

DESTINATION
ONTARIO

DESTINATION ONTARIO RTO 9 ANNUAL TOURISM SUMMIT

ENCOURAGING ONTARIANS TO DISCOVER THE PROVINCE AGAIN

Fall 2022

Kingston

An Agency of the Government of Ontario

#DiscoverON

DESTINATION ONTARIO



Brittney Newstead

Marketing Manager – Domestic and US Markets

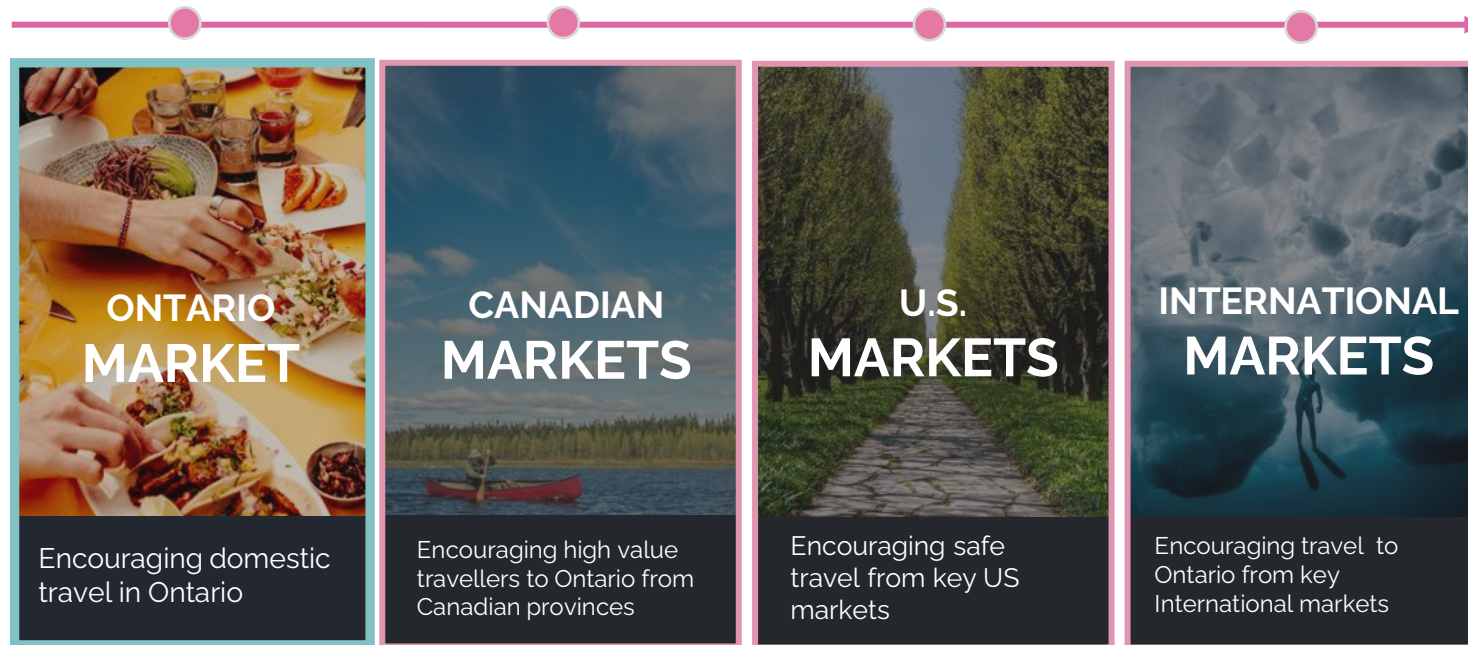
DESTINATION ONTARIO

ABOUT US

Created in 1999, Destination Ontario is the tourism marketing agency for the Government of Ontario, mandated to market Ontario as a travel destination around the globe.

Our mission is to generate increased visitation, enhance tourism expenditures, and contribute to economic prosperity through impactful marketing and results oriented investment partnerships.

ROADMAP TO RECOVERY





DESTINATION
ONTARIO

ONTARIANS ARE READY TO TRAVEL

Travel plans **within and outside** Ontario during the next 12 months have **increased** since 2021

88%

planning to make **any trip within Ontario** (overnight and/or day) in the next 12 months

Up from 30% in 2021

81%

planning to make an **overnight trip within Ontario** in the next 12 months

Up from 69% in 2021

75%

make **both overnight and day** trips within Ontario over the next 12 months

76%

planning to make **out-of-province trips** in the next 12 months

Up from 51% in 2021

ONTARIO MARKET PLAN

BUSINESS OBJECTIVES

- Deliver marketing services that contribute to regional and economic development
- Become a centre of excellence supporting provincial marketing

MARKETING OBJECTIVES

- Encourage Ontarians to plan at least one domestic overnight trip in Ontario this year
- Activate a DO-led marketing system with industry partners that leverages partner storytelling and connects qualified consumers directly with operators
- Engage travellers with a value-driven content strategy including planning and social content, broadcast and media relations coverage to further drive consideration of Ontario travel experiences

TIMING

- In-Market Timing: Four-season strategy from April 2022 to March 2023
- Target Market: Ontario with a geo-fence into Manitoba to support Northwestern Ontario





PRODUCT & SEASONALITY

Ontario is a four-season destination. A critical part of recovery will be to encourage travel throughout the year to support industry.

