



# MARKETING STRATEGY

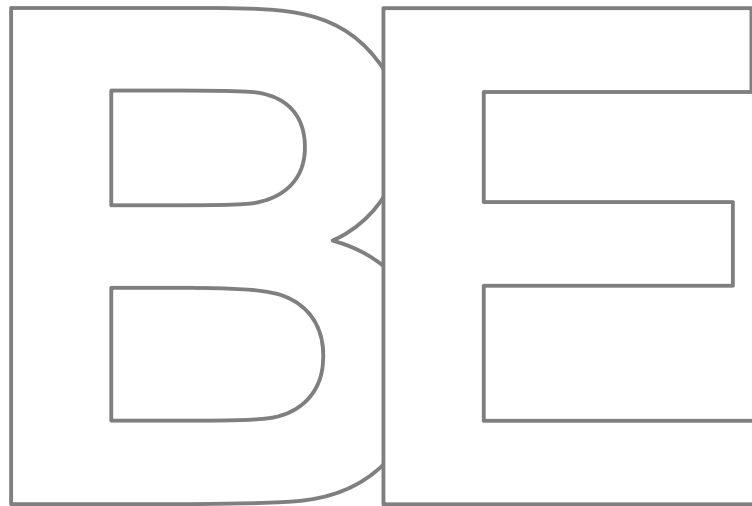
## 2014-15

ONTARIO  
*Yours to discover*

OTMPC

Ontario Tourism Marketing Partnership Corporation  
An Agency of the Government of Ontario

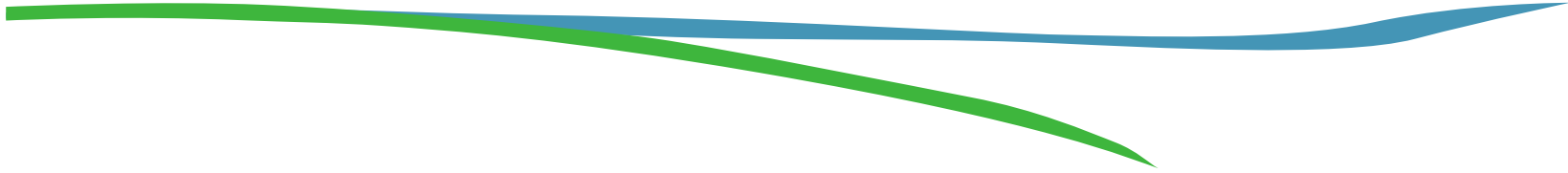
# ■ Criteria for Successful Brand Messaging



