey Owl](#) (also known as Archibald Belaney).

The Path of Grey Owl is included in this year's short list of films being shown at the REEL PADDLING FILM FESTIVAL World Tour. To date the festival is confirmed in 88 venues, with 32 additional screenings in the process of being confirmed, which brings the total estimated audience to over 36,000, translating into an impressive 6.1 million impressions for the Ontario Tourism brand! *The Path of Grey Owl* has been nominated for a People's Choice Award. Click here to visit the [REEL PADDLING FILM FESTIVAL](#) website.



The documentary has also been selected as part of numerous Film Festivals taking place around the world, including the San Francisco Doc Festival, Milan Film Festival, Krakow Film Festival, and Barcelona Planet Film Festival 2016, to name a few.

June is National Aboriginal History Month

Every June, Canadians are invited to celebrate the contributions of Indigenous people in Canada by taking part in National Aboriginal History Month events and festivities.

Click here for the [Ministry of Aboriginal Affairs News Release](#).

Click here for a [National Aboriginal History Month 2016 Ontario Event Listing](#).



Rendez-vous Canada

OTMPC's International Marketing team delivered yet another successful Rendez-vous Canada Ontario presence at the event in Montreal from April 24-27, 2016, with 56 spectacular booths representing 84 companies/experiences, and over 300 scheduled appointments for OTMPC!

(L-R) OTMPC President & CEO Ronald Holgerson,
The Honourable Bardish Chagger, Minister of Small Business and Tourism,
TIAC President Charlotte Bell

Ontario Showcased in Two Movies

Two films shot in Ontario are now making the rounds. Andrew Cividino's *Sleeping Giant*, shot in Thunder Bay, and Sergio Navarretta's *The Colossal Failure of the Modern Relationship*, shot in the Niagara wine region.

Watch them online or visit the cinema to see them on the big screen.

Click here to see the trailers:

[Sleeping Giant](#)

[The Colossal Failure of the Modern Relationship](#).



Clôture de la commémoration de 400 ans
de présence française en Ontario



Official closing of the commemoration of
400 years of French presence in Ontario

Official Closing of the Commemoration of 400 Years of French Presence in Ontario

The Office of Francophone Affairs, the Ontario Heritage Trust and the Town of Penetanguishene invite you to attend the official closing of the commemoration of 400 years of French presence in Ontario.

Friday, June 10, 2016 at 9:30 a.m. to 2:30 p.m.
Rotary Champlain Wendat Park
Penetanguishene, Ontario

Come to this FREE event for people of all ages, offering a series of fun and educational activities commemorating Champlain's legacy from a variety of perspectives.

- 9:30 a.m. to 2:30 p.m. Youth and family programming, including hands-on activities, Franco-Ontarian and Indigenous demonstrations and musical performances
- 10:30 a.m. Unveiling of provincial plaques to Champlain in Ontario, 1615 and the opening of the Legacy Walkway
- 12:30 p.m. Free lunch!

For more information: www.heritagetrust.on.ca/champlainslegacy

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](#).

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



Ontario Tourism Marketing Partnership Corporation (OTMPC)
10 Dundas Street East, Suite 900, Toronto, Ontario M7A 2A1 Canada