

New Interactive Kiosks Make Searching for Travel Information User-Friendly and Fun

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Toronto - Travelers along Ontario's 400/401-series highways can now get their information in real time using state-of-the-art touch screen technology that's interactive, fun, accessible and user-friendly.

Self-service kiosks in 20 of Ontario's 23 **ONroute Service Centres** have been replaced with new free-standing, triple-sided kiosks that are efficient, contain extensive information and linkages to key tourism websites and services, connect travelers directly with tourism businesses, and offer important road safety information.

The remaining 3 kiosks will be replaced as construction is completed in each Centre. The change is the result of a partnership between the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Ministry of Transportation (MTO).

The kiosks contain new 65-inch digital screens which connect users directly with information and services such as: a direct link to OTMPC's travel website www.ontariotravel.net, Ontario's accommodation providers and attractions, and links that enable people to join the conversation on OTMPC's social media channels as well as download the tourism-focused Discover Ontario mobile app.

Two interactive games, 'Top Traveler' and 'Memory Match', based on OTMPC's 'Ontario's Best Road Trips' summer marketing campaign, make learning about Ontario's many experiences, products and destinations fun and exciting. Since the new kiosks launched in mid-August, they have captured the attention of over 190,000 visitors to the ONroute Service Centres.

MTO offers various information options at the kiosks, including maps displaying real-time weather and traffic, and a valuable trip-planning tool that helps ensure timely, safe travel experiences.

OTMPC contracted Cineplex Digital Media to develop this innovative and creative way of communicating with consumers through technology.

QUOTES

"I'm pleased to see OTMPC moving forward with kiosks that will make it easier for people to get fast, reliable travel information while on the road. From local accommodation providers to ideas on discovering our province in new and exciting ways, these interactive kiosks will support Ontario's growing tourism industry by connecting people with the information and services they need."

— Eleanor McMahon, Minister of Tourism, Culture and Sport

“OTMPC is delighted to have played a key role in implementing this exciting new interactive technology in Ontario’s ONroute Service Centres. The breadth and diversity of information options now available to travelers is sure to enhance their experience at the Centres. Connecting our tourism partners directly with their customers fulfills our mandate to support the tourism industry, and ultimately our vision to position Ontario as a preferred global destination.”

— Ronald Holgerson, President and CEO, OTMPC

“We are honoured to have been selected by the Ontario Tourism Marketing Partnership Corporation to bring this digital platform to life at ONroute Service Centres across the Province. We know through our expertise in the technological, creative and analytics aspects of custom digital signage that these kiosks will provide travelers with an innovative, interactive and engaging way to source the information they need.

— Nick Prigioniero, President, Cineplex Digital Media

QUICK FACTS

- Over 500,000 travelers visit [ONroute Service Centres](#) each day along the infrastructure corridor.
- Tourism is an important economic driver. 2013 figures indicate that tourism supported over 362,000 jobs and generated over \$28 billion for Ontario’s economy.
- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

LEARN MORE

- See Ontario like never before at www.ontariotravel.net.
- Learn more about [OTMPC](#), its programs and partnership opportunities.

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