



2016 / 2017 MARKETING STRATEGY

ONTARIO
Yours to discover

OTMPC

Hilton Falls Conservation Area
@kaitcraw

**KEY
ACCOMPLISHMENTS**

VOLUME ONE • ISSUE TWO

ONTARIO

#DISCOVERON

THE LOCAL INSIDER

ONTARIO
Yours to discover

ontariotravel.net

2014/2015 THEMED CAMPAIGN RESULTS



THEMED MAGAZINES

- **4 issues** revitalizing the brand by redefining seasonal campaigns
- **4.4 million copies** distributed in key Canadian and USA markets
- **80-90% engagement*** per issue
- **793** Ontario tourism businesses mentioned



THEMED DIGITAL

- **186 million** digital ad impressions
- **325K clicks** to web



SOCIAL MEDIA

- **1.2 million** community engagements, **up 28%** in 2014
- **290K followers** and growing, **up 47%** in 2014
- Instagram biggest growth channel, **up 930%** since Jan 2014. Ideal channel to tap into explosion of Influencer marketing

*IPSOS Quantitative Study (Fall 2014)

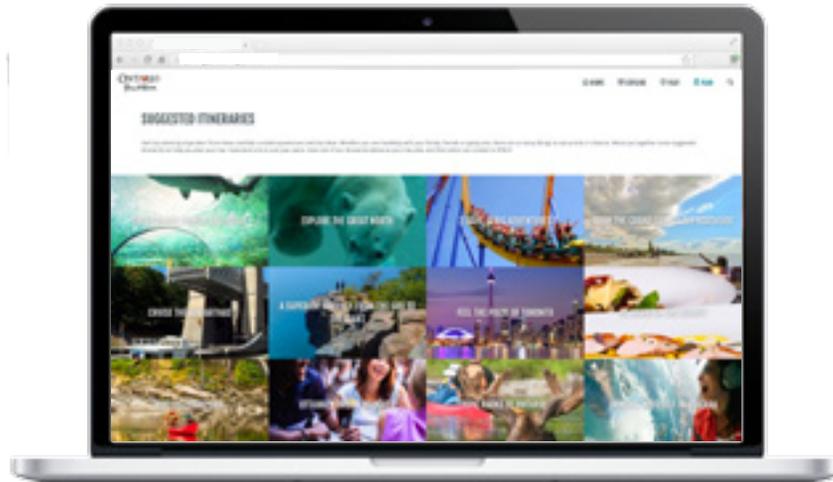


320,833 LEADS
TO PARTNERS FROM
APRIL 1ST, 2015 TO
JULY 30TH, 2015

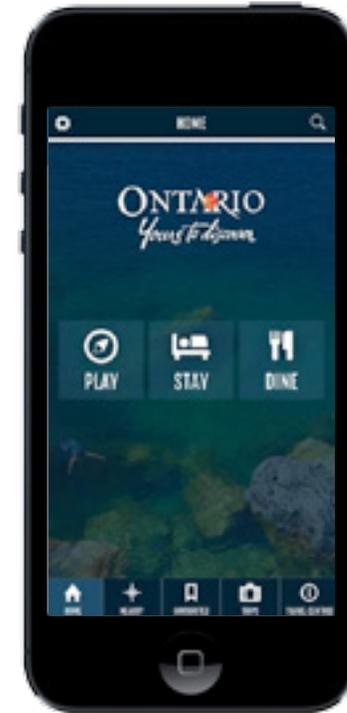
TCIS RESULTS 2014/2015



Launched Trip Planner Tool to help consumers plan, book and go for an Ontario trip



Suggested Itineraries integrated focus for Best of Ontario and Local Insider campaigns



Refreshed look, feel and functionality with expanded focus beyond events to product and package offerings

ONTARIO

#DISCOVERON

EXPLORE
THE POSSIBILITIES
IN NORTHERN ONTARIO

ONTARIO
CANADA

ontariotravel.net/north

NORTHERN THEMED CAMPAIGN



810,000 magazines – targeted distribution in Ontario, Near Border USA and Manitoba



2 emails generated **25,000 CTR**



Visits to ontariotravel.net **up 45%** during campaign period with **44K visits** to theme page



Social tactics delivered significant consumer engagement with a reach of **3.3 million consumers**, **124,000 likes**, **14,000 shares** and **12,000 clicks**

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NORTHERN RESULTS 2014/2015

AVID OUTDOOR PROGRAMS

(FISHING, HUNTING, NATURE AND ADVENTURE AND POWERSPORTS)



1.1 MILLION

Consumer page view of outdoor pages on OT.net



138,136

Outbound clicks to partners



84

TV shows featuring Ontario operators



52

Angling Radio interviews



15

Consumer Shows



42

Media FAMS supported

GREAT CANADIAN BOREAL FOREST ADVENTURE CONTEST

Featuring Ray Mears generated 24,136 entries in the UK and 11,183 from North America

ONTARIO

#DISCOVERON

THE ANNUAL BEST OF ONTARIO

BEST OF ONTARIO 2015 – RESULTS TO DATE



MAGAZINE

- **1.225 million** copies distributed in key domestic & USA markets
- **97%** of recallers flipped through it, read some of it, or read all of it
- The magazine was perceived as more informative and interesting among NYC recallers compared to the other regions
- **175** Ontario tourism businesses mentioned



DIGITAL

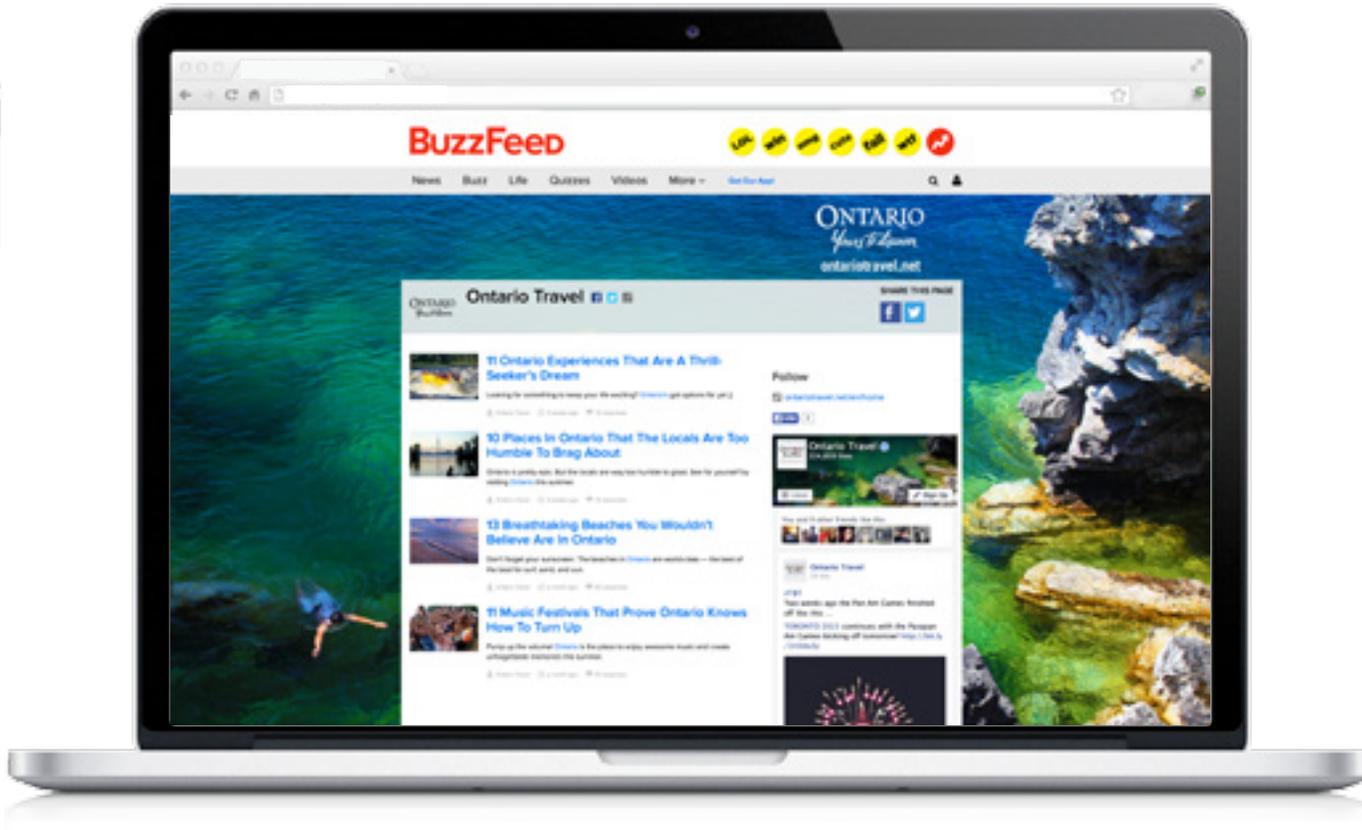
- **180,000 views** of Best of Ontario on ontariotravel.net
- **32,900 leads** to industry



