



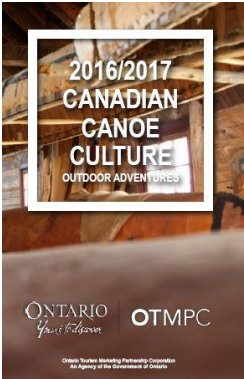
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Holiday Campaign
Inspiring Ontarian's to Give the Gift of Ontario
OTMPC kicked off its winter holiday campaign in early November to inspire consumers to give the gift of an Ontario getaway. The campaign aligns and supports the 'Where Am I?' brand platform and includes curated itineraries with new and notable indoor or outdoor winter getaways, seasonal festivals, live theatre, spa retreats and more. The campaign features a two-week 'daily getaway idea' in December, and gives consumers the option of choosing a winter 3- to 4-day itinerary at www.ontariotravel.net, or customizing selections to create their own vacation using the [Trip Planner tool](#).

OTMPC Launching 'The Canadian Canoe Culture' Campaign
An Opportunity to Promote the Quintessential Canadian Experience
In January 2017, as part of the Outdoor Adventures Program, OTMPC will be launching the Canadian Canoe Culture campaign, an innovative multi-year, multi-platform promotion to inspire new, existing and future adventurers to get out and discover paddling. The campaign, based on a cascade marketing approach which leverages #PaddleON, aims to attract new consumers from Ontario, US, UK and German markets. The promotion will be based on five themes which focus on paddling and its connection to iconic Ontario offerings: Proud to be a Canadian Paddler, Shared Knowledge, Make a Real Connection, Paddle the Painted Landscapes, and Challenge Yourself.



Partners are encouraged to check out the [2016/2017 Canadian Canoe Culture Campaign Overview](#) and the [Canadian Canoe Culture Partner Guide](#). For more information on how to participate contact Steve Bruno at Steve.Bruno@ontario.ca



The NEW Image Ontario.com
Redesigned, Refreshed for Greater Efficiency
OTMPC recently unveiled a redesigned and refreshed imageontario.com. Enhancements improve behind-the-scenes functionality resulting in a more streamlined and efficient experience for users accessing Image Ontario digital assets. Imageontario.com now features, in addition to thousands of appealing visuals, access to online video and multimedia, an enhanced search function to access information in both English and French, and a streamlined, single registration process to access both tourismpartners.com and imageontario.com.

The imageontario.com redesign was part of the final phase of OTMPC's seven year transformation of its Tourism Consumer Information System (TCIS). The transformed TCIS adds further functionality to modernize the system in order to remain competitive in today's global tourism arena and maintain the position of Ontario's \$28 billion tourism industry.

Please [click here](#) to visit the redesigned Image Ontario database.

OTMPC Now Accepting TIPP Applications

Partner with OTMPC to Target Priority Out-of-Province Markets

The [Tourism Industry Partners Program \(TIPP\)](#) encourages innovative and results-based initiatives that facilitate increased visitation and expenditures from out-of-province visitors. The 2017-2018 edition commenced on October 14th, 2016, accepting applications for spring/summer marketing initiatives.

Deadlines are as follows:

- For campaigns starting after April 1, 2017 the deadline to submit applications is **January 13, 2017**.
- For initiatives starting September 1, 2017 and ending March 31, 2018, the deadline is **June 2, 2017**.

If you have any questions regarding the program please contact Narvin Singh, Director, Partnerships & Regional Relations at 416-325-2761 or Narvin.Singh@ontario.ca. For information regarding how to submit an application through Grants Ontario, [click here](#).

Latest Border Crossings - September 2016

Into Ontario	September 2016 vs September 2015		January- September 2016 vs January-September 2015	
	Entries	% chg	Entries	% chg
International	1,536,401	8.80%	12,478,113	9.80%
US	1,236,333	9.50%	10,340,627	9.50%
Same-day	562,705	5.50%	4,860,475	8.40%
Overnight	673,628	13.00%	5,480,152	10.50%
Overseas	300,068	6.10%	2,137,486	11.20%

Overseas Countries to Ontario	September 2016 vs September 2015		January-September 2016 vs January-September 2015	
	Entries	% chg	Entries	% chg
U.K	46,449	14.80%	316,238	16.60%
China	30,047	-0.70%	207,301	16.50%
Germany	19,322	5.00%	122,582	9.80%
South Korea	17,568	71.20%	103,849	38.20%
Japan	19,490	-2.50%	99,776	4.60%
India	12,563	20.20%	98,275	13.40%
France	11,170	-32.40%	77,774	-5.60%
Italy	9,577	9.10%	74,405	7.50%
Brazil	8,682	-0.20%	63,456	-5.10%
Mexico	7,188	25.60%	63,356	13.10%
Australia	9,822	-3.00%	60,295	4.90%
Netherlands	6,830	10.20%	52,481	20.60%
Hong Kong	5,032	-0.50%	44,270	4.00%

Source: Statistics Canada

OTMPC News:



Brand Campaign Wins TIAC Award

Ontario’s innovative brand campaign was honoured on November 30, 2016 at the Canadian Tourism Awards hosted by the Tourism Industry Association of Canada (TIAC). OTMPC’s ‘Where Am I?’ campaign received the 2016 Fairmont Hotels and Resorts Marketing Campaign of the Year Award at Canada’s most prestigious tourism awards gala.

