

# DESTINATION ONTARIO

An agency of the Ministry of Heritage, Sport, Tourism and Culture Industries

## PARTNER BENEFITS

Work in collaboration with Destination Ontario to achieve greater return on investment. Destination Ontario's assets, expertise and partnership opportunities can help you to extend your marketing and sales reach, stretch your marketing dollars, and enhance your market share.

## THE VALUE OF TOURISM

144M VISITS<sup>1</sup>

\$26.9B SPENT<sup>1</sup>

## VISION

To position Ontario as a preferred global destination.

## MISSION

To generate increased visitation by Ontario, Canadian and International tourists, enhance tourism expenditures in Ontario, and contribute to provincial economic prosperity through impactful marketing and results-oriented investment partnerships.

## STRATEGIC PRIORITIES

1. Visitor First Marketing
2. Re-Defining Partnerships
3. Strong Research, Strong Outcomes
4. Dynamic Organization

## 2018 RESULTS

3.4M direct leads to partners from DO websites, digital and marketing campaigns

## MAXIMIZE YOUR INVESTMENT

Leverage Destination Ontario assets like Image Ontario, free website listings, and our Content Playbook, to align your marketing with the Ontario brand.

## LEVERAGE OUR MARKETING REACH

Partner with us across a spectrum of programs to reach consumers across all forms of media and geographic markets.

## GET CUSTOMIZED MARKETING ADVICE

Consult with our knowledgeable staff to select the right opportunities and assets for you to leverage and explore how we can work together.

## THE VALUE OF DESTINATION ONTARIO'S MARKETING

### Ontario & Near U.S., Consumer Advertising

535K INCREMENTAL VISITS<sup>2</sup>  
\$84M SPENT<sup>2</sup>

### U.S., In partnership with Destination Canada

95K INCREMENTAL VISITS<sup>3</sup>  
\$51M SPENT<sup>3</sup>

### International Travel Trade

46K INCREMENTAL VISITS<sup>4</sup>  
\$29M SPENT<sup>4</sup>

Our marketing & partnership strategy's **PAID**, **OWNED** and **EARNED** approach maximizes integration and efficiency in increasing awareness of Ontario as a tourism destination, driving leads to industry and increasing visitation and spend.

#### Sources:

1. Statistics Canada, Travel Survey of Residents of Ontario, International Travel Survey; 2016
2. Kantar TNS, Brand and Advertising Tracking Study; 2017
3. Destination Canada, Arrivalist; 2017
4. 2018 estimate based on packages sold by Travel Agents and average trip expenditure from joint marketing agreements



For more information, contact: Partnerships and Industry Relations  
416-314-6314 | 1-888-365-4422 | DO.Partnerships@ontario.ca

# DESTINATION ONTARIO

PARTNER WITH US AND LEVERAGE OUR REACH

## CONSUMER WEBSITE, ONTARIOTRAVEL.NET

**4.5M+** WEB VISITS

## SOCIAL MEDIA, @ONTARIOTRAVEL

**680,000+** COMMUNITY

## ONTARIO TRAVEL INFORMATION CENTRES (OTICS)

UP TO **1M** VISITORS

**\$1M** VISITOR SPEND\*

## MEDIA RELATIONS

**\$65.7M** ADVERTISING VALUE EQUIVALENCY (AVE)<sup>1</sup>

## IMAGE BANK, IMAGEONTARIO.COM

**8,000+** PROFESSIONAL IMAGES FOR YOUR TOURISM MARKETING NEEDS

## INTERNATIONAL MARKETS

**\$7B** EXPENDITURES INTO ONTARIO BY TRAVELLERS FROM DO'S INTERNATIONAL MARKETS OF FOCUS<sup>2</sup>

## NORTHERN ONTARIO MARKET

**\$1.6B** VISITOR SPEND IN NORTHERN ONTARIO OF WHICH **\$466 MILLION** IS FROM THE U.S.<sup>3</sup>

### Social Media

Connect With Us

@ontariotravel

#DiscoverON



### Paid Advertising Opportunities

Ontario Travel Information Centres (OTICs)

[Learn More](#)

Opt-in NOW at [DestinationOntario.com/SignUp](https://DestinationOntario.com/SignUp)

\*Visitor Spend=Revenue from sale of attractions passes, hunting and fishing licences and accommodation reservations (excludes merchandise sales)

Sources:

1. Destination Ontario 2018-19 Annual Report

2. International Travel Survey, 2016 (Data from target markets: China, France, Germany, Japan, Mexico, South Korea, U.K., and U.S.)

3. TNO 2015 and 2016 Spend Estimates for Region 13. Completed by CBRE Limited

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See Over