SOCIAL MEDIA

- **512,000** community engagements
- **308** followers

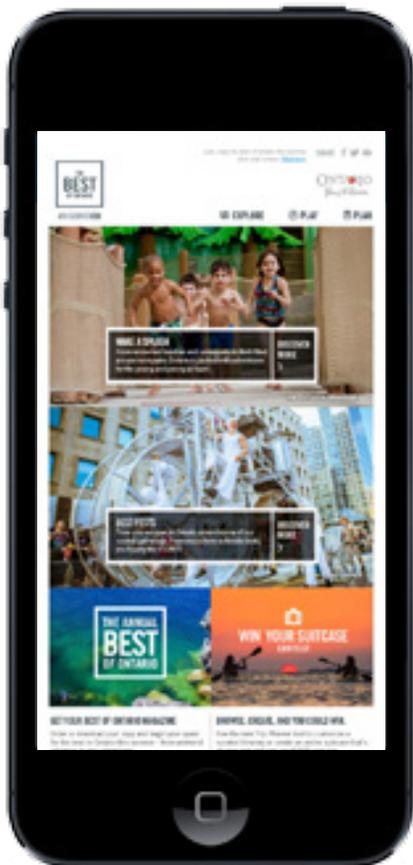
NATIVE ADVERTISING



16,902
Leads to industry

309K
total views of 4 posts;
183K via unpaid
social sharing

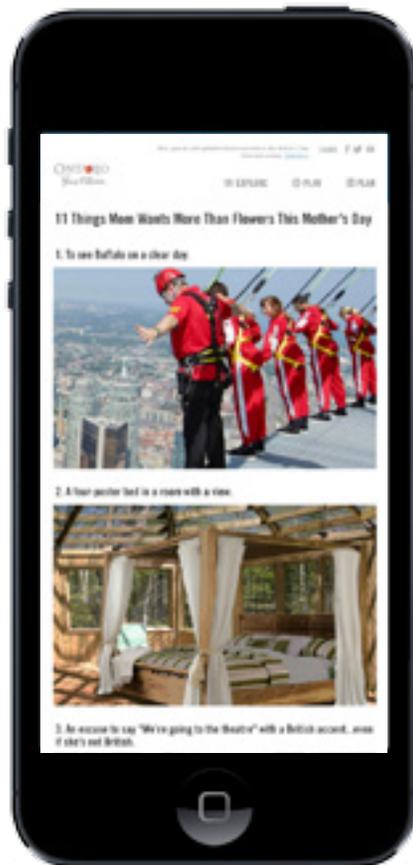
Q1 EMAIL MARKETING



BEST OF ONTARIO

Brand Focus

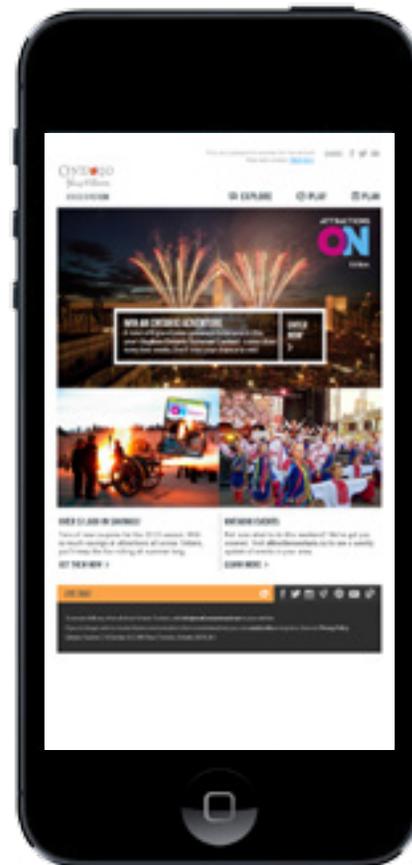
Drove **17,536 visits** to ontariotravel.net



RETAIL

Brand Focus

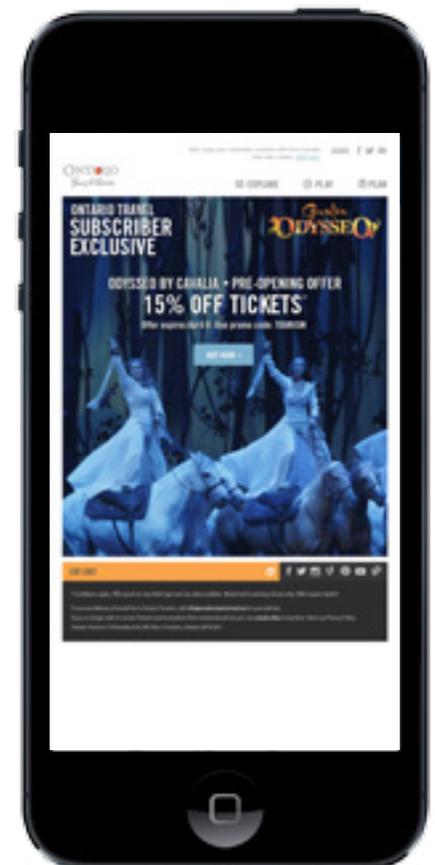
2 Emails drove **9,992 visits** to package pages on ontariotravel.net