- Unique
- Consistent
- Innovative
- Focused
- Aligned

 GOAL

BUILD a STRONG PARTNERSHIPS  
POWERFUL BRAND that gets RESULTS  
INCREASE SPEND VISITATION



# ■ Business Objectives

1. Increase in Awareness

2. Incremental Visitor Spending

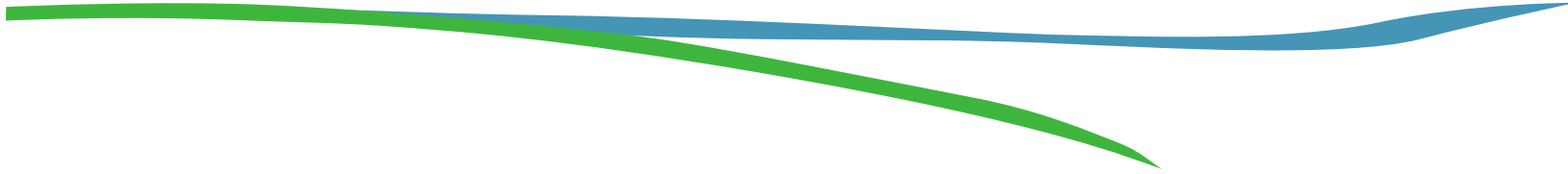
# Marketing Objective

Come for an overnight visit





# MARKET PRIORITIES



# Market Priorities

Tier 1: Brand Advertising + Travel Trade + Media Relations



Tier 2: CTC Partnerships + Travel Trade + Media Relations

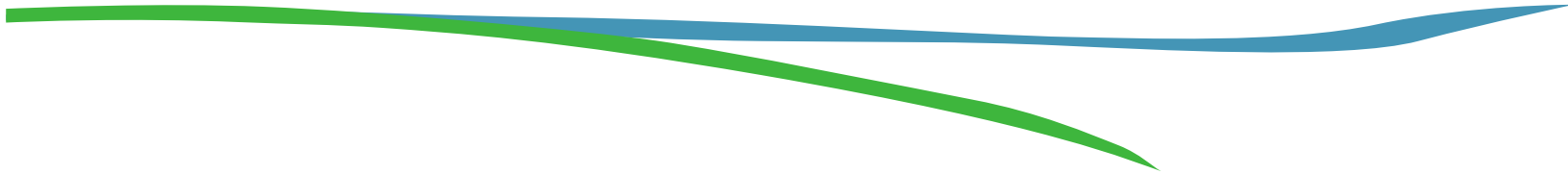


Tier 3: Media Relations



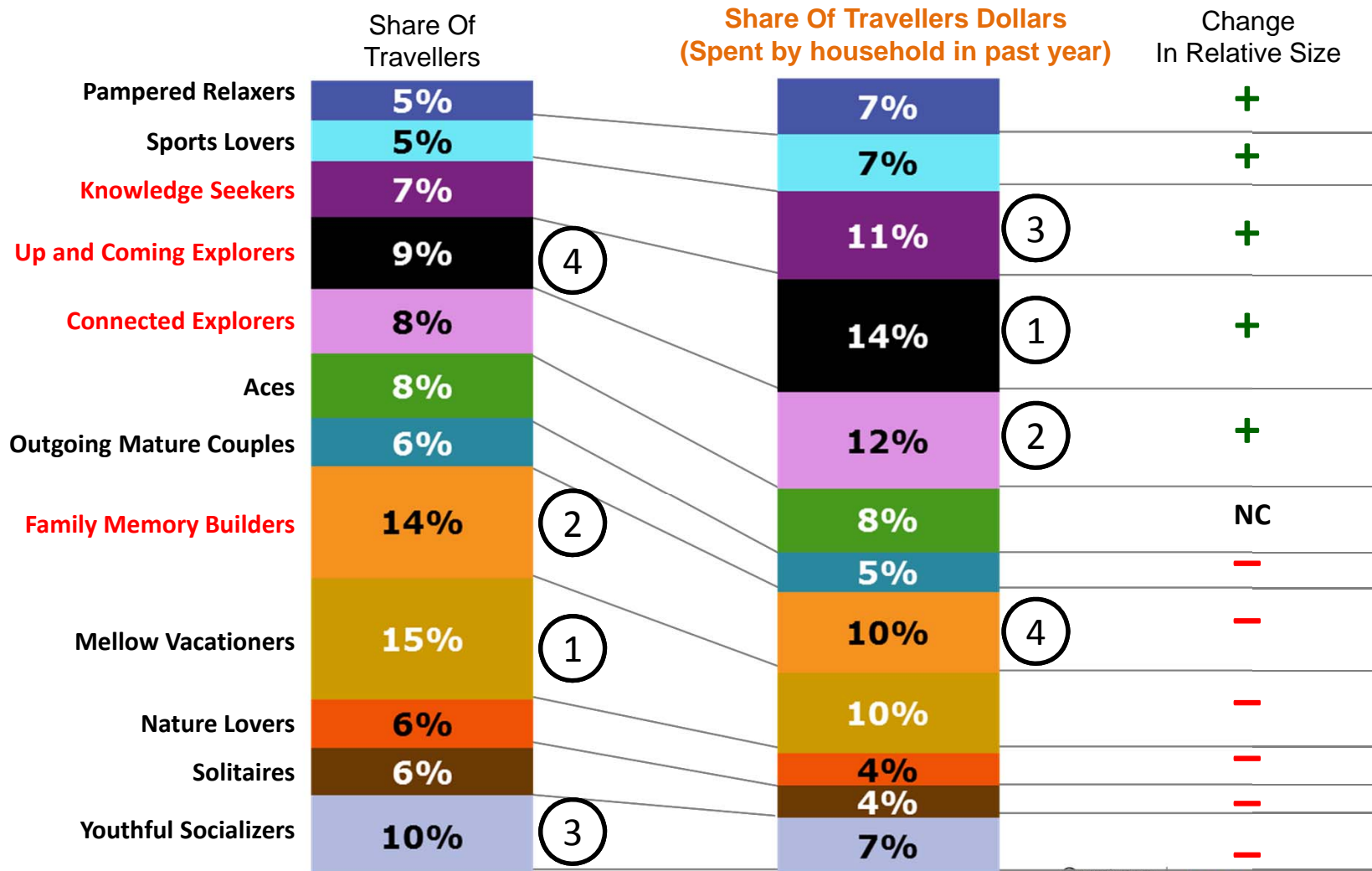


# TARGET AUDIENCE





# “Volume Vs. Value” – North America



# Connected Explorers

## Taking it all in

Connected Explorers rank well above average for almost all activities (museums, galleries, shopping, parks, landmarks, culinary, spa, beach)



## Do what the locals do



## Research to say "in the know"



## CONNECTED EXPLORERS

Connected Explorers are primarily couples between the age of 18-34 without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons.

Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.



## Connect & share stories

90% share their travel stories on social networks  
80% use smartphones and tablets when travelling



## Authentic experiences

68% are completely open to diverse cultures (46% avg)



## Travel is a break to escape from the everyday

60% believe this (40% avg)



# Up & Coming Explorers

## Core tourist attractions

57% visited amusement parks/zoo/aquarium (29% avg)



## UP & COMING EXPLORERS

Up and Coming Explorers consist of young families, aged 18-34 with kids hailing primarily from the US. Many have a diverse background - 45% are visible minorities and 40% are immigrants. This group is recently affluent and emerging into a new life phase that includes fresh experiences such as travel. As they define a new life for themselves, travel is an opportunity to learn and explore as a nuclear family. Vesting friends and family is not important to them at all. While this group often wants to be adventurous and energetic, their travel experiences often start with what is nearby and typically considered a core tourist attraction.



