

# INTERNATIONAL MARKET FOCUS

## CHINA

Travellers from China stay approximately 21 nights in Ontario and spend an estimated \$3,000 per trip.<sup>1</sup>

### MARKET POTENTIAL FOR ONTARIO

<b>253K<sup>1</sup></b>	<b>\$759.3M<sup>1</sup></b>	<b>95%<sup>1</sup></b>	<b>16%<sup>1</sup></b>	<b>6.4M<sup>2</sup></b>	<b>DIRECT FLIGHTS</b>
Chinese Visitors	Visitor Expenditures	3-year Visitor Growth	YoY Visitor Growth	Expressed an interest to visit Ontario in the next 2 years	To Ontario from Beijing, Shanghai and Guangzhou

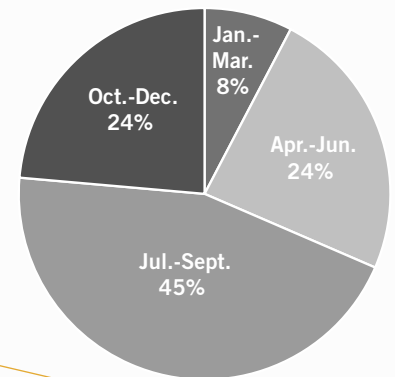
### IMPACT OF DESTINATION ONTARIO'S WORK IN 2017/18<sup>3</sup>

<b>6.9K</b> Incremental Trips to Ontario Generated	<b>264K</b> Web Visits	<b>\$18.9M</b> In Earned Media
<b>\$6.7M</b> In Direct Incremental Visitor Expenditures	<b>1.9K</b> Campaign Leads	
<b>2.5K</b> Travel Company Representatives Trained on Ontario Products	<b>31M</b> Social Media Views	
<b>19</b> New Ontario Trip Itineraries Developed		

### TRAVELLER INSIGHTS

<b>85%<sup>2</sup></b> of travellers visited Canada as part of an organized group tour	<b>91%<sup>2</sup></b> of travellers used a travel company during their most recent long-haul trip
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### TRAVEL TO ONTARIO BY SEASON<sup>1</sup>



#### PRE-TRAVEL

Brochure from a travel agency or tour operator, booking sites and travel guides are among the top 5 information and inspiration sources	Relevant and engaging content on social media also inspires people to travel
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#### DURING TRAVEL TOP INTERESTS TO THE TRAVELLER

<b>Natural Attractions</b> Niagara Falls, Blue Mountain and Fall foliage are popular	<b>Trying Local Food and Drink</b> Icewine tasting	<b>Iconic and World Heritage Sites</b> Parliament Buildings, City Hall, CN Tower, Bethune Memorial House and University of Toronto
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#### WHAT WE KNOW

- Shopping is an important vacation activity
  - Preference to pay by cash, WeChat Pay, AliPay, or UnionPay
- Having Chinese language services delight travellers from China
- Travellers prefer hot breakfast or Chinese breakfast if available
- Younger travellers are foodies
- At hotels they
  - Avoid rooms with number 4
  - Want kettles, green tea and free Wi-Fi
- During meals they prefer hot water or water without ice
- Tipping is not customary in China

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

- Leverage the profile of Canada-China Year of Tourism (CCYT) to enhance awareness of Ontario as a diversified tourism destination in China
- Strengthen promotion in off-peak season
- Leverage Destination Canada's market investment, creative assets and content, and the strength of the Canada brand
- Lead partnerships with internationally active Ontario partners
- Utilize Destination Ontario's in-market representatives in all aspects of strategy

### AREAS OF EMPHASIS



## 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