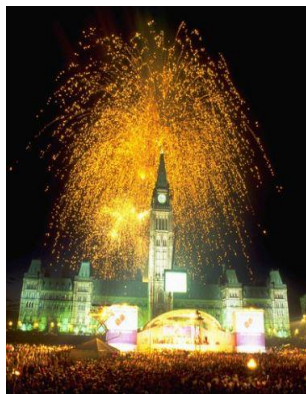




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Celebrate Canada Day in Ontario	Ontario Tourism Awards of Excellence Deadline Extended	Market Export Readiness Webinars	Ontario's Tourism Action Plan
Latest Border Crossings	Save The Date	OTMPC's Social Media	OTMPC Board & Committee Member Highlights



Celebrate Canada Day in Ontario

Summer has finally arrived and what better way to kick start the season than attending one of the hundreds of Canada Day celebrations happening across the province. Join the nation's capital for a giant party on Parliament Hill featuring concerts, fireworks and plenty of red and white, or wish our country a happy 149th birthday in Toronto at Mel Lastman Square. There is always a lot going on for Canada Day in Niagara Falls, or take to the outdoors – the Canada Day weekend is a popular one at [Ontario's Provincial Parks](#). Get your camping spot early and take advantage of the natural beauty and great amenities Ontario's parks have to offer. Other Canada Day fireworks and celebrations include Blue Mountain Village, Canada's Wonderland and North Bay Waterfront.

Get a list of [Canada Day fireworks, celebrations and events](#) throughout the province.

Ontario Tourism Awards of Excellence Submission Deadline Extended to July 15th!

The Ontario Tourism Awards of Excellence are a celebration of success and an opportunity to recognize those who have made significant contributions to Ontario's tourism industry.

Jointly presented by the Tourism Industry Association of Ontario, the Ontario Tourism Marketing Partnership Corporation, and the Ontario Culinary Tourism Alliance, these awards are divided into three respective categories:

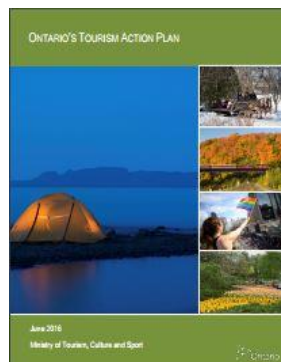
- Tourism Industry Awards of Excellence
 - Tourism Marketing and Travel Media Awards of Excellence
 - Ontario Culinary Tourism Awards of Excellence
- Don't miss this chance to showcase your amazing work!
[Click Here to Apply for an Ontario Tourism Award](#)



Market Export Readiness Webinars

This coming Fall OTMPC is hosting an informative series of one hour, web-based Market Export Readiness (WebEx) sessions. Tourism stakeholders will learn how to effectively work with tour operators and receptive tour operators, and about priority international tourism markets and activities. The sessions will provide insight into key international visitation and expenditure trends, and reveal what Ontario tourism businesses must consider if they wish to successfully attract and receive international consumers.

Dates for the WebEx sessions will be communicated shortly.



Ontario's Tourism Action Plan

In 2015, the province began a sector-wide engagement process seeking input on a Strategic Framework for Tourism in Ontario. That process has resulted in Ontario's Tourism Action Plan, released in June, which incorporates feedback from industry associations, RTO's, and industry leaders and representatives. Follow this link to read the plan: [Ontario's Tourism Action Plan](#).

OTMPC looks forward to working with the Ministry of Tourism, Culture and Sport and industry colleagues to implement the Action Plan!

Latest Border Crossings

April 2016 Highlights

- Border crossings from the U.S. to Ontario increased 6.9%
- Same-day crossings from the U.S. were up 7.1% and overnight crossings up 6.5%
- Entries from overseas markets to Ontario grew 2.5%
- Top overseas entries were: The Netherlands +42%, Brazil +20%, and South Korea +17%
- There were 991,691 international entries to Ontario, 6.1% more than in April 2015

Future Forecast

The US and UK markets remain Ontario's primary source countries for international tourists.

OTMPC has worked with the Ministry of Tourism, Culture and Sport to project and forecast future visitation:

Total Ontario Inbound Visits	2016 ^F	2017 ^F	2018 ^F	2019 ^F		2016 ^F	2017 ^F	2018 ^F	2019 ^F
Total Visits ('000)	149,377	152,482	154,666	157,290		1.5%	2.1%	1.4%	1.7%
Ontario Residents	126,969	128,790	130,840	132,840		0.4%	1.4%	1.6%	1.5%
Other Provinces	7,064	7,228	7,318	7,403		3.0%	2.3%	1.2%	1.2%
United States	12,835	13,812	13,774	14,235		12.5%	7.6%	-0.3%	3.3%
Overseas	2,509	2,651	2,733	2,813		2.8%	5.7%	3.1%	2.9%
Total Expenditures (\$million)	26,651	29,295	30,678	31,798		1.9%	9.9%	4.7%	3.7%
Ontario Residents	14,225	15,743	16,108	16,267		-2.6%	10.7%	2.3%	1.0%
Other Provinces	2,384	2,518	2,705	2,851		1.0%	5.7%	7.4%	5.4%
United States	4,246	4,670	4,982	5,219		11.8%	10.0%	6.7%	4.8%
Overseas	5,796	6,364	6,883	7,460		7.3%	9.8%	8.2%	8.4%

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](#)

Save the Date!

Mark your calendars for the following upcoming conferences:



Ontario Travel Information Services Conference October 17 to 19, Toronto Congress Centre, Toronto

Join your travel information services colleagues from across Ontario and Canada for a two day conference designed for you to learn the latest welcome and information centre trends and innovation and share best practices on visitor information services. The National meeting will take place on October 17 (for delegates from across Canada - by invitation only). More details to follow shortly.

Ontario Tourism Summit November 21 and 22, The Westin Ottawa, Ottawa

The Summit is an annual forum for the tourism industry to learn the latest trends, share new ideas and best practices, and network with colleagues. Together, attendees will look at ways to develop Ontario as a destination of choice—driving investment, growing visitor spending and creating more jobs for Ontarians. For more information visit: [Ontario Tourism Summit](#).



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

Facebook Followers	252,847	Instagram Followers	71,487
Twitter Followers	54,795	Pinterest Followers	3,901
YouTube Viewership	1.46M*	Blog Viewership	37,261*
As of June 24, 2016			
*Since January 1, 2016			

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.



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