



INFO SHEET

The Ontario Tourism Marketing Partnership Corporation (OTMPC) launched Ontario Signature Experiences (OSE) in 2014 to promote and market must-see travel experiences that appeal to global target markets. The OSE program is designed to showcase the best and most unique tourism experiences in the province that will motivate more people to visit Ontario.

The OSE program is linked with the Canadian Signature Experiences Collection (CSE), managed by Destination Canada, in order to both act as a stepping stone for Ontario tourism operators who aspire to be included in Canada's international marketing and to highlight the diversity of Ontario experiences.

Currently, there are 32 Ontario-based participants in the CSE Collection, and 27 Ontario participants in OSE program for a total of 59 Ontario based experiences.

OSE PROGRAM CRITERIA

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
- Are accessible in terms of physical access, languages, seasonality and dates

As well, the operator of the experience is required to:

- Operate and run a tourism business located and legally registered to operate in Ontario
- Carry liability insurance and all required operating permits
- Be the owner, provider, deliverer of the experience and the point of sale for customers
- Have a website with a clear call to action for sales with a landing page specifically for the experience
- Actively market to attract tourists to Ontario and beyond
- If accepted in the OSE program:
 - Develop consumer and trade awareness of the program by displaying the OSE member badge on their website, as well as on targeted collateral, media releases and social media profiles
 - Participate in a regular renewal process



ONTARIO SIGNATURE EXPERIENCES BENEFITS

- Prestige and marketplace credibility, plus peer recognition
- Increased sales, worldwide recognition of being in the program
- Potential for increased marketing by OTMPC via presence at travel trade shows, on trade pages, in-market representatives, on our consumer website
- Increased packaging and cross-promotional opportunities with other OSE members
- Strengthened business relationships with the travel trade
- Hosting trade and media familiarization trips
- Support from OTMPC in developing digital visual assets through participation in photo and video shoots

Think you meet our OSE program criteria? Go to tourismpartners.com to take the Self-Assessment to find out if your company is ready to apply to the program.

For more information contact:

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