

# INTERNATIONAL MARKET FOCUS

## FRANCE

Travellers from France stay approximately 7 nights in Ontario and spend an estimated \$1,150 per trip.<sup>1</sup>



### MARKET POTENTIAL FOR ONTARIO

<b>214K<sup>1</sup></b> Visitors from France	<b>\$243.4M<sup>1</sup></b> Visitor Expenditures	<b>34%<sup>1</sup></b> 3-year Visitor Growth	<b>0%<sup>1</sup></b> YoY Visitor Growth	<b>2.1M<sup>2</sup></b> Expressed an interest to visit Ontario in the next 2 years	<b>DIRECT FLIGHTS</b> To Ontario from Paris (year-round), Lyon, Nice, Marseille and Toulouse (seasonal)
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### IMPACT OF DESTINATION ONTARIO'S WORK IN 2017/18<sup>3</sup>

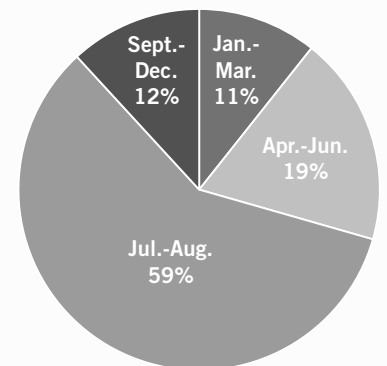
<b>582</b> Incremental Trips to Ontario Generated	<b>37.2K</b> Web Visits	<b>\$738K</b> In Earned Media
<b>\$337K</b> In Direct Incremental Visitor Expenditures	<b>52.4K</b> Campaign Leads	
	<b>11.3M</b> Social Media Reach	



### TRAVELLER INSIGHTS

<b>56%<sup>1</sup></b> of all visitors to Ontario also visit Quebec	<b>43%<sup>2</sup></b> of travellers to Canada also visited US as part of the same trip	<b>54%<sup>2</sup></b> of travellers used a travel company during their recent trip
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### TRAVEL TO ONTARIO BY SEASON<sup>1</sup>



#### PRE-TRAVEL

Travel guides, films featuring the destination, and TV programs are among the top 5 information and inspiration sources for people planning to travel

Across age groups, the use of mobile devices and social media is high

#### DURING TRAVEL TOP INTERESTS TO THE TRAVELLER

**Iconic Attractions**  
Niagara Falls is the top destination, followed by Toronto and Ottawa

**Exploring Culture, Traditions and History**  
Indigenous experiences in Ottawa, Great Spirit Circle Trail and Sainte-Marie among the Hurons are popular

**Hiking or Walking in Nature**  
Canoeing experiences, hiking, and tree top trekking are popular

#### WHAT WE KNOW

- Travellers from France look for authentic experiences
- Travellers from France look for destinations that
  - They feel proud to tell people that they have visited
  - Allow them to de-stress
- While French language services are still important, their importance is on the decline as younger travellers are also fluent in English
- Ontario Icewine is popular
- Travellers from France enjoy the atmosphere of big, modern North American cities

Sources: 1. International Travel Survey 2016 | 2. Global Tourism Watch 2017 | 3. Destination Ontario 2017-18 Annual Report

# PLANNED ACTIVITIES FOR 2018/19



## DESTINATION ONTARIO'S MARKET STRATEGY

- New partnership with Québec along with existing Destination Canada partnership for trade and consumer marketing
- Promoting new Ontario-Québec joint itineraries in France
- Focus on off-peak season travel

### AREAS OF EMPHASIS

Pursuing passions in new places

Mosaic of colliding cultures

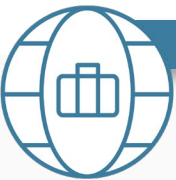
Québec as a gateway

## CONSUMER MARKETING



Leverage Destination Canada's efforts and build awareness and consideration for Ontario as a vacation destination through:

- Consumer digital and social marketing
- Content partnerships with key publishers and influencers



## TRAVEL TRADE

Actively promote market-ready Ontario products and experiences to travel companies (tour operators and travel agents), and convert awareness to sales through:

- In-Market Business-to-Business Sales Programs
- Travel agent training with partners
- Partnered Ontario Product Tours with representatives of travel companies
- Joint Marketing Agreements
- Pitching Ontario products at key trade shows and one-on-one meetings
- Leverage Destination Canada's investment and activities

## MEDIA RELATIONS



Enable positive editorial coverage to stimulate travel interest through earned media by:

- Developing and maintaining close working relationships with key journalists, influencers, and targeted media outlets
- Pitching stories at key events and one-on-one meetings
- Providing visual assets and content
- Partnered Ontario Product Tours
- Leverage Destination Canada's investment and activities