## Feel exhilarated & excited

44% want this emotional benefit (25% avg)



## Popular & famous

70% plan trips around the world's most famous sites (well above avg)



## Explore & learn new things

72% believe this is the main benefit of travel (25% avg)



## Information gathering

30% use TV ads & brochures to plan their trip (above avg)



## Trip planning & sharing

50% use online travel agencies (above avg)



**Major Attractions**  
 Iconic      Adventurous  
 Nuclear Family      Popular  
 New Affluence      Outside  
 Emerging  
 New Life Stage      Canada  
 Middle Class      High Energy  
 Independent  
 Exploration      Youth Oriented



# Knowledge Seekers

## Desire to explore the arts

93% visited museums/places of interest (59% is avg)



## KNOWLEDGE SEEKERS

Knowledge Seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



## Looking for cultural appreciation

81% are seeking knowledge and cultural travel experiences



## Discovering new surroundings

90% like to see local architecture and unique cityscapes



## Planning trips

51% rely on family and friends for travel tips (above average)



## Booking online

50% use accommodation websites; 42% use online travel agencies



## Mental stimulation trumps R&R

54% see themselves as knowledge seekers (23% is avg)



**Cultural Understanding**  
**explore** Expand your knowledge  
 Drive to learn History

Enriching **Stimulate the mind**  
**rediscovery**

Galleries Landmarks **New & Different**  
 Art & Design Museums  
**Baby Boomers**  
 Zoomer Second act

# Family Memory Builders

## Major Attractions Are A Hit

45% visited amusement parks, theme parks, zoos, aquariums



## FAMILY MEMORY BUILDERS

Family Memory Builders are couples with young children, aged 35-54 years old. These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family – at home and on vacationing. Travel is an opportunity to come together as a family with fun and playful activities. When their kids are having fun, they are having fun too – and ultimately building memories together as a family.

