

INTERNATIONAL MARKET FOCUS

SOUTH KOREA

Travellers from South Korea stay approximately 10 nights in Ontario and spend an estimated \$1,850 per trip.¹

MARKET POTENTIAL FOR ONTARIO

127K¹ Visitors from South Korea : **\$235.1M¹** Visitor Expenditures : **115%¹** 3-year Visitor Growth : **49%¹** YoY Visitor Growth : **4.4M²** Expressed an interest to visit Ontario in the next 2 years : **DIRECT FLIGHTS** To Ontario From Seoul

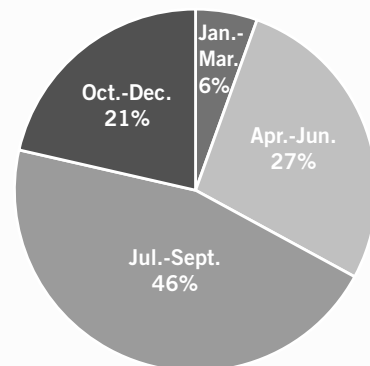
IMPACT OF DESTINATION ONTARIO'S WORK IN 2017/18³

351 Incremental Trips to Ontario Generated : **4.1K** Web Visits : **\$25.9M** In Earned Media
\$182.5K In Direct Incremental Visitor Expenditures : **151.3K** Page Views

TRAVELLER INSIGHTS

68%² of travellers to Canada travelled as part of an organized group tour : **75%²** of travellers used a travel company during their most recent long-haul trip

TRAVEL TO ONTARIO BY SEASON¹



PRE-TRAVEL

TV programs, travel guidebooks and blogs are among the top 5 information and inspiration sources for people planning to travel : The influence of TV is powerful on destination selection. Destinations featured on popular TV channels stimulate actual travel demand

DURING TRAVEL

TOP INTERESTS TO THE TRAVELLER

Natural Attractions : Niagara Falls, Agawa Canyon Sault Ste. Marie and Tobermory are popular destinations : **Experiencing Distinctively** : Local wine and culinary : **Urban Experiences** : Hornblower Niagara Cruises, Niagara Helicopters, Skylon Tower are popular

WHAT WE KNOW

- Travellers from South Korea enjoy outlet shopping
- Korean language services delight the traveller
- At restaurants travellers from South Korea prefer hot sauce to be made available during meals
- Celebrities have large appeal and influence on travellers
- Younger travellers are foodies
- Wi-Fi access is a must at hotels
- Free Independent Travellers' online bookings continue to increase
- Most Koreans understand English, speaking slowly when communicating is appreciated

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

- Continue to leverage popular entertainment media brands, studios and influencers to co-create inspirational content to drive active consideration of Ontario
- Continue to work with travel trade and airlines to increase the number of new products and longer itineraries focused around off-peak seasons

AREAS OF EMPHASIS

Take a breather in Ontario

Photogenic nature next to vibrant cities

Ontario design (architecture, fashion, art and products) inspired by nature

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