(L-R) Lisa LaVecchia, OTMPC, Deneen Perrin, Fairmont Chateau Laurier, Ronald Holgerson, OTMPC)

Follow these links for more information: [News Release](#) and [List of Finalists and Winners](#).



Ontario Tourism Summit

Congratulations to the Tourism Industry Association of Ontario (TIAO) for a successful 2016 Ontario Tourism Summit. Over 400 delegates gathered in Ottawa for the 12th annual Ontario Tourism Summit to learn strategies for new growth. The Ontario Tourism Awards Gala, recognizing innovation and excellence in Ontario’s tourism industry, was held the evening of November 22nd. To read more about this year’s Ontario Tourism Awards of Excellence winners, [click here](#).

Next year’s Summit is scheduled to take place in Niagara Falls. Mark your calendars for 2017 and stay tuned.



‘The Path of Grey Owl’ Wins Award

The Path of Grey Owl’ has been recognized by the Canada Short Film Festival in three categories: Best Canadian Short, Best Documentary, and Best Cinematography. The film was created in partnership with Tourism Northern Ontario, Bear Island First Nation, Temagami Canoe Festival,

Smoothwater Outfitters & Ecolodge, Lakeland Airways and the Municipality of Temagami, and was shot on location in Ontario. The film follows Ray Mears, renowned bushcraft expert and popular British TV personality, as he explores the path of acclaimed author and conservationist Grey Owl through the Temagami region.

[Click here](#) to view ‘The Path of Grey Owl’ trailer.

OTMPC Welcomes Two New Directors

OTMPC is pleased to welcome:



Elizabeth Knox, Director of International Marketing

Elizabeth comes to OTMPC from Porsche of Canada where, as Marketing and Communications Manager, she was responsible for developing integrated consumer marketing campaigns aimed increasing sales and enhancing brand image.

Previously, as a Manager within Ontario’s Ministry of Economic Development and Trade she led an international team with representatives in the US, UK, Germany, France, China, Japan, South Korea and India in addition to a home team of 10 staff,

to advance the province’s “Invest in Ontario” initiative, targeting and attracting global multinationals to Ontario.



Sue Harrison, Director, Ontario Travel Information Centre Services

Sue joins us from the Ministry of Children and Youth Services where she was the Manager of Marketing and Digital Media responsible for public awareness campaigns and the ministry’s digital assets. Previously, Sue was on assignment with 2015 Pan and Parapan American Games Secretariat, playing a key role in the design, development, and operation of Ontario’s Celebration Zone. Stationed at OTMPC, Sue managed the multi-million dollar procurement and contract, including oversight and operational management of staff, security, infrastructure and events.

If you would like to introduce yourself or your organization, Elizabeth can be reached at 416-212-5710 or by e-mail at Elizabeth.Knox@ontario.ca, and Sue is available at 416-325-9823 or by email at Sue.Harrison@ontario.ca.

OTMPC’s Latest Retirees

Suzanne Rubinstein

Suzanne’s career in the OPS has spanned 27 years, 11 within the OTMPC. She leaves behind a legacy of successes and innovations created and implemented during her role as Director of the Ontario Travel Information Services that are sure to benefit the tourism industry for years to come.

Ruth Parkes

Ruth’s OPS career spans 49 years, 42 of which have been with the Ontario Travel Information Centre program. Ruth has been an advocate, an innovative leader, and a dedicated and industrious spokesperson for the province. Ruth’s passion for the program and industry has been instrumental in effecting change and evolving OTIC’s services.

Linda Renaud

Linda’s stellar 35 year career began as a summer student at the Ontario Travel Centre in Windsor and quickly advanced to Regional Team Leader. A true Tourism Ambassador and leader in Customer Service Excellence, Linda has represented OTMPC and the Travel Centres at many events and shows over the years.

OTMPC congratulates Suzanne, Ruth and Linda on their retirement from the OPS and extend our warmest wishes as they transition to this next chapter in their lives.

Ontariotravel.net – FREE Listings
An Opportunity to Generate More Leads for your Business

Don't miss out on this opportunity to have your listings and packages included absolutely FREE on the consumer website www.ontariotravel.net. New listings or packages can be submitted *anytime* by registering on www.tourismpartners.com. It is a simple process and can potentially generate hundreds of leads for your business or organization.

If you have any questions about adding a listing please do not hesitate to contact Nadia Sacco, who will be more than happy to assist you. Nadia can be reached at 416-325-6846 or nadia.sacco@ontario.ca

Ontario Ski and Snow Reports

To keep abreast of the abundance of winter activities and events going on, follow Kevin Forget, Travel Promotions Officer for Ontario, who regularly shares 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	265,732	Instagram Followers	109,372
Twitter Followers	63,414	Pinterest Followers	4,111
YouTube Viewership	3.43M*		
<i>As of November 30, 2016</i> <i>*Since January 1, 2016</i>			

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. Share your Ontario story, photo or video with our network of followers.



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