## Forging Family Ties

77% want to connect with family on vacation

71% want to create lasting memories as a family



## Vacation is activity-filled

54% went shopping and 42% visited a beach



## Play Brings Everyone Together



## Reconnecting with Family & Friends

41% of trips were focused on visiting friends/relatives & social events



## Planning Trips

Top sources consulted are family/friends, brochures, accommodation websites, online travel agencies



# Themed Campaigns



**12** Month  
Continuity Plan





**In Market:** May 2014

**Target Audience:** Up & Coming Explorers and Family Memory Builders

**Theme:** Summer is Ontario's time to shine. Inspire the domestic and American markets to spend their summer holidays exploring the absolute best Ontario has to offer

**Editorial:** focused on the “best of” lists - best beaches, best patios, best must-see tours, best shopping, best poutine, best new wineries

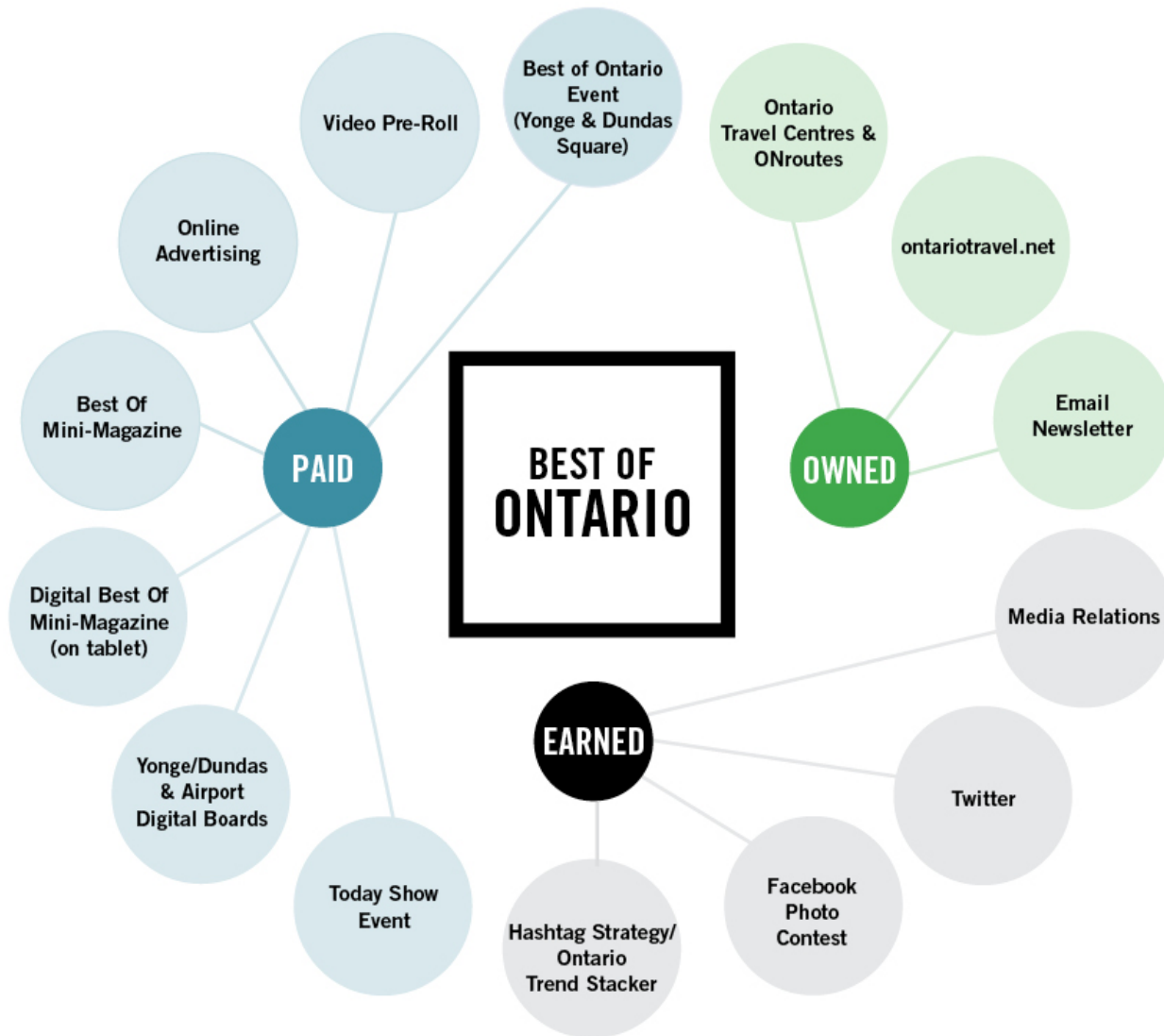
