

Connect with Ontario's Local Tourism Gems

Ontario's Fall Tourism Campaign Underway

October 3, 2014

The Ontario Tourism Marketing Partnership Corporation (OTMPC) has launched *The Local Insider* tourism campaign featuring great places to visit and things to do in fall 2014. The campaign gives travellers the 'inside track' on ideas and activities that are unique and distinct in every region of the province.

The Local Insider magazine is a signature piece of the campaign with 336,000 English and 28,000 French copies distributed throughout Ontario. Another 803,500 copies will be distributed in New York City, Buffalo and Syracuse. The campaign is supported by additional marketing activities, including digital media, print advertising, television content integration, consumer e-mails, social media tactics, consumer events, media relations activities and an Instagram contest. OTMPC plans to wow Americans with Ontario travel ideas at The New Yorker Festival in October and a TV segment on *New York Live*.

The magazine features an extensive amount of "beyond the guidebooks" tourism ideas to help vacationers plan day trips, weekend excursions or longer getaways throughout Ontario this season. From exciting fall festivals to antiquing road-trips to culinary delights to theatre trips, Ontario's fall season is rich with tourism ideas.

Through a newly-redesigned consumer website, www.ontariotravel.net, travellers can access even more tourism experiences. Over 1,700 tourism businesses and festivals and events are listed on www.ontariotravel.net, with new listings emerging weekly. The site also offers over 300 packages to explore, ranging in price and type of experience to fit every traveller's budget and preferences. Visually-appealing images on the website allow travellers to immerse themselves in an Ontario experience.

There is no better time to be a local in Ontario's backyard this fall.

QUOTES

"Our province is home to so many incredible attractions and events that highlight our local talent, diversity, culture and heritage. *The Local Insider* is the perfect guide to make your next adventure a success. I encourage all Ontarians to take advantage of this great resource and experience all that it has to offer."

- Michael Coteau, Minister of Tourism, Culture and Sport

“The Ontario Tourism Marketing Partnership Corporation is thrilled to highlight the fall season through *The Local Insider* campaign. For couples who want a romantic getaway or families looking for a fun weekend adventure, there are a variety of ideas to extend the traditional summer vacation season into the fall.”

- Ronald Holgerson, President and CEO, Ontario Tourism Marketing Partnership Corporation

QUICK FACTS

- Visitors to Ontario are encouraged to share their tourism experience on Twitter using the hashtag #DiscoverON.
- Tourism is an important economic driver. 2012 figures indicate that tourism supported over 347,000 jobs and generated \$28 billion for Ontario's economy.
- In 2012, Ontario residents represented 62 per cent of tourism visitor expenditures in Ontario, while United States visitor expenditures represented 15 per cent, and are projected to grow to 17 per cent over the coming years.
- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

LEARN MORE

- View [The Local Insider](#) magazine in web and tablet versions.
- Discover more about [Ontario activities and destinations](#).
- Learn more about [OTMPC](#), its programs and partnership opportunities.

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