

ONTARIO
Yours to discover

OTMPC

Northern Office Update

Presented by:

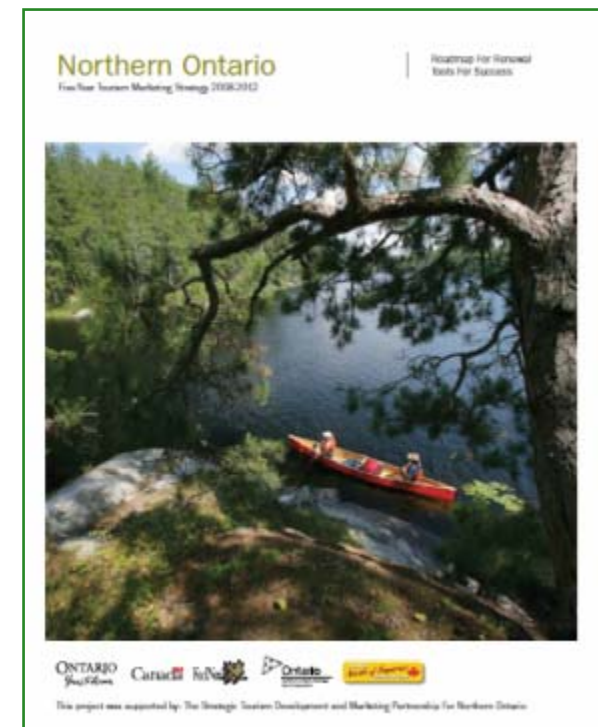
Jim Grayston – Partnership Coordinator

Overview

- ❑ Northern Tourism Marketing Strategy
- ❑ Go Fish Angling Program – Core
- ❑ Go Fish – Minneapolis
- ❑ Ontario Canada's Great Outdoors
- ❑ Broad Outdoors – Winnipeg
- ❑ Broad Outdoors – Chill Magazine

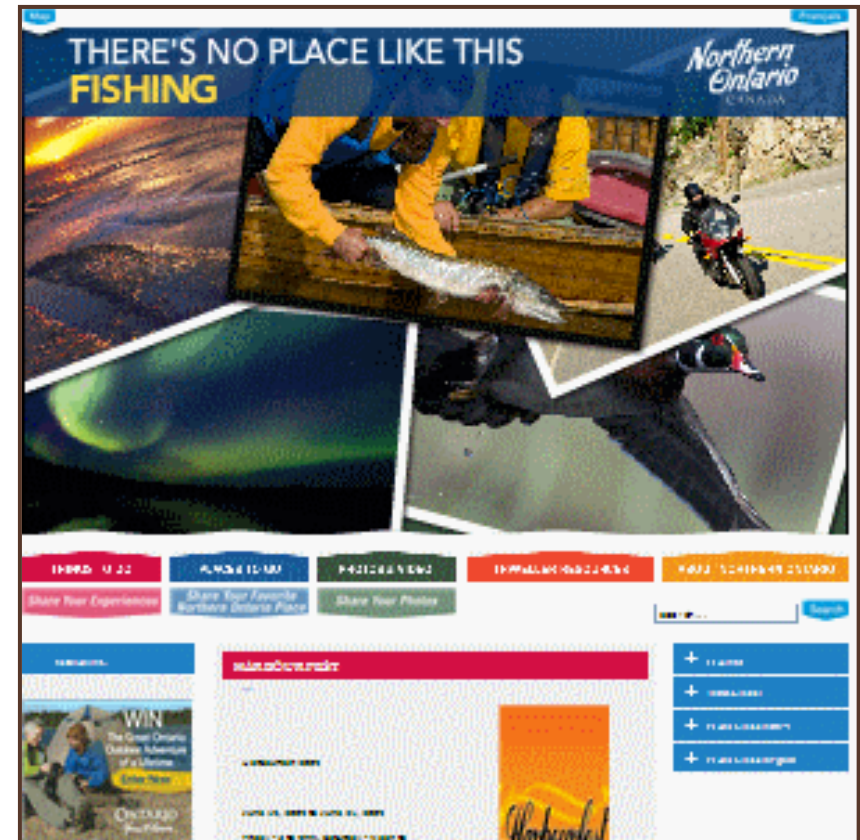
5 Year Northern Tourism Marketing Strategy