CO-BRANDED

Partner Focus

2 Emails drove **44,860 Leads** to Partners

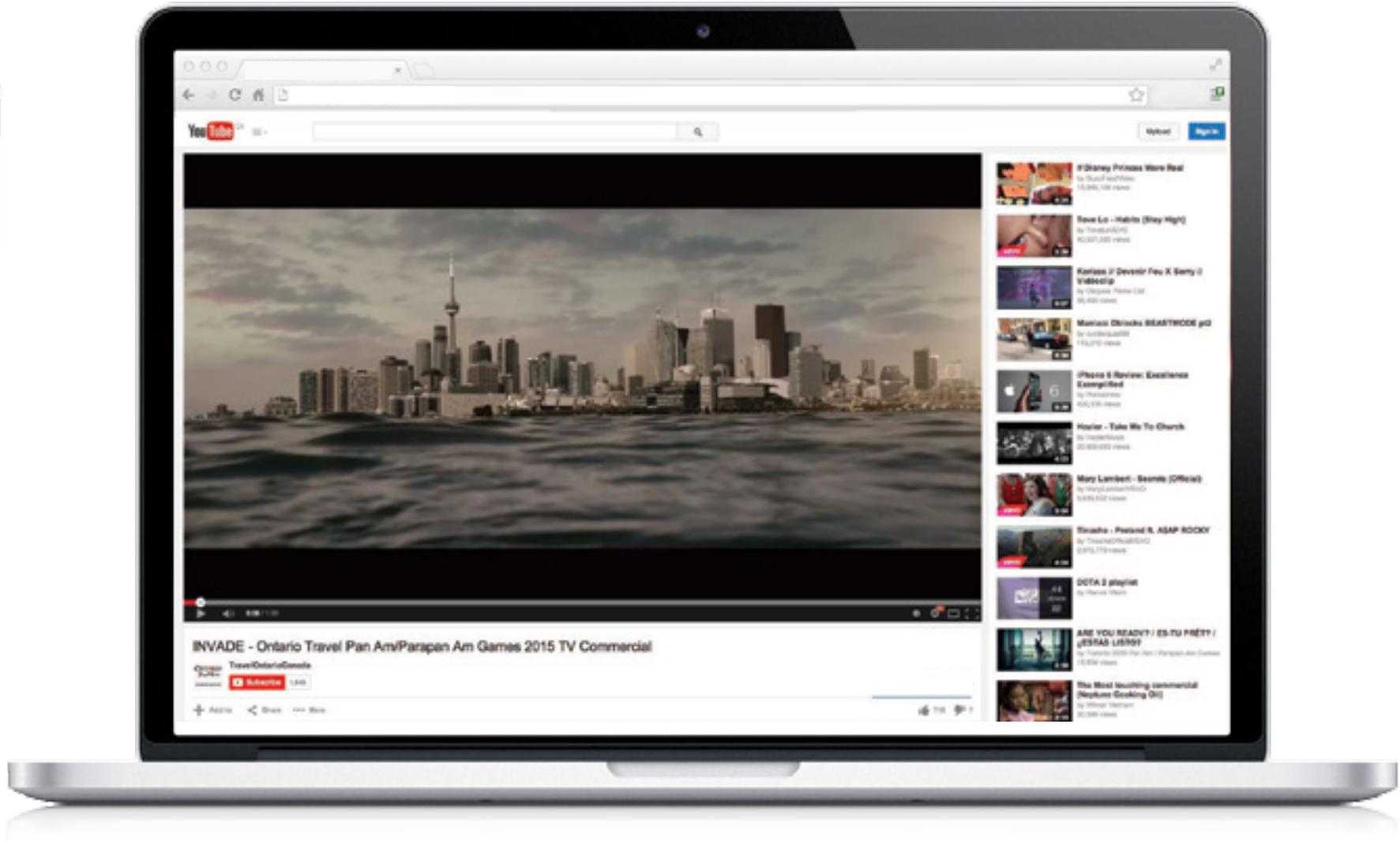


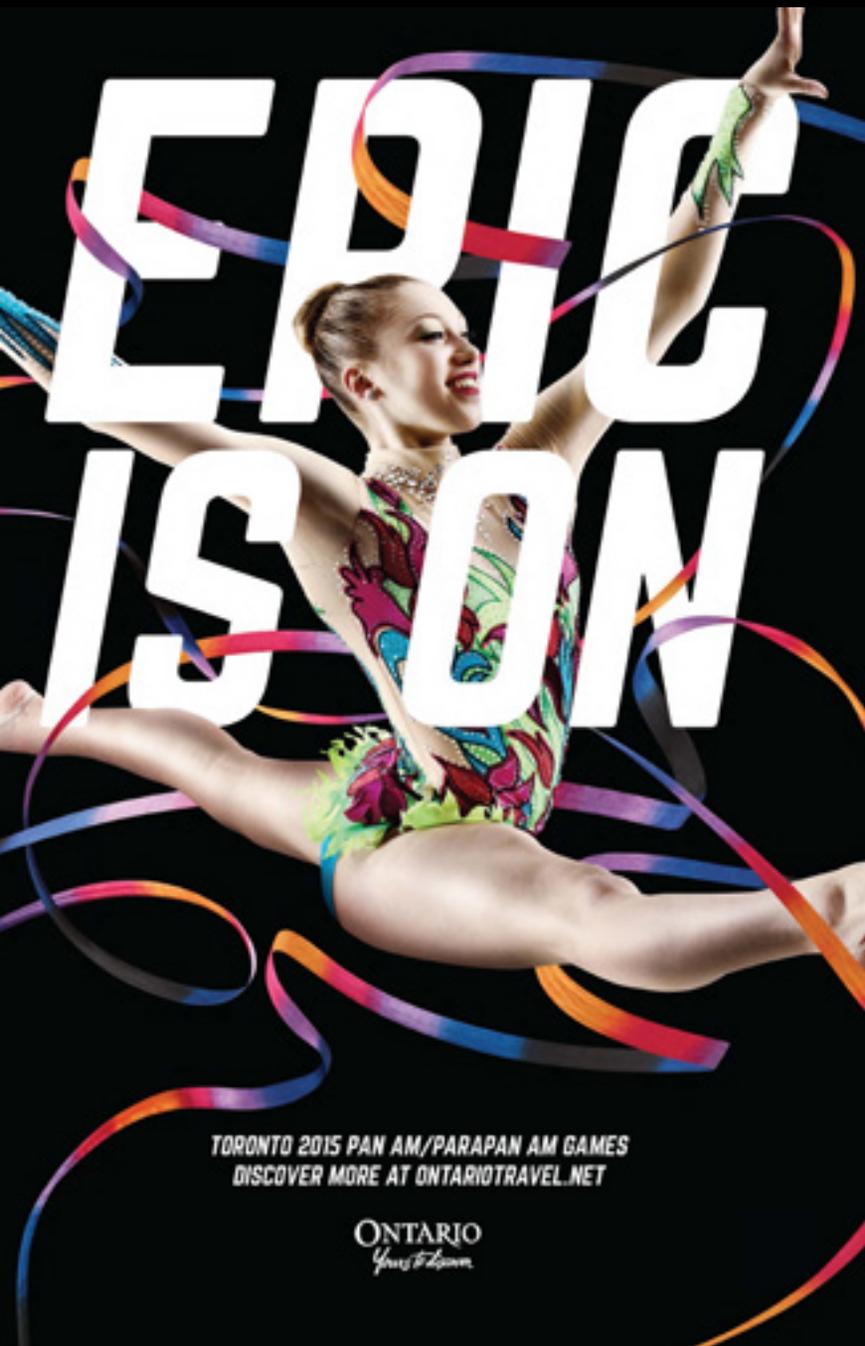
LOYALTY

Partner Focus

2 Emails drove **5,420 Leads** to Partners

3.6 MILLION YOUTUBE VIEWS SINCE SEPTEMBER 29, 2014





PAN AM / PARAPAN AM GAMES

INVADE

- Ranked in YouTube Top 10 most shared videos in Canada (week of launch)
- More than 50% of ad recallers expressed an interest in attending the Games
- Up 88% in brand recall among Ontarians, up 42% in USA (Google Brand Lift Study)
- YouTube Best In Class 68% completion rate (vs 13% benchmark)

ATHLETE TESTIMONIALS

- Over 330K views of 6 athlete videos
- Launch partner for Instagram Video Ads in Canada. Campaign generated a up 12% in ad recall (Nielsen/Instagram Brand Effect Study)

GET READY

- Over 2.1 million video views on YouTube & Facebook
- Up 17% in brand recall among Ontarians (Google Brand Lift Study)
- Up 504% in search volume for “Pan Am Games” and Up 86% in “Ontario Travel” (Google Search Interest Study)

6 MILLION PEOPLE

Over 6 Million people were exposed to the Ontario brand through the Pan Am advertising

BESSIES WINNER

Invade Won 4 gold Bessies, 1 Best in Show and a Bronze Canadian Marketing Award

ONTARIO'S CELEBRATION ZONE (OCZ)

38 Days of the Best of Ontario at Harbourfront Centre from July 10 – August 16, 2015. Every RTO was represented and 8 activated on site. Participation from provinces and territories, Aboriginal, Francophone, LGBTQ, Latino-Hispanic, Caribbean and Pan-Asian communities.



443,600
Domestic and
international
visitors



1.4 MILLION
Impressions and **900+**
followers @EpicIsON,
125 articles and **9**
television broadcasters
on site



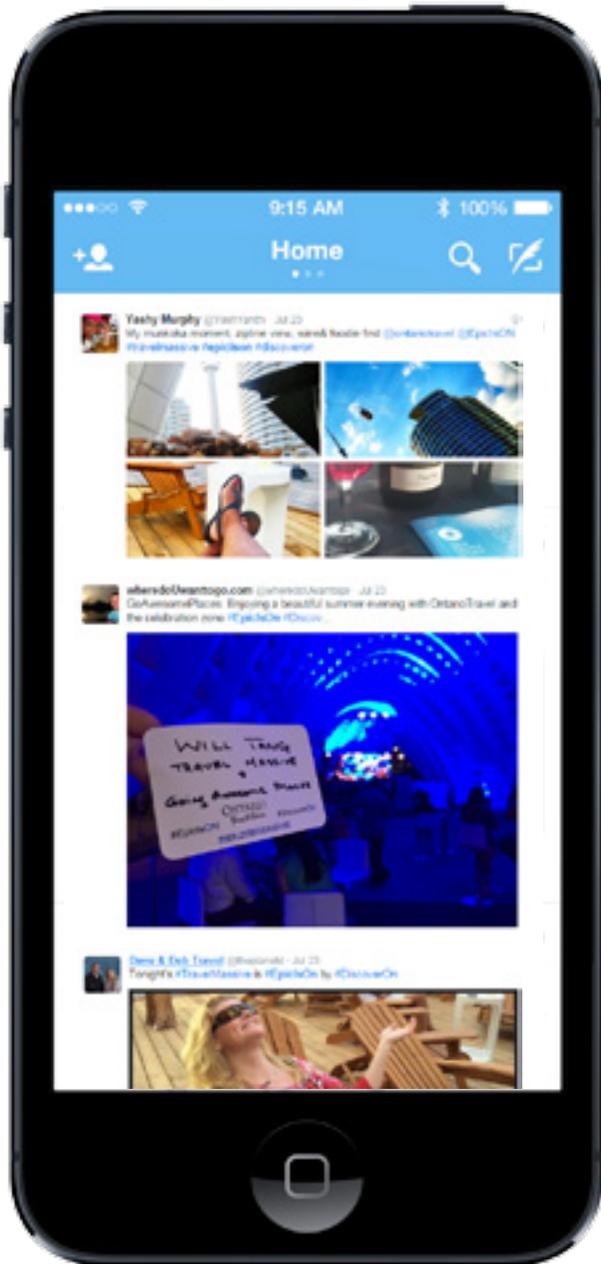
545
Program activations, **50+**
concerts, **30+** theatre
and dance productions,
60+ tastings and pairings
and **15+** celebrity chef
demos and **100+** family
shows



60
Local food, wine and
craft beer suppliers
and **80** farmers'
market vendors



12,300
Zip line rides (first
ever accessible zip
line in Ontario), 40
foot climbing wall and
Adrenaline Jump



TRAVEL MASSIVE

70 Influencers belonging to the global Travel Massive community attended Ontario Tourism's Toronto Travel Massive meet up at Ontario's Celebration Zone (OCZ) on July 23, 2015.

RESULTS

1,440,223
Total Impressions

57,609
Average Hourly Impressions

TRENDED #2
On Twitter

#TRAVELMASSIVE
& **#EPICISON**
Trended in Canada

INTERNATIONAL

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UK CAMPAIGN

Six Days in Ontario: One Discovery Leads to Another

Partnership with Tourism Toronto, Ottawa Tourism and Destination Canada, campaign focused on dominating OOH experience at St. Pancras Station in London, supported by digital display, video, social and print

38K

Visits to campaign website

7-39%

Sales increase for tour operators

5.4%

Social Media Engagement

4.1%

CTR to tour operators

8,971

Opt-in names



INTERNATIONAL DIGITAL PRE-ROLL

:15 and :30 destination-led and experiential videos in 5 markets - UK, Japan, Germany, France, Brazil

8.35 MILLION

Views (at a cost of 3 cents per view)

146K

Web visits



MEDIA RELATIONS

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MEDIA RELATIONS 2014 TO 2015



Hosted **566** broadcast, print, online and social influencers



Generated **\$85.2 Million** Advertising Value Equivalency (AVE)



OTMPC's first power Instagrammer road trip was a success, with new Ontario images generating **951,000 likes**



Hosted ice wine themed media events in London and Munich



Hosted British adventure TV personality, **Ray Mears** on a FAM trip to Northern Ontario to launch the UK Outdoor Adventure campaign



ONTARIO

Huffington Post

3 recent articles on Huffington Post generated strong engagement:

858

Facebook Likes

147

Facebook Shares

107

Twitter Retweets



UNITED STATES

Two recent features in
Travel & Leisure Magazine

1 MILLION+
Consumers Reached

\$526,000
AVE Generated



CHINA

As a result of Huang Xuan's July 2015 visit to Ontario, his agency produced a standalone publication **Huang Xuan Travel @Canada**

86-PAGE

Full colour card stock coffee table book featured photos of the actor in Ontario, modelling clothes by top fashion labels such as Marc Jacobs and Jill Sander

5,000

Copies were printed: 2,000 available at bookstores and the rest as special gifts and promotional items for his fans





CHINA

Condé Nast Traveler China Media
FAM May 7th to 21st, 2015.

