

DESTINATION ONTARIO

INTERNATIONAL MARKETING

\$7B¹

EXPENDITURES INTO ONTARIO BY TRAVELLERS FROM DESTINATION ONTARIO'S INTERNATIONAL MARKETS OF FOCUS.

Look for market-by-market insights at DestinationOntario.com

THE VALUE OF INTERNATIONAL VISITATION

- Visits from all international markets account for **11%¹** of total visitation and **38%¹** of total visitor expenditures into Ontario
- International travellers also:**
 - Visit multiple regions of the province
 - Help to even out peak capacity times (seasonality and days of the week)
 - Allow time to plan capacity
 - Tend to stay longer and spend more

DESTINATION ONTARIO'S INTERNATIONAL MARKETING APPROACH

Consumer Marketing

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

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

Maintain multi-language websites and owned social channels.

B2B Activity with Travel Companies (Travel Trade)

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

- In-Market Business to Business Sales Programs
- Travel agent training
- Partnered Ontario Product Tours for representatives of targeted travel companies
- Joint marketing of Ontario itineraries with travel companies
- Pitching Ontario products at key trade shows and one-on-one meetings
- Leveraging 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
- Conducting Partnered Ontario Product Tours with media
- Leveraging Destination Canada's investment and activities

In-Market Representation

On the ground support, market intelligence, local contacts for consumer marketing, travel trade and media relations activities in the UK, Germany, China and Japan.

Partnerships and Alignment

Close working relationships with Destination Canada , Regional Tourism Organizations, Destination Marketing Organizations, Sector Associations, operators and industry.

MARKETS OF FOCUS AND CONTACT INFORMATION



USA

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Source: 1. International Travel Survey; 2016 (Data from target markets: China, France, Germany, Japan, Mexico, South Korea, U.K., and U.S.)