

**ONTARIO TOURISM CAMPAIGN HONOURED
AT NATIONAL TOURISM AWARDS**

***'Where Am I?' Promotion Wins
Marketing Campaign of the Year Award***

December 5, 2016

Ottawa – Ontario's innovative tourism marketing campaign was honoured on November 30, 2016 at the Canadian Tourism Awards hosted by the Tourism Industry Association of Canada (TIAC).

Created by the Ontario Tourism Marketing Partnership Corporation (OTMPC), an agency of the Ministry of Tourism, Culture and Sport, the 'Where Am I?' brand campaign received the 2016 Fairmont Hotels and Resorts Marketing Campaign of the Year Award at Canada's most prestigious tourism awards gala.

Taking a responsive and new approach to marketing the province, OTMPC launched the 12-day, multi-phased 'Where Am I?' brand campaign in June 2016 throughout Ontario and Quebec. The campaign was designed to surprise Ontarians with images of Ontario experiences and attractions that they may not have known existed, and to demonstrate to Quebecers that Ontario's offerings are uniquely distinguishable.

The components of the campaign included a ten-day 'intrigue' and two-day 'reveal' phase, and featured one 60- and two 15-second television commercials, supported by online video, digital, social media, and cinema. The campaign's 'sustain' phase continued to win people over until mid-September, with visits to OTMPC's website, www.ontariotravel.net, surpassing targets.

Results showed that it successfully reignited Ontarians' curiosity and interest, and triggered the desire to discover, or rediscover, their province. Over the three coordinated phases the 'Where Am I?' campaign generated 11.9 million video views across multiple digital and social channels, resulting in an increase in traffic to OntarioTravel.net of 16% over the previous year for the same period, for a total of 596K web visits. The campaign generated over 48K comments and reactions over numerous social media platforms.

OTMPC congratulates all this year's Canadian Tourism Awards winners and finalists, with applause for our Ontario winners: Great Wolf Lodge – Niagara Falls (VIA Rail Community Outreach Award), Headwaters Parade of Horses – Mono (VISA Canada Innovator of the Year Award), and Fort William Historical Park – Thunder Bay (Parks Canada National Cultural Tourism Award).

'The Canadian Tourism Awards are presented annually by the Tourism Industry Association of Canada to recognize success, leadership and innovation in Canada's tourism industry, and to reward those people, places, organizations and events that have gone above and beyond to offer travelers superior tourism experiences in Canada.' Tourism Industry Association of Canada

QUOTES

“Congratulations to our tourism marketing agency, OTMPC, on being recognized by the Tourism Industry Association of Canada for the outstanding ‘Where Am I?’ campaign. Ontario is a dynamic destination for visitors from across the province and beyond, and this campaign shines a spotlight on the many unique tourism experiences our province has to offer.”

- Eleanor McMahon
Minister of Tourism, Culture and Sport

“OTMPC is delighted that TIAC has recognized its dynamic new approach to introducing consumers to Ontario’s unfamiliar side. The campaign has been a great success and provides a foundation upon which to build future promotions. We will continue to present Ontario using a new lens throughout all seasons, and to inspire and motivate consumers to explore its many wonderful and diverse experiences and destinations. Kudos to Vice President and Chief Marketing Officer Lisa LaVecchia and her team, as well as to our creative agency FCB Toronto. Congratulations to all this year’s finalists and winners.”

- Ronald Holgerson
President and CEO, Ontario Tourism Marketing Partnership Corporation

LEARN MORE

To watch the commercials, visit www.ontariotravel.net.

To see a list of all Canadian Tourism Awards winners and finalists [click here](#).

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