25-PAGE

Feature on Toronto, Niagara Falls,
Blue Mountain and Ottawa

650,000

Print magazine circulation on
mainland China

\$938,000

AVE





Legend of Niagara

瀑布奇谭

即使是只有一挂瀑布之隔的美国旅行者也会犯困。常常，他们只在尼亚加拉待一天，看两大瀑布和克利夫顿山就离开。其实，这片从哈密尔顿向东延伸而出的陆地，让伊利湖和安大略湖有了一个天然的分界线，而围绕住此的公园、酒庄和优良的诸多精彩纷呈的小镇都值得你仔细探索。

CHINA

Condé Nast Traveler China Media FAM May 7th to 21st, 2015.
Niagara Falls Supplement

10-PAGE

Feature on Niagara published in the September edition (2 pages more than originally planned)

650,000

Print magazine circulation on mainland China

\$270,000 AVE



3

冰霜的幻想

在寒冷的冬季去加拿大旅游，最期待的就是去赏雪。但如果你想在赏雪的同时，也能享受一下奢华的度假生活，那么尼亚加拉瀑布就是一个不错的选择。这里不仅有壮观的瀑布，还有美丽的雪景和舒适的度假设施。你可以选择在瀑布边的一家豪华酒店住宿，享受顶级的服务和美食。你还可以参加各种冬季活动，如滑雪、滑冰和温泉浴。尼亚加拉瀑布的冬季之旅，绝对是一场难忘的体验。

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DISCOVER

TELEGRAPH TOUR OPERA IN AVIGNON-PROVINCE P5 LAS VEGAS THE ATOMIC AGE P6-9 MARRAKESH MY KIND OF TOWN P13



OPENING UP THE GREAT OUTDOORS

Richard Madden joins wilderness expert and survival authority Ray Mears for a canoeing trip in Canada's Wabakimi Provincial Park

W



ESSENTIALS

The bear necessities: other remote adventures

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UNITED KINGDOM

Ray Mears FAM

\$224,000

AVE from FAM trip

34.1 MILLION

Consumers Reached



Letzt auf dem Teller



Suchen

gewinne eine Reise nach Indonesien

Gebroterter Sobr auf Vanille-Kürbispüree mit Eisweinbutter

15. November 2014 um 9:15



© Dinner um Acht

Butter mit kostbarem Eiswein zu verfeinern ist dekadent. Doch was, wenn nicht ich das tue, sondern der Chefkoch eines Weinguts? Dann wäre es bei weitem verwerflicher, diese Butter nach dem Essen nicht mit nach Hause zu nehmen, um noch etwas Leckeres damit zu machen. Sicherlich wäre ich nie auf die Idee gekommen, Eiswein in einem Topf zu reduzieren, damit sein Aroma sich slow-ly verdichtet, um es dann ganz geschmeidig mit flockigen Meersalz und weicher Butter zu verrühren.

Die Vorstellung, dass nach dem Dinner diese köstliche Butter mit allergrößter Wahrscheinlichkeit entsorgt werden würde, verursachte mir beinahe körperliche Schmerzen. Mit Welpenblick blickend, fragte ich vorsichtig und hatte kurz darauf ein hübsches Weich Glas in der Hand. Dieses wunderbare nahm ich unterwegs in meinen Kühltasche. Eisweinbutter. Allein das Wort schmilzt schon auf meiner Zunge. Es hat diesen Instant-Gemüsewiesensatz, der mich immer wieder dazu verleitet, ein Stück Brot damit zu bestreichen und mich danach mit einem wichtigen Gefühl im Bauch anderen Dingen zu widmen. Immer wieder.

Doch wartete da nicht noch dieses herrliche Stückchen Sobr in meiner Tiefkühltruhe auf mich? Während mir der Küchenchef des „Sello“ in Málaga, Diego Calleja, geschenkt hatte. Werwegen der Bus zum Flughafen auf mich warten musste, weil ich es in tausend Lagen Zeitungspapier gewickelt mit in meinen Koffer packen musste. Und das würden auf seinen glamourösen Auftritt warten. Die Entscheidung, dass dieser grandiose und rare Fleck ganz hervorragend zu meiner Eisweinbutter passen könnte, fiel noch am Abend des Winter-Dinners.

ICE WINE THEMED EVENTS

Hosted 2 Ice Wine themed events in London and Munich in partnership with Inniskillin

5

FAM trips

16

Radio interviews in the UK

\$163,000

AVE generated

1.7 MILLION

Reach



Toronto la paradoxale

Quand le Sud gagne l'Ouest

*Paradoxical Toronto
The South goes West*

Si Toronto ressemble à l'Amérique britannique, aujourd'hui un sérieux frisson de l'anglais lui gratifie l'échine. La troisième ville du nord de l'Amérique vit à l'heure de l'expansion et l'écéc-ec la belle saison pour encaisser les mutations.

Toronto est une ville qui a été, pendant des années, le centre de gravité de l'industrie canadienne. Mais aujourd'hui, elle est en train de perdre son statut de capitale économique et culturelle du pays.

En 2019, l'économie canadienne a connu une croissance de 1,4 %, ce qui est inférieur à la moyenne mondiale de 2,3 %. Cette croissance est principalement due à l'augmentation de la consommation intérieure, mais elle est également le résultat d'une baisse de l'investissement en capital. Cette situation est préoccupante car elle indique que l'économie canadienne est en train de perdre son statut de moteur de croissance pour le monde.

Pour l'Amérique, un pays qui a été pendant des années le centre de gravité de l'industrie canadienne, aujourd'hui un sérieux frisson de l'anglais lui gratifie l'échine. La troisième ville du nord de l'Amérique vit à l'heure de l'expansion et l'écéc-ec la belle saison pour encaisser les mutations.

FRANCE

Cote Magazine

\$33,640 AVE

20,000 Circulation

TRAVEL TRADE

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TRAVEL TRADE



Prince of Wales Bridge, Ottawa @twheat

7 sales missions to the UK, Japan, China, USA* and QC



Shores of Lake Erie, Burning Kiln Winery

Over 5,400 travel trade trained on Ontario's key experiences

Initiated 27 new programs with tour operators



Toronto Skyline

Hosted 186 travel trade on FAM trips



AGO, Toronto @hopscotchtheglobe

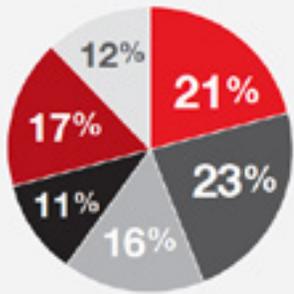
*USA locations included: New York City, New York State, Boston

RVC2015

Niagara Falls

Breakdown of 2015 buyers

Total buyers: 463



Markets	# of Buyers	% of Buyers
● Emerging markets (Brazil, India, Japan, Korea and Mexico)	99	21%
● Core markets (Australia, France, Germany, and the United Kingdom)	105	23%
● USA	75	16%
● China	52	11%
● Canada	78	17%
● Other	54	12%

Selling Organizations Breakdown



144 buyers and media took part in **9** Ontario FAM tours

ONTARIO SIGNATURE EXPERIENCES (OSE) YEAR ONE



Application process was conducted in summer 2014, resulting in 29 new OSEs. Combined with 30 existing Ontario experiences in the CTC program, there are a total of 59 OSEs.

GOAL

Make international tour operators aware of experiences with goal of having OSEs on their itineraries.

OTMPC enhanced the presence of OSEs at Rendez-vous Canada (RVC) with a brochure highlighting all 59 OSEs, with one colour photo and a short description in four languages for each. OTMPC also ran 3 full page ads in special editions of the Niagara Falls newspaper.

320

Appointments with
tour operators by our
International team

1500

Inserts in
delegate
welcome bags

28

Experiences
included in RVC 9
pre/post FAM trips

NEXT STEPS

Following RVC, OTMPC trade consultants, media relations coordinators, and in-market representatives are encouraging their international colleagues to consider OSE's for future trip itineraries. It may take one to three years for tour operators to adjust their contracts and initiate bookings. OSE representatives to consider participating on missions. OTMPC also plans to showcase OSE's at all future major events internationally.

SOCIAL MEDIA

ONTARIO
Yours to discover

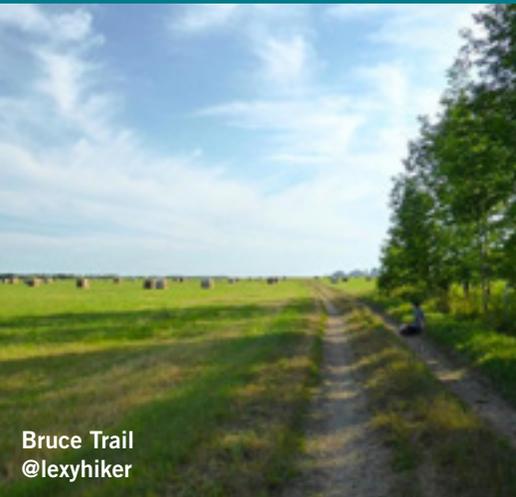
OTMPC

SOCIAL MEDIA

3.6M

On average **3.6M** eyeballs see content tagged with #DiscoverON every week

3.26M of those eyeballs view content posted by OTMPC



232K people clicked on the link after seeing a Twitter or Facebook post

(Jan 1 – July 29, 2015)



282K people have opted in to be part of the Ontario travel community

Source: Simply Measured tracking tool

SIX SOCIAL WINS – 2015 TO 2016



1 First Canadian travel brand to market with Instagram video ads.

2 23,000 likes & 11% engagement for Sunset Facebook post – 10% above industry benchmarks!

3 448,000 likes, comments and shares so far in 2015, on track to achieve a 28% increase in engagement by year end.

4 982 Retweets and 1,200 Favourites of BuzzFeed Best Beaches tweet, reaching 372,000 consumers.

