

GUIDELINES AND CRITERIA FOR SUBMISSION OF PACKAGES

Promote your Ontario travel package for FREE on ontariotravel.net!

Travel packages offer value-added, time-limited, bundled trip components, making it easy for consumers to plan and book a trip. For example, a weekend getaway could include performance tickets, accommodations, guide services, or a restaurant voucher. Your package must be developed around one of the 18 experience categories listed on our site, but does not need to be exclusive to ontariotravel.net.

Your package must include *at least two* of the following services or activities for a single price:

- Activity or experience, including:
 - o Behind-the-scenes activities, field trips
 - o Discussions with resource specialist (i.e. naturalist, chef, sommelier)
 - o Hands-on activities or self-guided visitation
- Tickets to live theatre, events or attractions
- Meals*
- Accommodations
- Guided tours
- Transportation

There must be one point of purchase for the guest to book all components of the package (the point of purchase business/organization must book the other components on behalf of the guest). Packages can be either daytrips or overnight stays.

To post a package on ontariotravel.net you will need to provide the following:

- 1. Title:** provide a creative, attention-getting name
- 2. Description:** describe the experience and what is included in the package (i.e. number of tickets/admissions, type of instruction, accommodation, number of days/nights, number of meals, etc.) in 75-100 words (max)
- 3. Start and End Dates:** provide the exact dates during which your package is available (it will be removed from the site upon expiration date)
- 4. Price:** provide specific price details and note whether tax and gratuity are included
- 5. Location:** provide the exact location, including postal code
- 6. Link (URL):** provide the link to the page on your website where complete packages details can be found
- 7. Image:** provide a clear, single photograph (min. 1920x800 pixels, JPEG format, max 4MB, landscape orientation; no collages, logos or text) that appropriately reflects the visitor experience

TIPS

- provide 'Lake' name (or body of water) *only* if your package includes water activity or a waterfront component
- provide 'Skill Level' for outdoor and sporting packages

- select the 19+ attribute if your package is offered to a 19+ only audience
- select the Indigenous attribute only if your package includes an Indigenous component - map your package to the location of the experience

NOTE: Destination Ontario will review (and edit if necessary) all submissions and approve packages that adhere to these guidelines. If approved, packages will be accessible to consumers on our consumer web site at ontariotravel.net and via our (1-800-ONTARIO) call centre. If your package suits Destination Ontario's marketing campaigns or themes, it may be featured in other sections of the website or in our advertising.

IDEA GENERATOR

Need some ideas for what to submit? Here are a few suggestions:

- Hike The Bruce Trail: Discover the beauty of Georgian Bay and the Niagara Escarpment on a guided hike that includes delicious meals and spectacular scenery
- Suite Romance: make your Valentine celebrations with a stay in our luxury suite, including a relaxing couples' massage, hand-made truffles, sparkling wine and a romantic dinner for two
- Family Fun & Fireworks: spend the day visiting the Capital's national museums with the kids then settle in for amazing Canada Day fireworks display and comfy overnight stay

FREQUENTLY ASKED QUESTIONS (FAQS)

How much does it cost to post a package on ontariotravel.net?

It's FREE as long as you meet the criteria outlined above.

Do the details of my package need to be posted on my company website?

Yes. We have limited space on ontariotravel.net to go into great detail about your package so we link back to your website, providing consumers with the chance to learn more about your offer and connect with you directly to book.

Do packages that I promote on ontariotravel.net need to be exclusive to ontariotravel.net?

No, the offers that you post can be made available to all of your promotional channels at your discretion.

***Can I submit a package that includes only overnight accommodation and breakfast?**

Packages must be developed around one of the 18 experience categories identified on the website; a price-pointed room rate with breakfast is insufficient. If your package includes a meal and overnight accommodation the meal must include an experiential and/or regional cuisine component (tasting menu, guided experience with a sommelier, Chef's table, etc.).

How often can I change my package(s)?

You can add new packages as often as you like but we suggest that you keep your offers live for a minimum of 3-4 weeks and refresh them every 3-4 months. Packages will not be displayed after their end date. You can make changes online by signing in to your account on tourismpartners.com.

Will my packages go live as soon as I enter them?

All packages are reviewed to ensure that they meet the criteria after which they will be translated into French, so they will go live approximately 5 business days from the time that they are entered.

Can I Post a Travel Deal?

Travel deals/discounts on accommodation or meals i.e., stay two nights and get the third free, are not eligible. Discounts can be incorporated into a package but one of the package components must always include a minimum of one of the 18 experiences being promoted on the website.