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New Brand Approach Captures Peoples' Attention

The goal is to introduce consumers to an unfamiliar Ontario, to trigger curiosity and surprise, to inspire and motivate them want to explore more. Enter *Where Am I?* OTMPC's three-phased campaign launched across Ontario and Quebec (French Montréal) on June 22nd, featuring an emotive and *unbranded* television and online teaser. The

commercial spots were directed by Canadian film director and screenwriter Andrew Cividino, narrated by Rossif Sutherland, son of Canadian actor Donald Sutherland, and featured the music of Canadian indie rock band Bruce Peninsula. The compelling narrative for each commercial posed a riddle ending with the question "Where Am I?" and a call to action directing viewers to www.whereami.com to guess the answer. Visitors to www.whereami.com were enticed with daily clues to solve the riddle and with a forum to guess the destination depicted in the advertising. The teaser phase of the campaign was supported with Instagram, @whereamiclues that featured more captivating photos and clues to the riddle.

The reveal phase of the campaign was executed with a Cineplex cinema take-over across Ontario on the Canada Day long-weekend. The revised ads now answered the

riddle, revealing Ontario as the location while driving viewers to ontariotravel.net or ontariotravel.net/decouvrir to discover the details of the many locations depicted in the spots. To maximize mobile consumption OTMPC, with Juice Mobile, utilized vertical video – the first brand in Canada to do so - which allows viewers to see the full beauty of the province in the palm of their hands.

Initial results are very positive, with a total **of approximately 4.9 million video views in 29 days** across multiple digital and social channels! The following additional results are tabulated by phase*:

- 10-day Intrigue phase:
 - 105% achievement rate, with 749K YouTube video views
 - A total of 7.1 million impressions generated
 - 63K total traffic to WhereAmI.com
 - 28K guesses of Where Am I? riddles entered
- 2-day Reveal phase:
 - 146% achievement rate, with 1.9 million video views
 - A total of 21.7 million impressions generated
 - Twitter – social media driving 41.7% of VTR
- 17-day Sustain phase:
 - 106% achievement rate, with 2.1 million video views
 - A total of 9.7 million impressions
 - The YouTube (English) :15 second spot has driven 21% VTR
- Web visits throughout all phases to OntarioTravel.net totalled 353K, which reflects an over 6% increase over the same period last year.

**Source: Data represented is PHD internal; vendors to confirm data.*

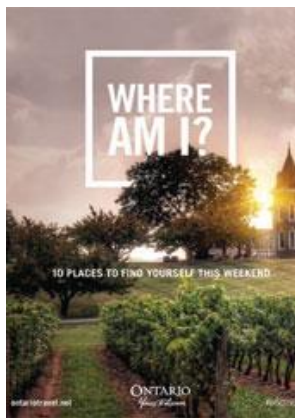
Examples of positive consumer feedback:

"I am a very proud Ontarian, Canadian. If u don't get feedback from the public u don't know if what impact the advertising has on others outside of Ontario. These are some of the best I have seen." Where am I" trailers were excellent. Really made us think. As they were on all mediums."

"The marketing video" Where am I?" impressive and intriguing. I am a Torontonian and an avid world traveler, drawn to exotic cultures, architecture, and natural wonders. For a while now I've felt that I've seen it all in Ontario... until your new video, which made me wonder - is there more to discover in our backyard? Please create more similar videos. And, please disclose somewhere where these videos were shot. I want to climb that rock!"

The campaign strategy was derived from research results, procured by OTMPC and conducted by market research company TNS Global, which reveals that when it comes to travel, people want the unfamiliar. Consumer focus groups conducted by OTMPC in Ottawa, Sudbury, London and Toronto further supported the strategy with resoundingly

positive feedback that showed overall appreciation of the ad, a desire to engage on WhereAmI.com, a strong motivation to travel, and a peaked interest to further explore Ontario.



Fall Activities

The commercial spot, airing through multiple channels in Ontario and Montréal, will continue to run until mid-September. Consumers visiting www.ontariotravel.net may link to one of the 40 of the featured experiences and destinations. OTMPC is leveraging the momentum the Where Am I? campaign has generated to promote Fall experiences and attractions in the 2016 Fall magazine. The Where Am I? '10



Places To Find Yourself This Weekend'-themed Ontario publication continues the Fall Weekends itinerary concept by offering 2-4 day itineraries, driving consumers to both ontariotravel.net and tourism partner websites. 350,000 copies are being distributed across Ontario, which includes 25,000 in French newspapers. A total of 875,000 copies of the US version of the magazine will be distributed in New York and Detroit, encouraging readers to explore the featured '10 Weekend Getaways Just Across the Border'. The magazine was distributed the first week of September and will be in market until mid-November.

Ontario Signature Experiences Program Now Open for Applications

The Ontario Signature Experiences program is designed to showcase the best and most unique tourism experiences in the province that will motivate more people to visit Ontario. Go to www.tourismpartners.com for more information about the program and to take the Self-Assessment to find out if your company is ready to apply.



Contact: Nicole Leaper, Program Manager, OTMPC at nicole.leaper@ontario.ca or at 416-314-7378.

Export Readiness Webinars

On September 27 and October 12th, from 10:30 am to 12:00 pm, OTMPC will host an informative 90 minute, **FREE** web-based Export Readiness Webinar (WebEx) session. Tourism stakeholders will gain introductory knowledge on why they should consider international markets, which international markets OTMPC pursues (and how), and the experiences that international travelers are seeking. We will also discuss export readiness criteria and how to work with the travel trade.

To register for the September 27th session click: [Market Readiness Webinar - September 27.](#)

To register for the October 12th session click: [Market Readiness Webinar - October 12.](#)

Please note there is a limit of 100 participants per web session.