5 6 Influencers with an audience of 761,000 shared the magic of the Pan Am Games with their fans.

6 Vine of the Juno Awards in Hamilton produces a new OTMPC best of 140,000 video loops.



DISCUSSION

LESSONS LEARNED

Although magazine recall was strong, we need to strengthen the link to the Ontario brand.

Equally pairing awareness and website driving traffic objectives, with insufficient funds, challenged delivery.

Without TV as an overarching brand awareness medium, delivery was challenging to achieve.

Clearly more theme-related video content is needed to put Ontario at a competitive advantage.

Need to focus on all four priority segments, emphasizing Knowledge Seekers, Connected Explorers, Up & Coming Explorers and Family Memory Builders.

Insufficient budget meant the Holiday FSI was not as robust as preceding theme publications.

Landing page experience for Pan Am on ontariotravel.net did not match the quality of the TV/video ads.

**LOOKING
FORWARD
2016/2017**

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WORLD ECONOMIC CONSIDERATIONS

OPPORTUNITIES



Canada:

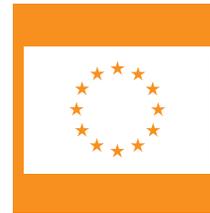
- Collapse of oil prices negatively impacted economic growth
- Depreciation of the C\$ makes travel to Canada/Ontario more affordable



USA:

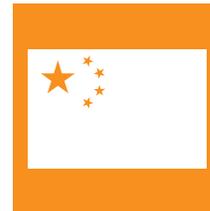
- Lower gas prices and stronger US\$ makes travel to Canada/Ontario more affordable

THREATS



Europe:

- Instability in the Euro zone due to the Greek crisis
- Depreciation of the Euro – even against the C\$ - makes travel to Europe more affordable (both for Americans and for overseas travelers)



China:

- China's economy is slowing and the rapid credit growth in recent years and margin investing lead to sharp drop in the stock market. Alternative indicators point to less than 7% growth in the next couple of years
- China still #1 source of global outbound travel

2012 ACTUAL AND 2018 FORECAST VISITOR EXPENDITURES

2012 Actual and 2018 Forecast Expenditures				
Market	2012	2018F	Growth 2018 - 2012	% Change 2018/2012
	(Millions Dollars)			
Ontario	\$13,809	\$16,516	\$2707	20%
Other Canada	\$2,262	\$2,933	\$671	30%
US Border	\$1,848	\$2,675	\$828	45%
Other U.S.	\$1,491	\$2,108	\$617	41%
Total Overseas	\$2,912	\$6,224	\$3,312	114%
UK	\$423	\$696	\$273	65%
China	\$354	\$1,324	\$970	274%
Germany	\$175	\$316	\$141	80%
Japan	\$181	\$348	\$167	93%
Brazil	\$165	\$235	\$70	43%
France	\$104	\$191	\$87	83%
India	\$87	\$105	\$18	20%
Mexico	\$73	\$120	\$47	65%
South Korea	\$49	\$162	\$113	233%
Other Overseas	\$1,301	\$2,726	\$1,426	110%
TOTAL	\$22,321	\$30,455	\$8,134	36%

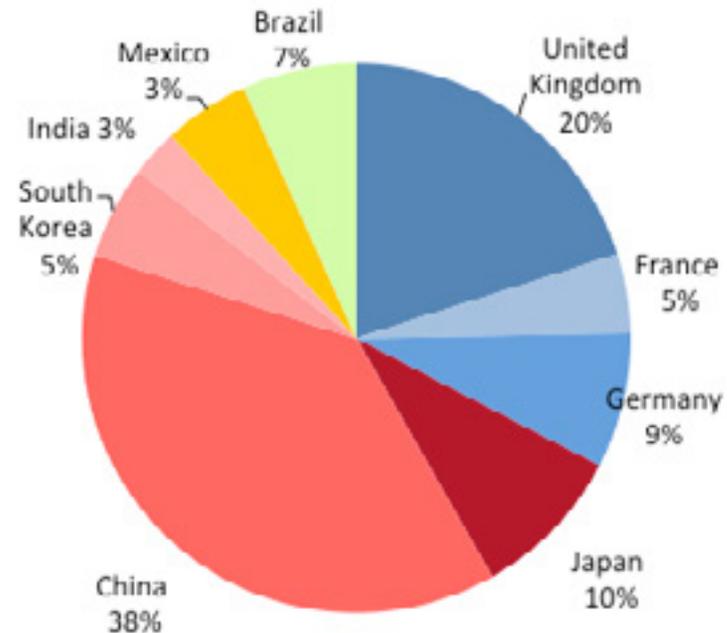
* Expenditures include Canadian fares

US Border States: New York, Michigan, Pennsylvania, Ohio, Illinois, Wisconsin, and Minnesota

Source: Statistics Canada; Travel Survey of Residents of Canada and International Travel Survey 2012, Ontario Ministry of Tourism Culture and Sport; Ontario Tourism Outlook June 2015 based on 2012 actuals

2018 FORECAST VISITOR EXPENDITURES BY COUNTRY

	Visitor Expenditures (\$ millions)
China	\$1,324
United Kingdom	\$696
Japan	\$348
Germany	\$316
Brazil	\$235
France	\$191
South Korea	\$162
Mexico	\$120
India	\$105
Total	\$3,497



- Forecast total visitor expenditures from target markets: \$3.5 Billion
 - Share of European target markets: 34%
 - Share of Asian target markets: 56%
 - Share of target markets in the Americas: 10%

Source: Ontario Ministry of Tourism, Culture and Sport, Ontario Tourism Outlook June 2015

STATISTICS CANADA BORDER CROSSINGS

JUNE 2015

↑ 8.0%

International border crossings increase, **+7.0%** from Jan - Jun 2015

↑ 7.9%

USA border crossings increase, **+6.9%** from Jan - Jun 2015

↑ 5.3%

USA same-day border crossings increase

↑ 10.1%

USA overnight border crossings increase

↑ 8.5%

Overseas border crossings increase, **+7.9%** from Jan - Jun 2015

Into Ontario	June 2015 vs June 2014		January-June 2015 vs January-June 2014	
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	Entries	% chg	Entries	% chg
International	1,642,178	8.0%	5,933,228	7.0%
US	1,365,412	7.9%	4,971,660	6.9%
Same-day	614,988	5.3%	2,611,798	6.0%
Overnight	750,424	10.1%	2,359,862	7.9%
Overseas	276,766	8.5%	961,568	7.9%

Overseas Countries to Ontario	June 2015 vs June 2014		January-June 2015 vs January-June 2014	
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	Entries	% chg	Entries	% chg
U.K	39,278	11.6%	130,535	8.3%
China	21,148	4.8%	86,285	17.6%
Germany	14,296	-1.6%	55,477	-3.4%
India	15,179	12.2%	50,069	16.8%
Japan	11,717	9.9%	46,584	2.0%
South Korea	12,142	37.5%	40,725	17.7%
Brazil	7,488	15.3%	35,705	20.3%
France	9,468	4.9%	35,354	2.3%
Mexico	8,330	28.2%	30,811	20.1%
Italy	9,217	-2.3%	29,602	6.3%
Australia	9,263	8.8%	28,557	8.8%
Hong Kong	7,489	7.4%	23,728	13.3%
Netherlands	6,326	30.1%	18,635	9.0%

Entries increased from all tracked overseas markets in June 2015 compared to June 2014:

South Korea **+38%**

Netherlands **+30%**

Mexico **+28%**

Brazil **+15%**

India **+12%**

Except:

Italy **-2.3%**

Germany **-1.6%**

MARKET PRIORITIES

1

OTMPC Brand Advertising + Destination Canada + Travel Trade + Media Relations



ONTARIO



QUEBEC



UNITED STATES



UNITED KINGDOM



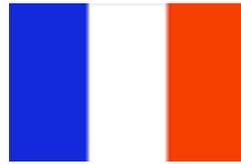
CHINA

2

Destination Canada Partnerships + Travel Trade + Media Relations



GERMANY



FRANCE



JAPAN



BRAZIL



SOUTH KOREA

3

Media Relations



INDIA



MEXICO



CANADA

USA Cities: New York City, Detroit

Northern Avid States: Minnesota, Michigan, Wisconsin, Illinois, Ohio, Pennsylvania, and New York State



The Ex
@griffian

MARKETING STRATEGY

- 1** Continue with an integrated **PAID**, **OWNED** and **EARNED** approach to maximize integration and efficiency
- 2** Produce a Brand spot to build awareness
 - Launch on TV and support with Digital and Social
 - Drive to ontariotravel.net
- 3** Drive leads to industry
 - Utilizing ot.net – and video content
 - Native Advertising
 - Social influencers

ONTARIO
Yours to discover

OTMPC

INTEGRATED APPROACH



MARKETING OBJECTIVES

1 **Brand Awareness (short trips)**
Increase awareness of Ontario as a
tourism destination

2 **Web Traffic**
Increase visits to OT.net

3 **Social Media**
Total community size
Engagement
Reach (impressions)

4 **Media Relations**
Ad value equivalency

5 **Educate the Travel Trade**
Travel trade trained

6 **Leads**
Increase leads to industry

PRIORITY CONSUMER SEGMENTS



KNOWLEDGE SEEKERS

Couples in or nearing retirement, aged 55+ with higher incomes



CONNECTED EXPLORERS

Primarily couples between the age of 18-34 without children

UP & COMING EXPLORERS

Consist of young families, ages 18-34 with kids , primarily from the US. 40% are immigrants



