

ONTARIO
Yours to discover

OTMPC

Developing Ontario's Compelling Experiences

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Celebrate Ontario

Ontario is uniquely positioned to offer engaging experiences that attract tourists to destinations across the province particularly to:

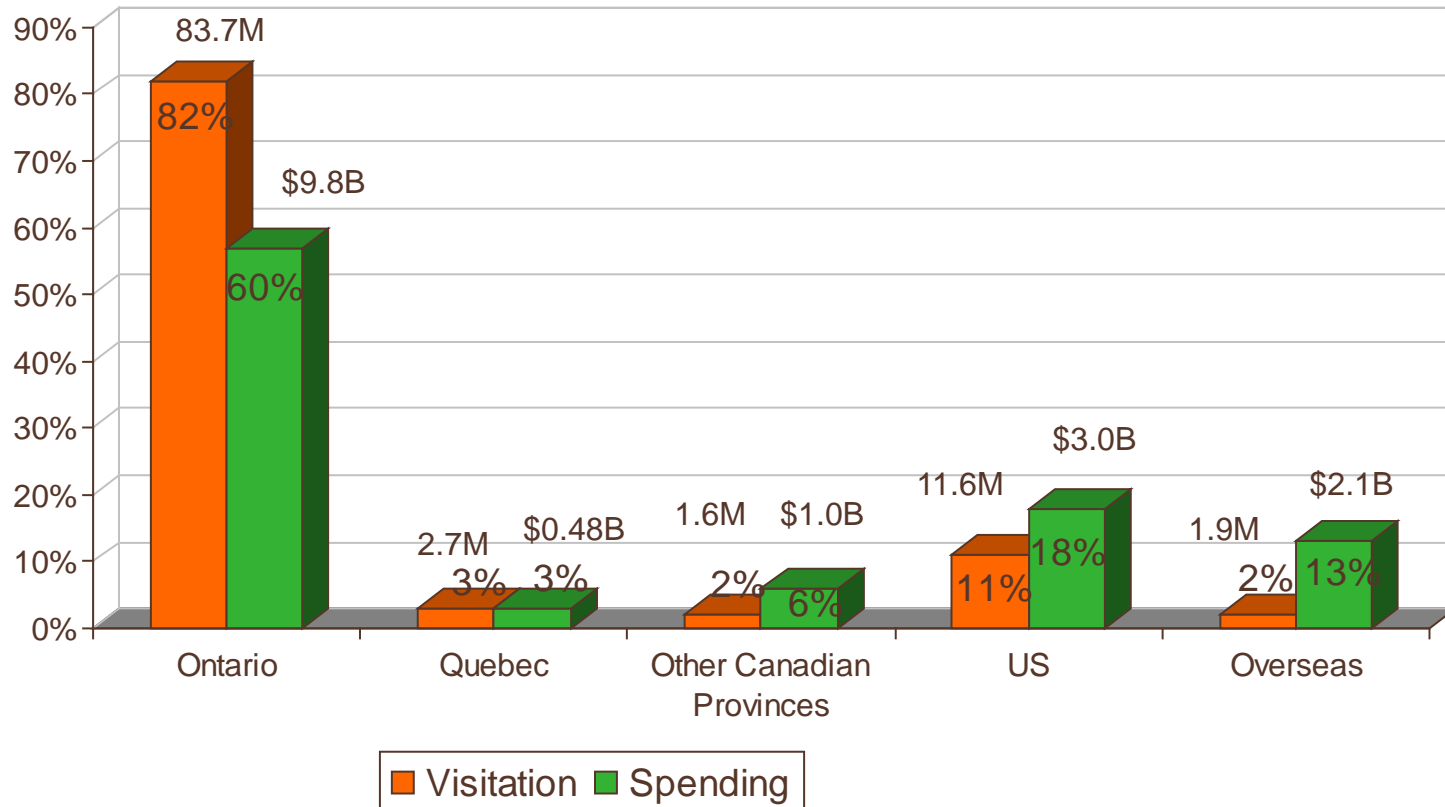
- ✓ *The future youth market - looking for more environmentally sustainable activities*
- ✓ *The older, boomer market – looking for more luxurious product paired with exercise and adventure*



Opportunities

- Set new standards for success and become more internationally competitive
- Maximize the impact of private and public tourism investments on new and revitalized tourism products across Ontario
- Welcome visitors before they arrive, when they get here and during their visit in Ontario
- Market destinations and experiences by focusing on our strongest international markets
- Strengthen our appeal to new and best prospect markets; expand reach to new Canadians and their families and continue to focus on the strong domestic Ontario and Quebec markets
- Focus on our unique product offerings of regions including natural experiences and great water assets as well as niche tourism experiences including sports, cultural, culinary, eco and agricultural tourism