In November OTMPC will host two additional Webinars to provide tourism stakeholders with more in-depth knowledge of how to become 'export ready' and how to effectively work with international travel trade and Canadian-based receptive tour operators. We will share best practices and introduce stakeholders to next steps once they are ready to begin effectively pursuing those markets. It is mandatory to attend one of the two introductory sessions prior to participating in the more detailed webinars in November.

Ontario150 Project

Eleanor McMahon, Minister of Tourism, Culture and Sport recently announced she would be taking on the role of Minister responsible for the Ontario150 program. The Ontario150 program is a series of events and initiatives that will stretch to every corner of the province, showcasing Ontario's innovative spirit, culture and community diversity.

There are three application-based Ontario150 grant programs. They include:

- The **Community Capital Program** — a \$25 million fund to renovate, repair and retrofit existing community and cultural infrastructure to increase access, improve safety and maximize community use (application period opened July 18 and **closes September 14, 2016**);
- The **Partnership Program** — a \$5 million program to support new partnerships and collaborations that engage, enable and empower youth as the next generation of Ontario leaders (application period opened July 6 and **closes September 30, 2016**);
- And the **Community Celebration Program** — a \$7 million fund to help communities celebrate this historic year (application period now closed).

To learn more about the programs and how to apply, visit ontario.ca/150.



Destination Canada 2017-2020 Corporate Plan – Seizing the Winning Conditions for Canada

Canada has great capacity and potential to attract 20 million international visitors, spending \$20 billion in Canada by the year 2020.

Destination Canada has a plan to innovate, collaborate and deliver strong results for Canada's tourism industry during the coming years to strengthen Canada's place as a destination of choice for the world to explore.

[Click here for more details.](#)

Indigenous Campaign

Driven by consumer research that identifies Knowledge Seekers and Connected Explorers as key segments interested in experiencing Indigenous Culture, OTMPC developed an indigenous tourism experiences campaign that ran from June 13th to August 31st. Together with input from Regional Tourism Organizations across the province, the Ministry of Tourism, Culture and Sport, and Aboriginal Tourism Ontario, OTMPC reached out to 150 tourism partners that offer such experiences and encouraged them to become a part of www.ontariotravel.net by creating online listings and travel packages. The aims of the program were to increase the number of indigenous experiences listings on ontariotravel.net and to promote these experiences to Ontario consumers through a digital campaign that drove website traffic to those listings.



Results as of August 28th include:

- 85 listings and 15 packages posted on ontariotravel.net;
- 47,817 page views to the Indigenous culture page of ontariotravel.net
- 4,152 leads generated to tourism partners from the Indigenous culture pages on ontariotravel.net.

The campaign is one of a number of ongoing activities OTMPC engages in to promote indigenous tourism experiences, including:

- Five indigenous tourism experiences promoted through the Ontario Signature Experiences program: Fort William Historical Park, Great Spirit Circle Trail, Huronia Historical Parks, Turtle Island Tourism, Voyageur Quest;
 - targeted outreach to increase free listings of indigenous experiences and events on ontariotravel.net;
 - inclusion of indigenous experiences in OTMPC travel trade and media familiarization tours;
 - integration indigenous experiences, where appropriate, into OTMPC's themed and brand campaigns; and,
 - the participation of OTMPC senior representatives at National and Provincial indigenous tourism events.
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OTMPC Advisory Committee Updates

OTMPC recently held two Committee meetings: the Northern Tourism Marketing Committee meeting held in Sioux Narrows at the Totem Lodge, and the Sector Committee meeting in Toronto in the OTMPC Boardroom. The balance of committee meetings will be held in Toronto on the following dates:

Marketing Metrics Committee - September 20, 2016

RTO Advisory Committee - September 22, 2016

OTMPC Board Meeting – September 28, 2016

OTMPC would like to extend a warm welcome to our two new Chairs, Lisa Tompkins, Sector Advisory Committee, and Nicole Whiting, Regional Tourism Organization Advisory Committee, and to thank Carol Caputo, Chair, Northern Tourism Marketing Committee and Dr. Marion Joppe, Chair, Marketing Metrics Committee, for their continued service.

OTMPC benefits from the wisdom, insight and advice of Committees that include representation by stakeholders from the industry. Representatives contribute positively to the planning and programming of OTMPC activities.

[Click here to learn more about OTMPC's Board of Directors and Committees.](#)

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

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Facebook Fans	262,456	Instagram Followers	87,495
Twitter Followers	59,289	Pinterest Followers	3,990
YouTube Viewership	2.9M*	Blog Viewership	45,362*
<i>As of September 6, 2016</i>			
<i>*Since January 1, 2016</i>			

Upcoming Events:

[2016 Travel Information Services Conference](#)

Toronto, Ontario – Toronto Congress Centre

October 17 - 19, 2016

Don't miss this year's Keynote Speakers Tony Chapman and Kim Rellinger and the opportunity to learn the latest trends and innovation, share best practices, and engage with tourism industry partners.

Ontario Tourism Summit 2016

Ottawa, Ontario – The Westin Ottawa

November 21-22, 2016

Join Lisa LaVecchia, Vice President and Chief Marketing Officer, at this year's [Ontario Tourism Summit](#) in November to gain valuable insight into the Where Am I? brand essence campaign and how OTMPC plans to incorporate the unconventional approach into future marketing strategies.

2016 Ontario Tourism Awards of Excellence

Ottawa, Ontario – The Westin Ottawa

November 22, 2016

A celebration of the excellence and innovation of those who contribute to Ontario's tourism industry through impactful tourism partnerships, marketing activities and media relations provincially, nationally and internationally.

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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