FAMILY MEMORY BUILDERS

Couples with young children, aged 35-54 years old



LGBTQ MARKET



DIGITAL STRATEGY

ONTARIO
Yours to discover

OTMPC

DIGITAL STRATEGY

DRIVE awareness, web traffic and leads to industry

FOCUS

on tracking to refine performance and effectiveness

OPTIMIZE

search engine strategy for both paid and organic as key driver of relevant web traffic

BUILD

the consumer database through paid and owned channels

REFINE

the consumer web experience based on research

IMPLEMENT

the integration of imageontario.com, International web sites and media rooms into TCIS

WHAT WE'RE DOING

- Track through to the visit/lead and adjust
- Meet or exceed **industry benchmarks** for digital media

WHAT WE'RE DOING

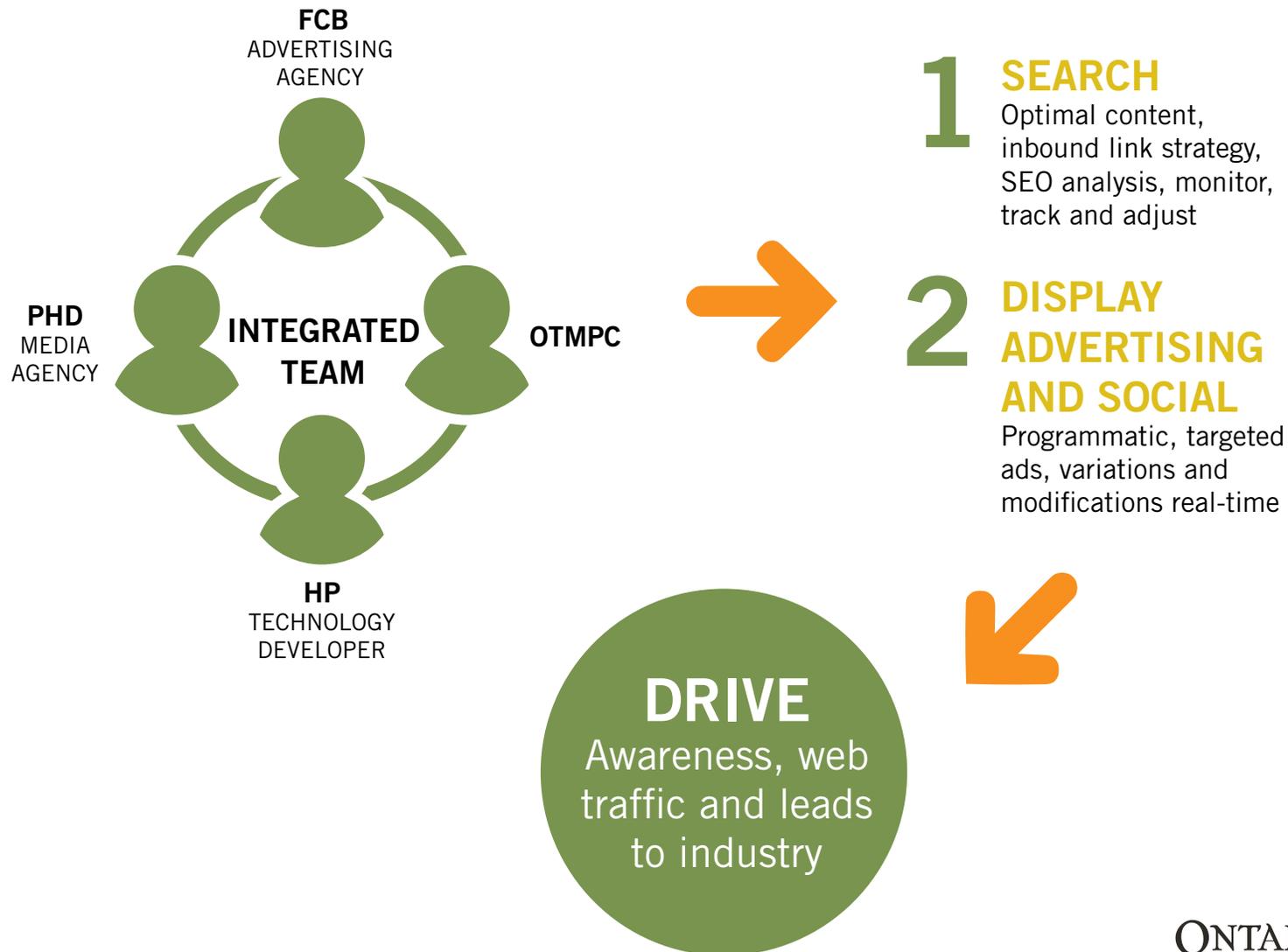
- Consumer web site usability research adjustments in progress
- Trip Planner consumer usability research end of September, 2015

INDUSTRY BENCHMARKS

STANDARD MEDIA	VIDEO	RICH MEDIA	SOCIAL MEDIA
<ul style="list-style-type: none"> ✓ 0.08% CTR Standard ✓ 0.38% CTR Mobile ✓ 1.00% CTR Search 	<ul style="list-style-type: none"> ✓ 0.60% CTR Video ✓ 10% - 15% VTR (skippable) ✓ 67.5% VTR (in-stream or forced) 	<ul style="list-style-type: none"> ✓ 0.14% - 0.25% CTR Rich ✓ 0.65% CTR Rich Mobile ✓ 1.57 % Interaction Rate ✓ 12.10 Seconds (time-on-unit) 	<ul style="list-style-type: none"> ✓ 2.5% - 6% Engagement Rate (Twitter posts) ✓ 1% - 3% Engagement Rate (Facebook posts) ✓ 0.50 - 1% Engagement Rate (Facebook likes) ✓ 20% - 40% Conversion rate to measure fan growth - Facebook only

LEAD GENERATION

Dream Team - Advertising agency, media agency, technology developer, OTMPC working together to create, analyze and optimize all media channels to **deliver the most effective lead generation for industry partners**



VIDEOS ON DIGITAL

DEVELOP video representing all Play experiences

ONTARIOTRAVEL.NET

Integrate experience segments

SOCIAL

Utilize video in YouTube and other social channels

NATIVE

Video content supporting native in context marketing

PRE-ROLL

Paid media distribution for awareness

○ DETERMINE BUDGET AND ACTRA TALENT COSTS

SOCIAL STRATEGY



Grow community
& engagement
numbers



Utilize social influencers
to create content and
drive visits to OT.net and
leads to partners



Integrate social into
every channel, every
activity, everything we do

SOCIAL MEDIA

GOALS

GROWTH

ENGAGEMENT

REACH

CLICKS

VIEWS

CHANNELS



Facebook



Twitter



Instagram



YouTube



Pinterest



Vine



Blog



Periscope



Snapchat

SOCIAL VOICE

#DISCOVERON

ONE DISCOVERY LEADS TO ANOTHER

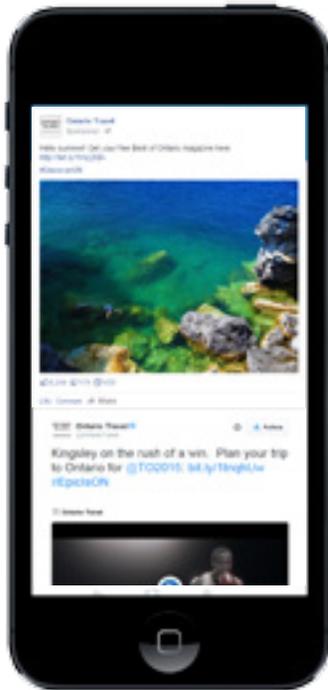


Develop strategies to encourage guests and visitors to share more to increase your share of voice and inspire others