**Products:** everything and anything

**Distribution:**

1. New York City, Upstate NY, MI and PA – local daily papers & USA Today (approx. 1.3 million copies)
2. Ontario – local daily papers, polybag with specific magazines, OTIC's (approx. 400k copies)
3. Tablet



# Campaign Components







**In Market:** September 2014

**Target Audience:** Connected Explorer and Knowledge Seeker

**Theme:** The local hotspots across the province – the places you wouldn't know about if a local didn't tell you.

**Editorial:** Inspire Ontarians to explore their backyards and share them with friends and family. And inspire our American neighbours to come up and the find hidden gems of Ontario. Strong social element to encourage readers to share their insider tips and hidden gems.

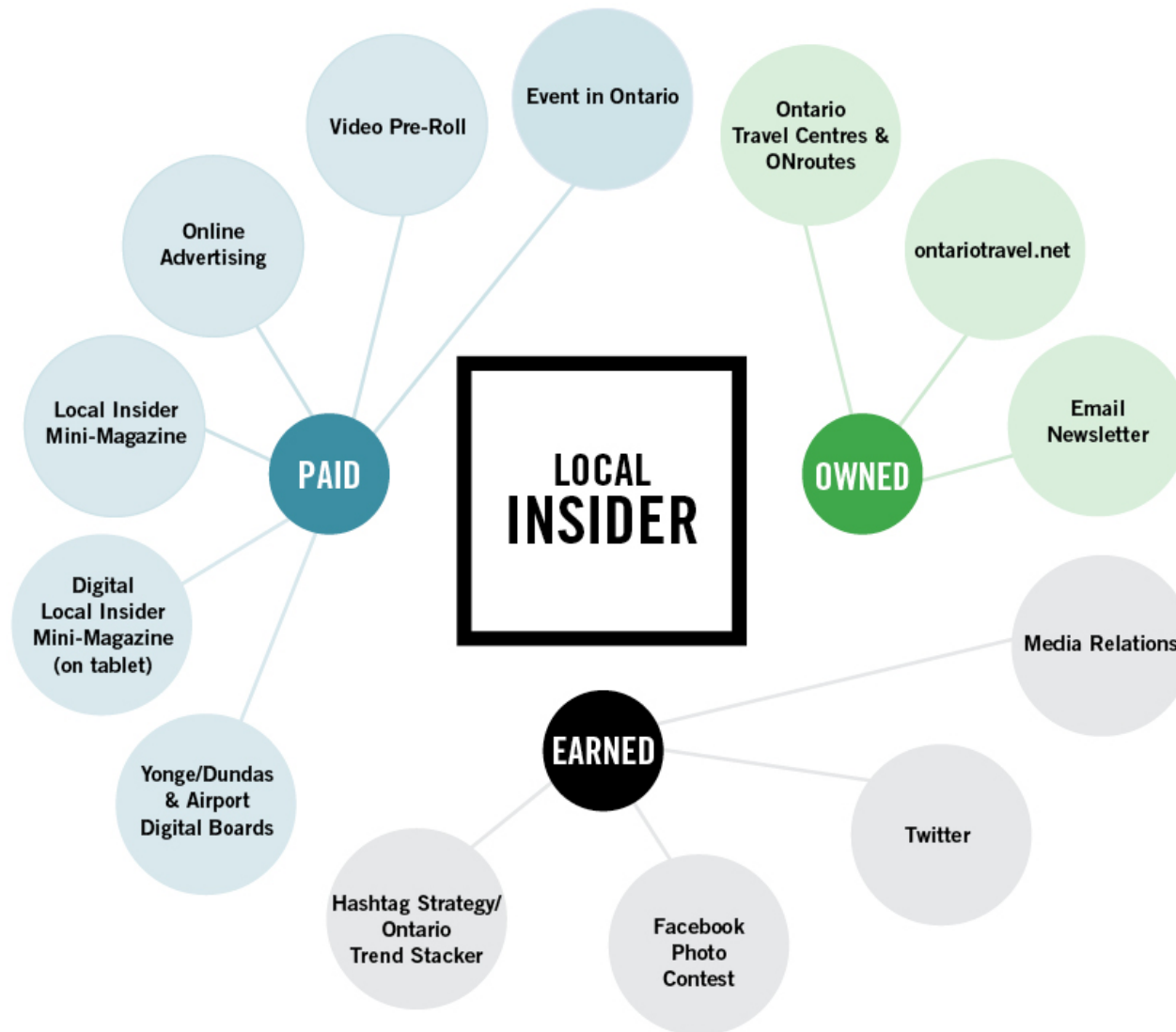
**Products:** local galleries, boutiques, mom-and-pop shops, cool cafes, hole-in-the-wall places, local trends

