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# DESTINATION ONTARIO

## ONTARIO SIGNATURE EXPERIENCES

The Ontario Signature Experiences (OSE) program complements Destination Canada's Canadian Signature Experiences (CSE). The OSE program showcases the best and most unique tourism experiences in the province that will motivate international visits to Ontario. Currently, there are 35 Ontario-based participants in the CSE collection and 25 Ontario participants in OSE for a total of **60 Ontario-based experiences**.

### PROGRAM PRINCIPLES

To be considered for the OSE program a company must deliver a travel experience that:

- Goes beyond the traditional tourist path
- Dives deeper into authentic, local culture
- Connects with people and enriches their lives
- Engages visitors in a series of memorable travel activities that are inherently personal, engage senses or make connections
- Is accessible in terms of physical access, languages, seasonality and dates

### BENEFITS

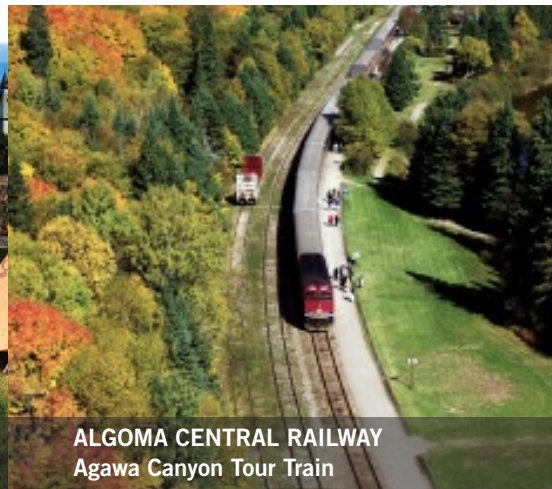
- Hightened profile within Destination Ontario's work with international travel companies
- Prestige and marketplace credibility
- Increased sales, worldwide recognition by international tour operators
- Increased presence at travel trade shows, on trade pages, via Destination Ontario (DO) in-market representatives, and on our consumer website
- Increased packaging and cross-promotional opportunities with other OSE members
- Strengthened business relationships with travel trade
- Participation in partnered product tours with journalists and tour operators



**CN TOWER**  
Unique Sky High Adrenaline Rush



**TURTLE ISLAND TOURISM**  
Aboriginal Voyageur



**ALGOMA CENTRAL RAILWAY**  
Agawa Canyon Tour Train

For more information visit [DestinationOntario.com](https://DestinationOntario.com) or contact:

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