KEY TAKEAWAY

SOCIAL MEDIA TACTIC

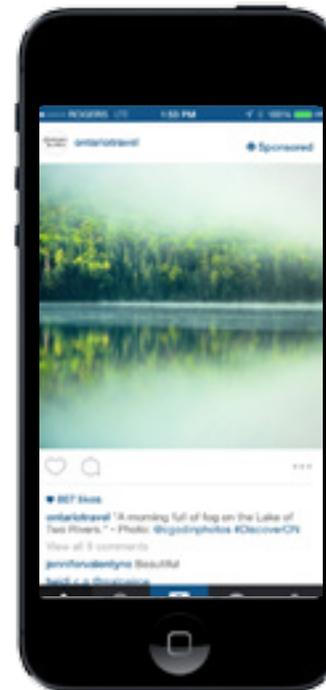
PAID



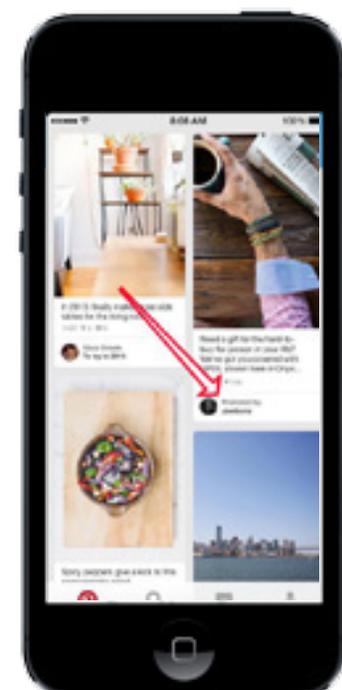
FACEBOOK ADS



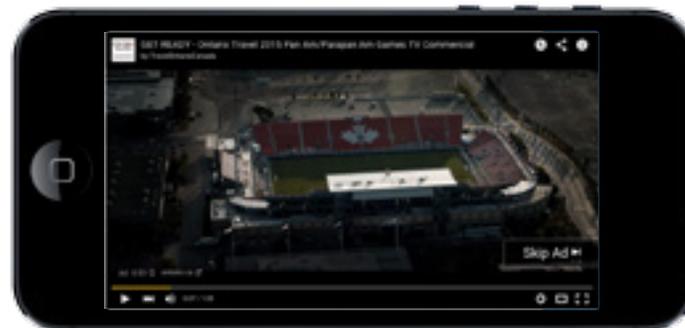
TWITTER ADS



INSTAGRAM SPONSORED POSTS



PINTEREST PROMOTED PINS



YOUTUBE PRE-ROLL ADS

SOCIAL MEDIA TACTIC

SOCIAL INFLUENCERS

TOP TIER WORLD CLASS SOCIAL MEDIA INFLUENCERS



PERSONALITIES



@superwoman_lily



@wendyslookbook



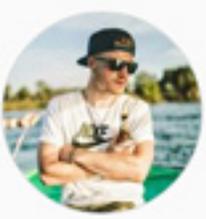
@yellowwillow



@jillian.harris

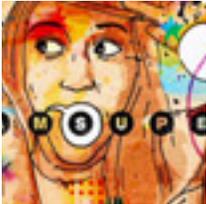


@jacobsantiago



@mrbenbrown

VISUALLY COMPELLING CONTENT





OTMPC

- Launch brand campaign to build awareness of Ontario as a tourism destination.
- Continue to build the Ontario brand through 3 themed partnerable campaigns.
 - Printed/Flipbook magazines
 - Digital (native, social, display, video etc.)
 - Leverage social influencers and media relations to push messaging and increase community engagements & followers.



OTMPC

- Continue to build the Ontario brand through 1 themed partnerable campaign (Best of Ontario)
 - 1 printed magazine (Best Of)
 - Digital (native, social, display, video, etc.)
- Leverage social influencers and media relations to push messaging and increase community engagements & followers.

NORTHERN PARTNERSHIPS

Implement Northern Strategy in collaboration with relevant RTO and DMO partners.

Explore the Possibilities: Continue to grow social and digital opportunities focusing on content distribution and package and itinerary options on OT.net. Examine options to feature one key experience / product i.e. Group of Seven and separate tactics targeting outdoor experiences

Northern Partnerships: Collaboratively develop marketing partnerships that supports Northern Strategy and new products and experiences.

Avid Outdoor Programs: Maintain avid programs for Angling, Hunting, Nature and Adventure and Powersports driving consumer interest to OT.net from social and digital content (Northern Portal and distribution strategies) and traditional TV and Radio programs. Continue investment and increased focus on overseas markets with a strong outdoor interest (UK and Germany)

Northern Cities and Attractions: support leisure travel through partnerships, media FAMS / marketplaces, group tour and Travel Trade.



150TH ANNIVERSARY, JULY 2017

CAMPAIGN AND PARTNERSHIP



Canada/Ottawa



1867 - 2017

Ontario/Toronto

INTERNATIONAL MARKETING

ONTARIO
Yours to discover

OTMPC



DESTINATION CANADA (DC)

- Re-targeting campaign called 'Look Up' being worked on

OTMPC

- Continue to build the Ontario brand in the USA
 - 2 magazines
 - Digital (native, social, etc.)
- OTMPC to explore airing brand video in the USA



DESTINATION CANADA (DC)

- Potential social influencer campaign has been discussed

OR

OTMPC

- 'Six Days in Ontario' – One discovery leads to another campaign with RTO's
- Continue with Outdoor Adventure multi-media campaign in partnership with Northern Ontario
- Potentially leverage Ray Mears as spokesperson
- Evolve international digital pre-roll campaign



Jackson-Triggs and the traditional underground Barrel Cellar.

@beauxmondes



DESTINATION CANADA (DC)

- Partner on DC TV summer and winter campaigns

OTMPC

- Partner with RTO's on tour operator promotions
- Continue to evolve PC / mobile responsive website with video, interactive games and social media engagement
- Build on success of social media in 2015 – increase engagement
- Explore opportunities with multi-media publishers
- Potential partnership with Quebec



DESTINATION CANADA (DC)

- Social influencer campaign in Germany and France
- Campaigns in Japan and Brazil

OTMPC

- 'Six Days in Ontario' – One discovery leads to another campaign with RTO's in Germany and France
- Outdoor Adventure multi-media campaign in Germany in partnership with Northern Ontario
- Evolve international digital pre-roll campaign
- Potential partnership with Quebec (France)

TIER 1 & 2 – TRAVEL TRADE



Persuade the trade to expand their business by giving them compelling reasons to choose Ontario

DC and OTMPC-led travel trade training in US, China, UK, Germany, France, Japan, South Korea and Brazil

Host travel agents FAM trips



Develop new packages and support the marketing of new product to differentiate Ontario

Develop new packages and introduce new products with tour operators

Host tour operators FAM trips



Provide Ontario suppliers with new and more opportunities to extend their marketing efforts globally

OTMPC-led sales missions to 7 markets

Attend 11 trade shows

Deliver 2 market-ready seminars

Generate partnerships on tour operators promotions

Share Ontario news (stories) with international travel trade

TRAVEL TRADE - JOIN US

Trade Shows

Focus Canada, South Korea	April TBC
Rendez-vous Canada, Montreal	April 25 – 28
Top Resa, France	September TBC
Focus Canada, Japan	October TBC
Showcase Canada, China	October TBC
Bienvenue Quebec	October 24 - 27
World Travel Market, UK	November 7 - 10
ON Receptive Reception (CITAP), Vancouver	November / December
United States Tour Operators Association, US	December 7 - 9
National Tour Association, US	February 26 – March 2, 2017
ITB, Germany	March 8 – 12, 2017

Sales Missions

Boston	May 2016, TBC
New York	September 12 - 16
UK	June 5 - 10
AAA Upstate New York	June 13 - 17
Japan	October 2016, TBC
China	October 2016, TBC
Quebec	March 2017, TBC

TIER 1, 2, 3 – MEDIA RELATIONS PLAN

Strategically generate exposure for Ontario as a travel destination by integrating social and traditional media activities

Work with targeted travel and lifestyle media influencers to share Ontario tourism stories

Strengthen social engagement with media influencers to grow advocacy

Share Ontario travel news with media influencers

Leverage media marketplaces and in-market media events to strengthen influencer relationships

Support qualified broadcast, print and online outlets on assignment

Launch and roll out new international media websites

Evolve into a Quality Score measurement system

Amplify OTMPC's marketing campaigns

MEDIA SHOWS - JOIN US

Media Shows

Canada Media Marketplace, San Francisco
Society of American Travel Writers, (Canada chapter)
Travel Media Association of Canada, Cape Breton
Conozca Canada, Mexico
Go Media Canada
Travel Blogger Exchange, North America
Society of American Travel Writers AGM

April 18 - 20
May TBC
June 22 - 25
August TBC
September TBC
October TBC
October TBC

Future media meetings at:

Top Resa, France
World Travel Market, UK
ITB, Germany

September TBC
November TBC
March 8 – 12, 2017

PARTNERSHIPS

ONTARIO
Yours to discover

OTMPC

ONTARIO BRAND AWARENESS CAMPAIGN

Objective: Build awareness of Ontario as a tourism destination

Tactics could include: TV, Digital, Social, Media Relations, Video, SEM, SEO
These are not partnerable activities in the brand campaign

Measure: Brand Awareness & Ad Equivalency

2016

2017



PARTNERABLE MARKETING INITIATIVES

Objectives:

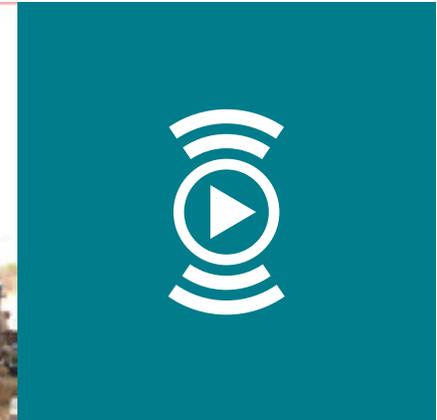
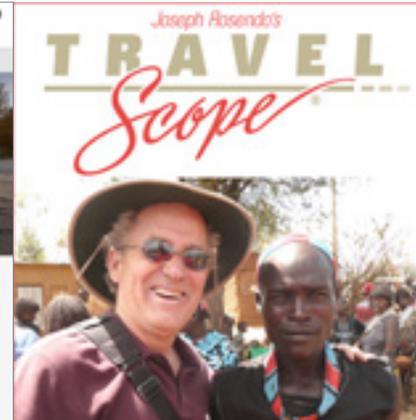
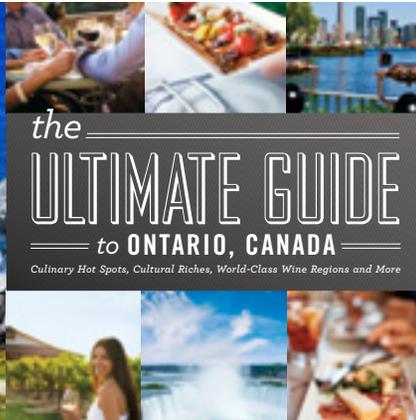
1. Increase visits to OT.net
2. Increase leads to industry
3. Increase social media community & engagement

Tactics could include:

Content, social, video, photography, email, influencer marketing, broader mass tactics, media relations, digital, print, events
These are partnerable activities

PAST PARTNERED MARKETING INITIATIVES

WAYS TO PARTNER



1

OTMPC Print

Display advertising in Ontario themed magazines

2

3rd Party Multi-Media

Multi-media campaigns (print, digital, social, event) with 3rd party outlets

THE NEW YORKER

FOOD & WINE

3

3rd Party Digital

Ontario Beaches campaign in Quebec – shared media buy; shared impressions; shared call-to-action

4

TV/Broadcast

Travelscope:
1. Production of video on Ontario regions
2. Broadcast of video produced on PBS in the US.

