

DESTINATION ONTARIO

An agency of the Ministry of Tourism, Culture & Sport

PARTNER BENEFITS

Work in collaboration with Destination Ontario to achieve greater return on investment. Destination Ontario's assets, expertise and partnership opportunities can help you to extend your marketing and sales reach, stretch your marketing dollars, and enhance your market share.

THE VALUE OF TOURISM

144M VISITS¹

\$26.9B SPENT¹

VISION

To position Ontario as a preferred global destination.

MISSION

To generate increased visitation by Ontario, Canadian and International tourists, enhance tourism expenditures in Ontario, and contribute to provincial economic prosperity through impactful marketing and results-oriented investment partnerships.

2017 RESULTS

2.4M DIRECT LEADS TO PARTNERS FROM DESTINATION ONTARIO WEBSITES, DIGITAL AND MARKETING CAMPAIGNS

MAXIMIZE YOUR INVESTMENT

Leverage Destination Ontario assets like Image Ontario, free website listings, and our Content Playbook, to align your marketing with the Ontario brand.

LEVERAGE OUR MARKETING REACH

Partner with us across a spectrum of programs to reach consumers across all forms of media and geographic markets.

GET CUSTOMIZED MARKETING ADVICE

Consult with our knowledgeable staff to select the right opportunities and assets for you to leverage and explore how we can work together.

THE VALUE OF DESTINATION ONTARIO'S MARKETING

Ontario & Near U.S., Consumer Advertising

535K INCREMENTAL VISITS²
\$84M SPENT²

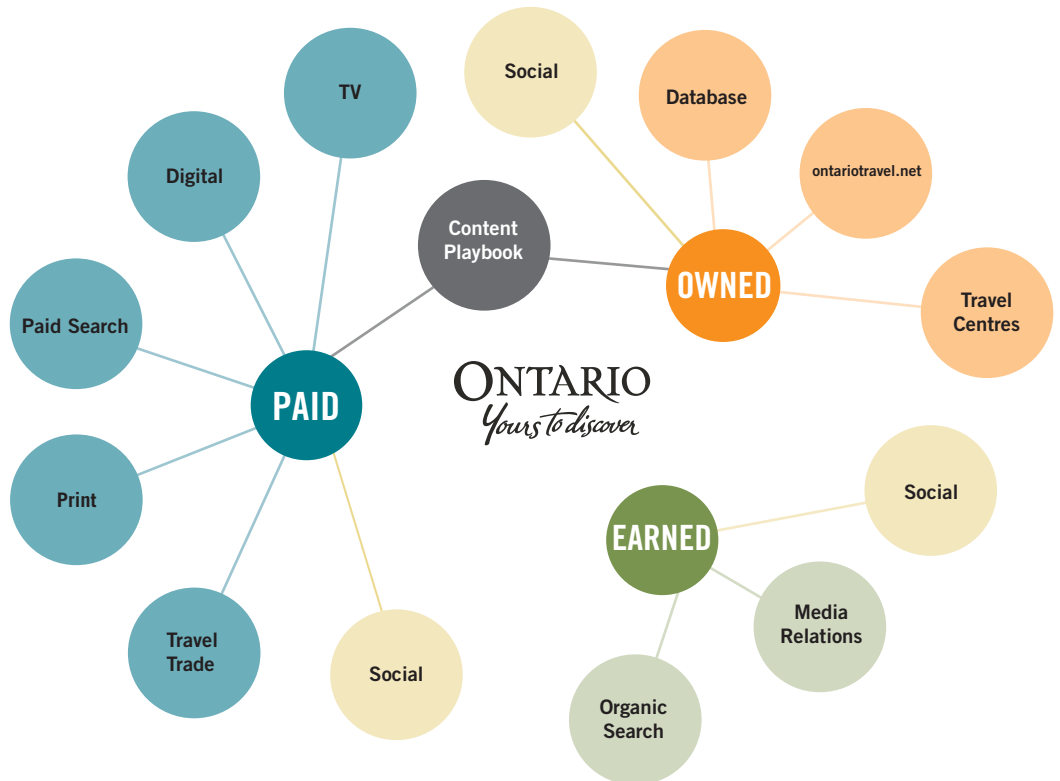
U.S., In partnership with Destination Canada

95K INCREMENTAL VISITS³
\$51M SPENT³

International Travel Trade

35K INCREMENTAL VISITS⁴
\$30.6M SPENT⁴

Our marketing & partnership strategy's **PAID**, **OWNED** and **EARNED** approach maximizes integration and efficiency in increasing awareness of Ontario as a tourism destination, driving leads to industry and increasing visitation and spend.



Sources:

1. Statistics Canada, Travel Survey of Residents of Ontario, International Travel Survey; 2016
2. Kantar TNS, Brand and Advertising Tracking Study; 2017
3. Destination Canada, Arrivalist; 2017
4. 2017 estimate based on packages sold by Travel Agents and average trip expenditure from Statistics Canada

For more information, contact: Partnerships and Industry Relations
416-314-6314 | 1-888-365-4422 | DO.Partnerships@ontario.ca

DESTINATION ONTARIO

PARTNER WITH US AND LEVERAGE OUR REACH

CONSUMER WEBSITE, ONTARIOTRAVEL.NET

4M+ WEB VISITS

SOCIAL MEDIA, @ONTARIOTRAVEL

620,000+ COMMUNITY

ONTARIO TRAVEL INFORMATION CENTRES (OTICS)

UP TO **1M** VISITORS

\$1M VISITOR SPEND*

MEDIA RELATIONS

\$97.6M ADVERTISING VALUE EQUIVALENCY (AVE)¹

IMAGE BANK, IMAGEONTARIO.COM

8,000+ PROFESSIONAL IMAGES FOR YOUR TOURISM MARKETING NEEDS

INTERNATIONAL MARKETS

\$7B EXPENDITURES INTO ONTARIO BY TRAVELLERS FROM DO'S INTERNATIONAL MARKETS OF FOCUS²

NORTHERN ONTARIO MARKET

\$1.6B VISITOR SPEND IN NORTHERN ONTARIO OF WHICH **\$466 MILLION** IS FROM THE U.S.³

Co-marketing

Destination Ontario partners with the tourism industry

Social Media

Connect With Us
@ontariotravel
#DiscoverON



Paid Advertising Opportunities

Ontario Travel Information Centres (OTICs), and ONroute Service Centres digital interactive tourism kiosks

[Learn More](#)

Opt-in NOW at DestinationOntario.com/SignUp

*Visitor Spend=Revenue from sale of attractions passes, hunting and fishing licences and accommodation reservations (excludes merchandise sales)

Sources:

1. Destination Ontario 2017-18 Annual Report

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

3. TNO 2015 and 2016 Spend Estimates for Region 13. Completed by CBRE Limited

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