Ontario's Visitation & Spending: 2009

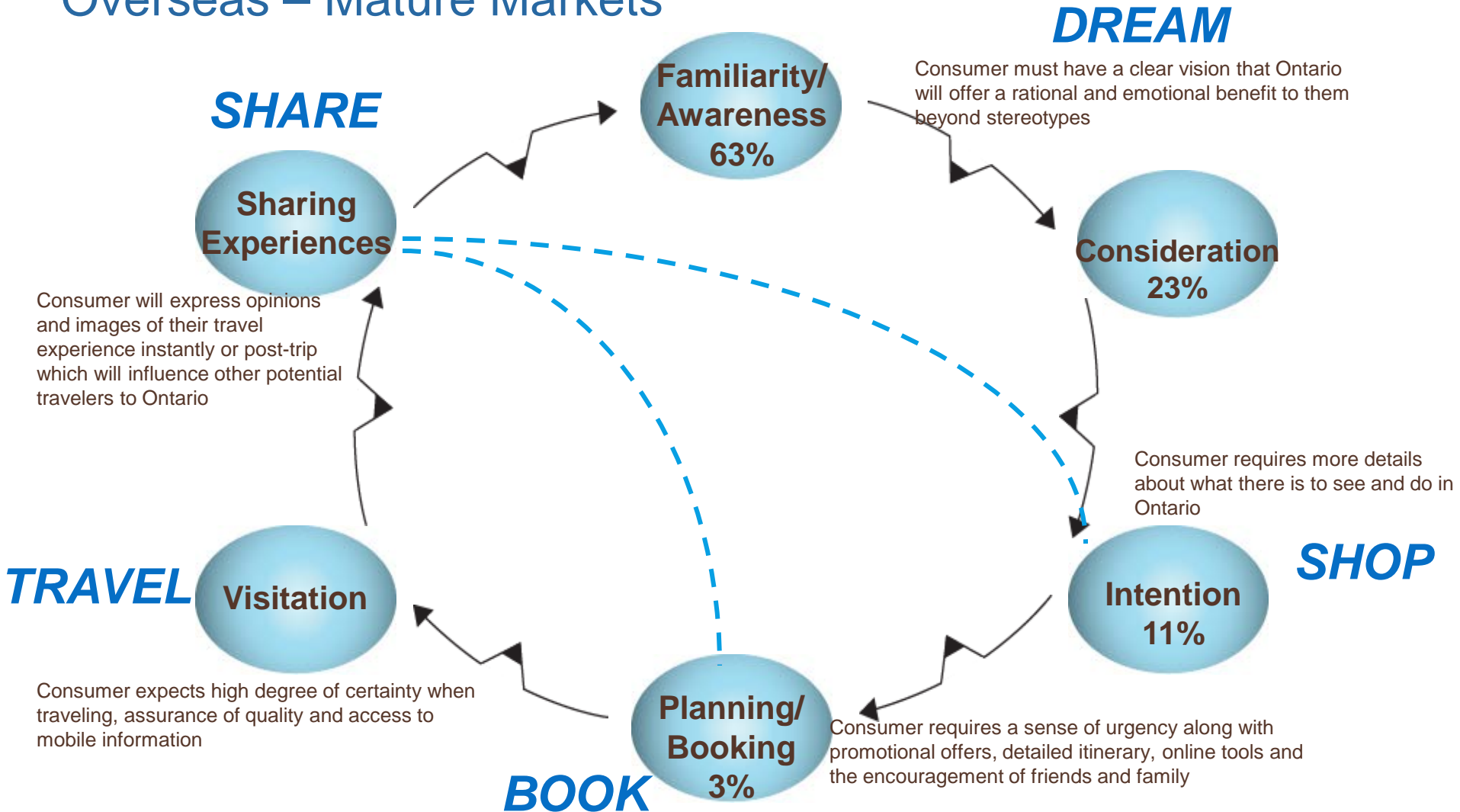


Source: Statistics Canada, ITS 2009

2009 Overseas Visits to Ontario

	Visits to Ontario 2009	Share of overseas visits to Ontario
	(Thousand)	(%)
U.K.	317	17%
Japan	96	5%
Germany	130	7%
France	132	7%
Mexico	69	4%
China	80	4%
India	75	4%
South Korea	44	2%
Brazil	43	2%
Other	920	48%
Total Overseas	1,906	100%

Travel Purchase Cycle - Influences and Barriers Overseas – Mature Markets



OTMPC's Role in Signature Experiences Collection (SEC)

- OTMPC is partnering with CTC to enrich our efforts by building an inventory of signature experiences to showcase in upcoming campaigns targeted at Ontario, Canadian and international customers. This approach puts the right experiences in front of the right customers using powerful and relevant marketing messages to inspire travellers to visit Ontario now.
 - ✓ Collaborate with industry partners to develop and identify signature experiences
 - ✓ Communicate CTC criteria to industry and encourage participation
 - ✓ Support Ontario operators during the application process
 - ✓ Include SEC members in marketing programs as appropriate

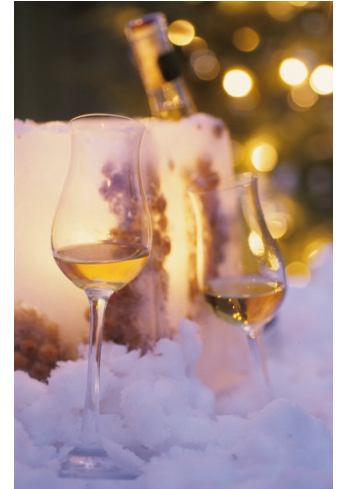
- Next Step for OTMPC is to adapt SEC to our closer markets

Ontario Signature Experience Status

- First round of SEC applications: 25 of 157 were from Ontario
- Next deadline is December 15, 2011

Current Ontario SEC Members

- Unique Sky High Adrenaline Rush CN Tower
- Colonial Life in the 19th Century British Military - Fort Henry
- Reliving the Days of the North West Company and the Canadian Fur Trade - Fort William Historical Park
- Beyond the Stage - Stratford Shakespeare
- Festival Ice Wine Tours and Harvest Table Dinners - Inniskillin Winery
- Flightseeing over Niagara/Heli-Wineries Experience - Helicopter Tours





Purpose of Today's Session:

- Provide insights that will stimulate & entice operators to develop and market compelling experiences
- Provide access to panelists who are willing to share their ideas on what you need to do to compete in international markets at the SEC level
- Gain insights on the essential marketing & sales activities that an operator needs to do in order to compete effectively for today's customer
- To demonstrate that effort and investment in product development is worthwhile
- To motivate Ontario industry to innovate and invest to take advantage of opportunities in overseas markets

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