**Distribution:**

1. Ontario – local daily papers, polybag with specific magazines, OTIC's (approx. 400k copies)
2. Upstate New York, MI and PA – local daily papers, USA today in specific markets and polybag with specific magazines (approx. 1 million copies)
3. Tablet



# Campaign Components



# Holiday Issue

**In Market:** November 2014

**Target Audience:** Connected Explorers, Up & Coming Explorers, Knowledge Seekers, Family Memory Builders

**Theme:** we'll show you why there's no place like Ontario during the holidays. Inspire domestic markets to showcase the province to friends and family and persuade American markets to take their winter holidays in Ontario

**Editorial:** the essential Ontario gift guide, holiday festivals & events, performing arts, New Year's activities, where to take the kids post-holidays

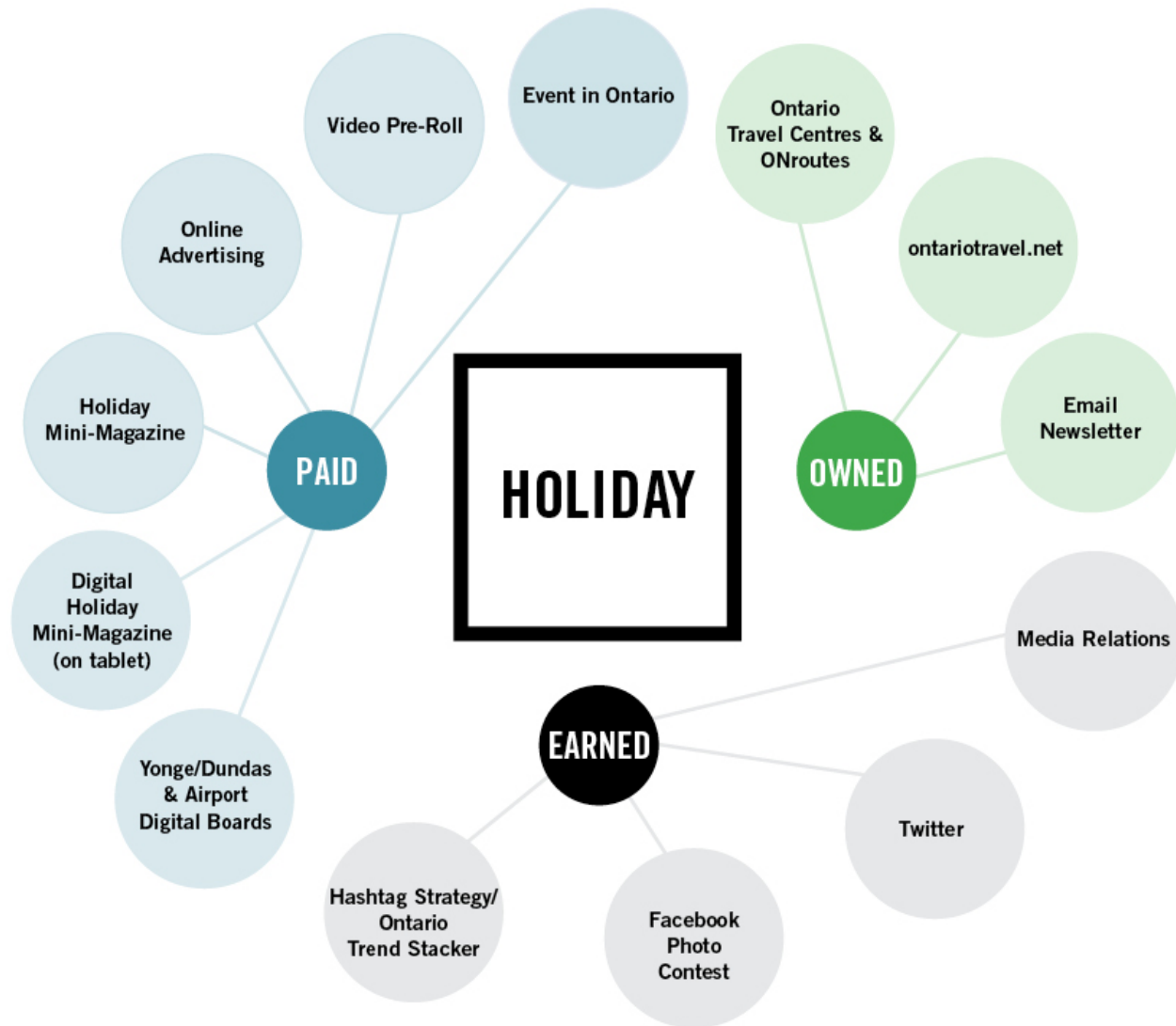
**Products:** local/interesting stores & boutiques, holiday & winter activities, attractions/things to do with kids over the holidays

## Distribution:

1. Ontario – local daily papers, polybag with specific magazine, OTIC's (approx 400k copies)
2. Upstate NY, MI & PA – local dailies, US Today in specific markets (approx. 1 million copies)
3. Tablet



# Campaign Components







**In Market:** January 2015

**Target Audience:** Core avid outdoor enthusiasts

**Theme:** We will present all of Northern Ontario's outdoor experiences (including winter) attractions, events and cities in one magazine.

**Editorial:** The focus of this issue will be on the four avid outdoor segments, their sub experiences and key leisure travel attractions and events. The planning and booking cycle for avid outdoor and summer vacations is January – March in both the domestic and US markets. This issue will include winter as well as spring/summer activities.

**Products:** hunting, fishing, recreational motorsports, nature and adventure and cities and attractions

**Distribution:**

1. Ontario - Targeted retail distribution, consumer shows, OTIC's, polybag with speciality outdoor magazine, daily papers (approx. 400k copies)
2. Upstate NY, MI & PA - Targeted retail distribution, consumer shows, polybag with speciality outdoor magazine, daily papers (approx. 1.3 million copies)
3. Tablet



# Campaign Components