5

3rd Party US Radio and Digital

2013 US near market radio promotion – donuts with partner offer within OTMPC 60 sec radio spot.

PAST PARTNERED MARKETING INITIATIVES

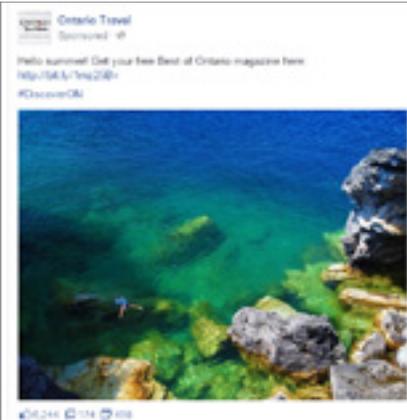
WAYS TO PARTNER



6

OTMPC Digital

Co-branded and loyalty emails



7

OTMPC Social Media Visit

Social content creation



8

OTMPC TV/Broadcast

Live remotes with Kevin Forget



9

OTMPC Events

Yonge-Dundas Square, Ontario's Celebration Zone

PAST PARTNERED MARKETING INITIATIVES

WAYS TO PARTNER



10

**OTIC / ON Route
Centre Advertising**



11

OOH – YDS LED

Advertising on digital boards on and within 10 Dundas St. E. building



12

**OTMPC Image / Video
Content Creation**

Opportunity to have OTMPC Creative Services / Photography / Video visit and create stills and video footage of location/ destination/ region



13

**OTMPC Trade Show
Opportunity**

i.e. Powersports – OTMPC books space at consumer show and sells space within to partners (partner cost is reduced)

2015 PARTNER CAMPAIGN

ST. LAWRENCE PARKS QUEBEC EXAMPLE

- Based on content priority of partner
- OTMPC to match partner investment
- OTMPC will create banners and plan a digital buy in specific markets
- Split impressions
- Benefit to partner: Part of the Ontario Travel brand, get creative and media buying expertise of OTMPC & PHD



50% of click go to OT.net

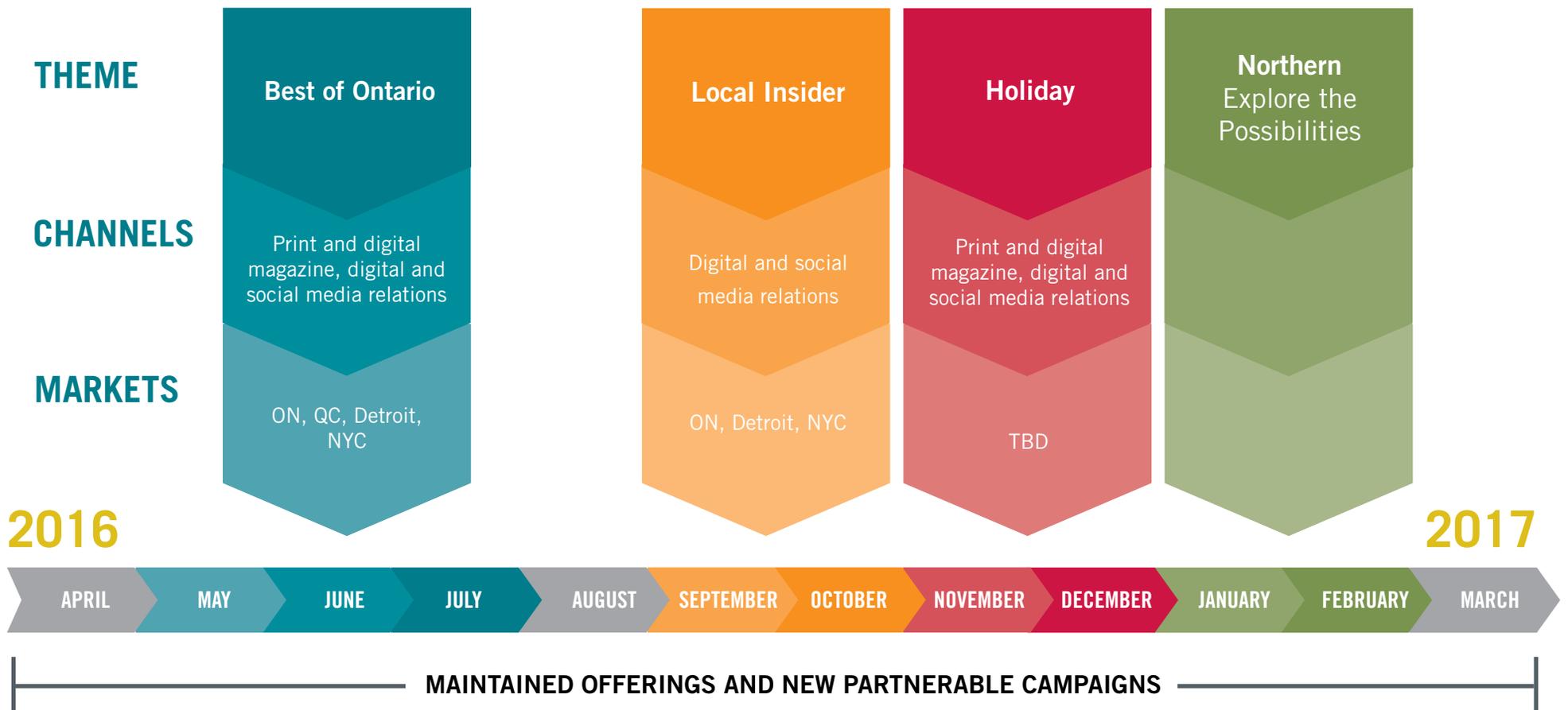
50% of clicks go to partner site

THEME CAMPAIGN PLAN

RECOMMENDATIONS

1 Reduce # of print magazines to 2 and maximize digital

2 Utilize content across channels: native, social, web





MAINTAIN OFFERINGS

- 1 Print Opportunities in Theme Campaigns
- 2 Social Media Visits
- 3 OTMPC Digital Offerings (co-branded and loyalty emails)
- 4 OTMPC Image/Video Content Creation
- 5 OTIC and On Route Advertising
- 6 LED Boards
- 7 Trade Show Opportunities
- 8 Northern/Avid Opportunities

**FLEXIBLE
PARTNERABLE
CAMPAIGN
IDEAS**

CONTENT PARTNERSHIPS

OPTION A \$TBC

Photo & video shoot of product/region
(at extra cost if required)

Excerpt of article posted on OT.net
Facebook page 220,00+ fans

Headline tweeted by OT.net 44,000+
followers

:7 - :15 video created posted on
OT.net Youtube channel, 2900+
subscribers

Media Relations - earned media

STEP 1 Pick a topic

STEP 2 Provide content

STEP 3 Track and optimize
campaign for best results

CONTENT/ ITINERARY FEATURED ON OT.NET

Links throughout
story to partner site



PARTNER WEBSITE

OPTION B \$TBC

Native advertising: Excerpt of
article posted on yahoo etc...

Excerpt of article used as promoted
social post on Facebook and Twitter

Promoted video post on Trueview,
Facebook, Twitter

Digital Programmatic Buy

STEP 1 Pick your investment level

STEP 2 OTMPC and media partner define
optimal media mix based on objectives

CLICKABLE PARTNERSHIPS



OPTION 1 Feature on OT.net Home Page (2 weeks)

OPTION 2 Promoted co-op digital buy (50/50 split on clicks with tracking and analytics)

ONTARIO TRAVEL INFORMATION CENTRES (OTICS)



- **SOCIAL MEDIA AMBASSADORS**
 - Expand Social Media Ambassadors across the OTICS to enhance opportunities for social media engagement with the industry
- **TOURISM WEEK**
 - Showcase your products and services during Tourism Week at Regional Launches
- **PARTNER DAYS**
 - Pop-up displays, sampling, consumer engagement to showcase your products or services at a specific OTIC location and time of year
- **RETAIL OPPORTUNITIES**
 - Ability for your product/services to be sold at the OTIC Centre (i.e. Attraction Pass, Gift Certificates, Merchandising, Accommodation, Reservations)
 - Package Opportunities (i.e. Ontario's Winter Adventure) work with the OTICS to develop a unique packaged get-away exclusively sold at an OTIC
- **CONSUMER INTELLIGENCE**
 - Tap into consumer tracking
 - Have a focus session with our OTIC counselors to determine what consumers are telling us they need

PARTNERED SOCIAL INFLUENCER FAM

Example: #MyOttawa - Summer 2015

4 top tier influencers traveled to Ottawa to experience and share the best of the city.

OBJECTIVES

Generate Ontario content from consumer trusted sources, community growth & community engagement.

TACTICS

Influencers explored Ottawa by helicopter, vintage biplane, kayak, guided tour and more which enabled them to capture a range of compelling photo and footage to share with their social networks.

PROGRAM EXECUTION

Program costs shared by Ottawa Tourism and Ontario Tourism. Itinerary developed by Ottawa Tourism in partnership with OTMPC. Both organizations handles and hashtags were featured in influencer content.

RESULTS

To follow...



OTMPC Investment

\$18,000

Ottawa Investment

\$19,200

ABORIGINAL CAMPAIGN



OTMPC CONTACTS

We would welcome having a meeting with you to discuss your business and working with OTMPC

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Vice President, Industry Relations &
International Marketing
416-212-0755
trisha.grant@ontario.ca

Lisa LaVecchia,

Vice President & Chief Marketing Officer
416-212-0759
lisa.lavecchia@ontario.ca

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