

# DESTINATION ONTARIO

## FREE LISTINGS

2017 RESULTS  
**4M+** WEB VISITS

### ONTARIOTRAVEL.NET

Destination Ontario is the tourism marketing agency for the Government of Ontario, mandated to position Ontario as a preferred global destination. Through impactful marketing, our job is to **inspire consumers to visit our website and connect them directly to you.**

Promote your **business, festivals and events, and packages each with a FREE listing** on our consumer site, ontariotrail.net, and gain leads for your tourism business. A listing features a large image, description, Google mapping functionality, social media channels, a link to your website and more.

Ontariotrail.net, the official tourism website for travel in Ontario, reaches global consumers. The portal's robust content of editorial and listings presents a wealth of diverse experiences and destinations that Ontario has to offer. Listings are used to develop itineraries in our digital Trip Planner tool and are presented via the website on the digital touch screen kiosks in the 20 ONroute Service Centres along the highway 400/401 corridor. The website is also the main source of information used by our Ontario Travel Information Centre staff, the 1-800-ONTARIO contact centre (OTIC) and online chat agents.

### BENEFITS OF YOUR FREE LISTING



ontariotrail.net



OTICs



Contact  
Centre



Online  
Chat



Trip Planner on  
ontariotrail.net

### HOW TO CREATE YOUR LISTING

**1** Log in to your account on [DestinationOntario.com](http://DestinationOntario.com). **Register first if you do not have an account.** Create a profile, and select a username and password. Wait for email confirmation.

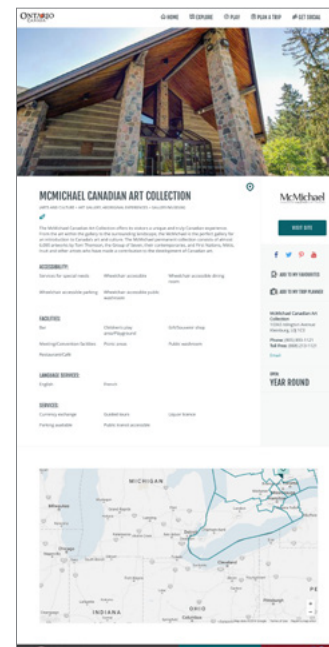
**2** Manage listings. Scroll down to select the type of listing you wish to submit, then enter your information.

**3** We will review and translate all new content into French for you. Once translations and approvals are complete, your listing will be posted to [ontariotrail.net](http://ontariotrail.net).

### Tips

- Title and Description: describe your business, event or package in 300 characters (max) or 45 words (approx.)
- Location: provide the exact location of your business, including postal code
- Image: provide a clear, single image (1920x800 pixels, JPEG format, landscape orientation; no collages, logos or text) that reflects the visitor experience and current season, turn off your pop-up blocker
- Provide 'Lake' name (or body of water) only if your business includes water activity or a waterfront component
- Select 19+ attribute if your business is open to a 19+ only audience
- Select the Indigenous attribute only if your business includes an Indigenous component

### Sample Listing



For help submitting your packages, please contact:  
Marie.Cheesman@ontario.ca | 613-281-0600

For help submitting your business, festivals and events listings, please contact:  
Victoria.lp@ontario.ca | 416-325-6846