- Launched in January 2009 – Thunder Bay
- Target Best Bet Markets and maintain avid focus
- Recognize regional market realities – North East – North West
- Align Coordinate and cooperate – Cascading approach
- Utilize internet to generate consumer interest in Northern Ontario – Northern Portal
- Identified opportunity for Winnipeg and Western Canada
- Northern Committee concurred with direction to explore Alberta and market Northern Ontario (North West) to the Winnipeg Market
- Copies? www.connection-north.ca
- Supported by the Strategic Tourism Development and Marketing Partnership



www.northernontario.travel

- ❑ Northern Strategy called for the use of the internet to generate “buz” based on a depth of content
- ❑ The Northern Portal is built on content developed by our contractual partners.
- ❑ Launched January 20, the site is developing a strong position with organic searches.
- ❑ Northernontario.travel is the key call to action for Northern Programs



Go Fish in Ontario – Key Strategic Elements

- ❑ Maintain presence in other key us markets for angling while targeting best bet market
- ❑ Domestic Radio and ethnic market focus
- ❑ Drive to Go Fish web site and free package listings
- ❑ Consumer shows
- ❑ Results



Go Fish Minneapolis

❑ Target Audience

- Avid Anglers, Men 45-65, HHI \$75.0k+

Priority Markets

- US: Only Minneapolis, Minnesota

❑ Key Timing

- January – March

❑ Key Media

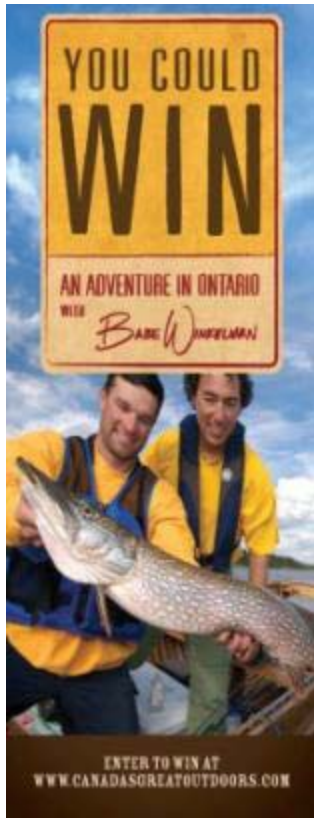
- Radio
- TV
- Out of Home
- Online

❑ Call to action

- www.gofishcanada.net



Ontario Canada's Great Outdoors



- Second year of the Partnership program in Chicago
- Babe Winkled as celebrity spokesperson
- Launched at All Canada Show Pheasant Run
- Media:
 - TV , Radio, Bill Boards, shows, online, print
 - Call To Action:
 - www.canadagreatoutdoors.com



Western Canada - Alberta

- Undertake two consumer shows with partners in the Alberta market
 - Calgary Boat and Sportsmen Show – February 12 – 15
 - Edmonton Boat and Sportsmen Show – March 12 – 15
- **Call to action:**
 - Promote the Seven Days on Superiors North Shore
 - Drive to www.northernontario.travel



Broad Outdoors - Winnipeg

Interactive:

- The weather network
- and google adwords

Radio:

- Power 97 and CJOB 680 am (two contests)

Print:

- Winnipeg Free Press

Call to Action:

www.escapetoontario.com redirect to
northern portal

Time Line: April to May



Broad Outdoors – Chill Magazine

Magazine:

- 7 editions 3 double page spreads (fishing, nature and adventure and Motorsports balance single
- 210,000 copies per edition distributed at 440 beer stores

Content:

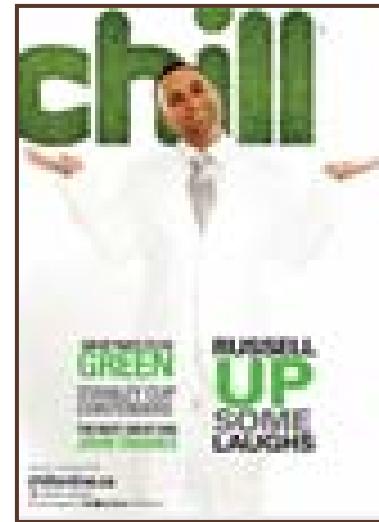
- Chill online.ca and Chill TV
- Articles featuring Ontario outdoors in print and online

Contests: 3 Contests during the year

Call to Action:

Northernontario.travel

Time Line: 12 months



Stay Connected

For Northern partnership programs visit www.connection-north.ca

For information on OTMPC programs, samples of marketing programs go to www.tourismpartners.com