PRODUCT THEMES

Food & Drink: Wineries, Breweries, Restaurants, Food Experiences

Shopping: Markets, Districts & Local Creators, Shopping Centres, Malls and Outlets

Outdoors Experiences: Paddling, Camping, Skiing, Cycling, Fishing, Rock Climbing

Wellness Retreats: Spas, Resorts, Wellness & Romantic Getaways

Arts & Culture: Galleries, Theatre, Museums, Heritage Sites

Attractions: Theme parks, Waterparks, Entertainment Complexes

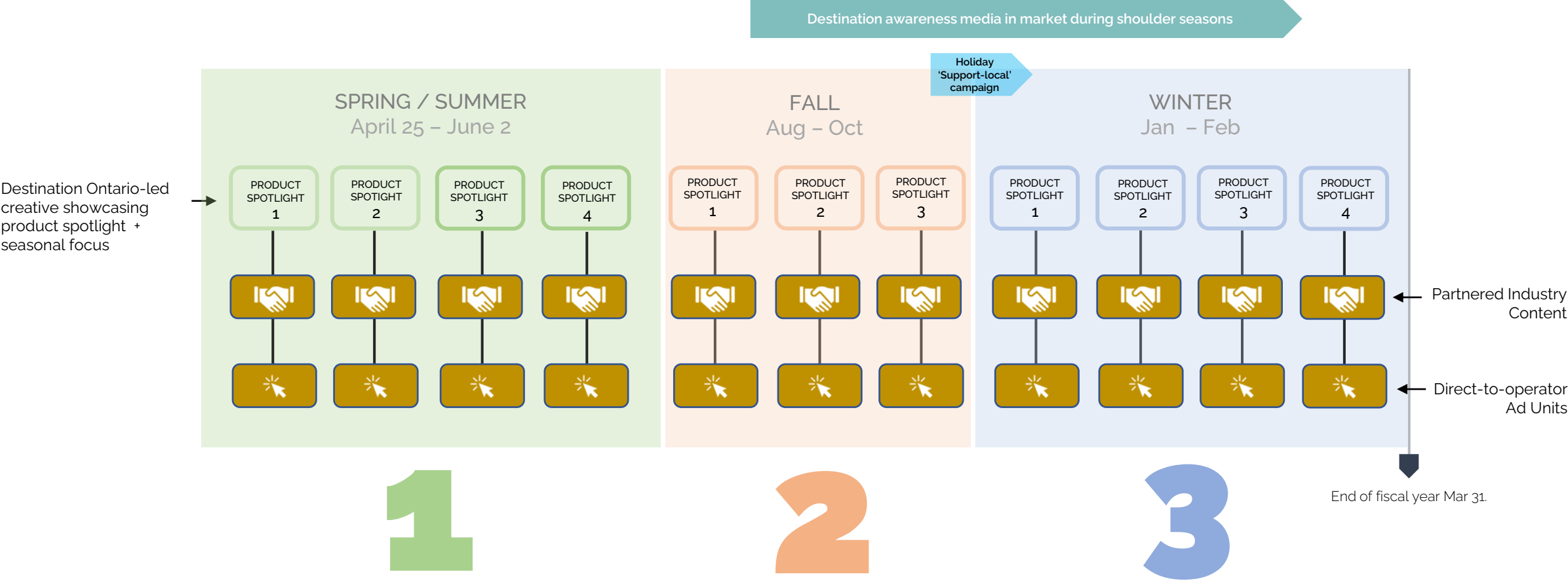
Festivals: Music, Cultural, Food and Film Festivals

Sports: Major League Sports, Sporting Events

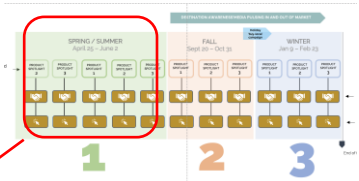
Indigenous Experiences: Indigenous Events, Culture, Craft, Arts and Historic Sites

Franco-Ontarian Culture: Champlain Route, Francophone Events and Experiences

PARTNERABLE MARKETING SYSTEM 2022-23



SPRING/SUMMER PARTNERS



SPRING/SUMMER CAMPAIGN
APRIL 25 – June 5



Seasonally relevant creative stimulating interest in tourism experiences for the season

PRODUCT SPOTLIGHT
FOOD & DRINK

Video + Trip planning content

Partner content

Partner content

Media driving
directly to operators

Media driving
directly to operators

Partner

Partner

**Tourism
Niagara**

**Tourism
Kingston**

PRODUCT SPOTLIGHT
OUTDOOR

Video + Trip planning content

Partner content

Partner content

Partner content

Partner content

Partner content

Media driving
directly to operators

Media driving
directly to operators

Media driving
directly to operators

Media driving
directly to operators

Media driving
directly to operators

Partner

Partner

Partner

Partner

Partner

**Tourism
Windsor
Essex**

**South
Eastern
Ontario**

**Ontario's
Highlands**

**Resorts
of Ontario**

**Northern
Team (DO)**

PRODUCT SPOTLIGHT
ARTS & CULTURE

Video + Trip planning content

Partner content

Partner content

Partner content

Media driving
directly to operators

Media driving
directly to operators

Media driving
directly to operators

Partner

Partner

Partner

**Tourism
Windsor
Essex**

**Destination
Toronto**

**Ottawa
Tourism**

PRODUCT SPOTLIGHT
FAMILY ATTRACTIONS

Video + Trip planning content

Partner content

Partner content

Partner content

Media driving
directly to operators

Media driving
directly to operators

Media driving
directly to operators

Partner

Partner

Partner

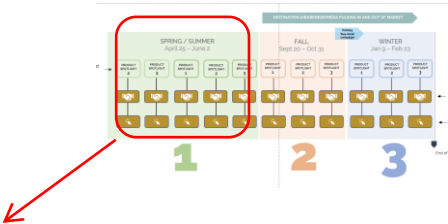
**Tourism
Niagara**

**Tourism
Mississauga**

**Blue
Mountain
Village
Association**

13 Total Spring/Summer Partners

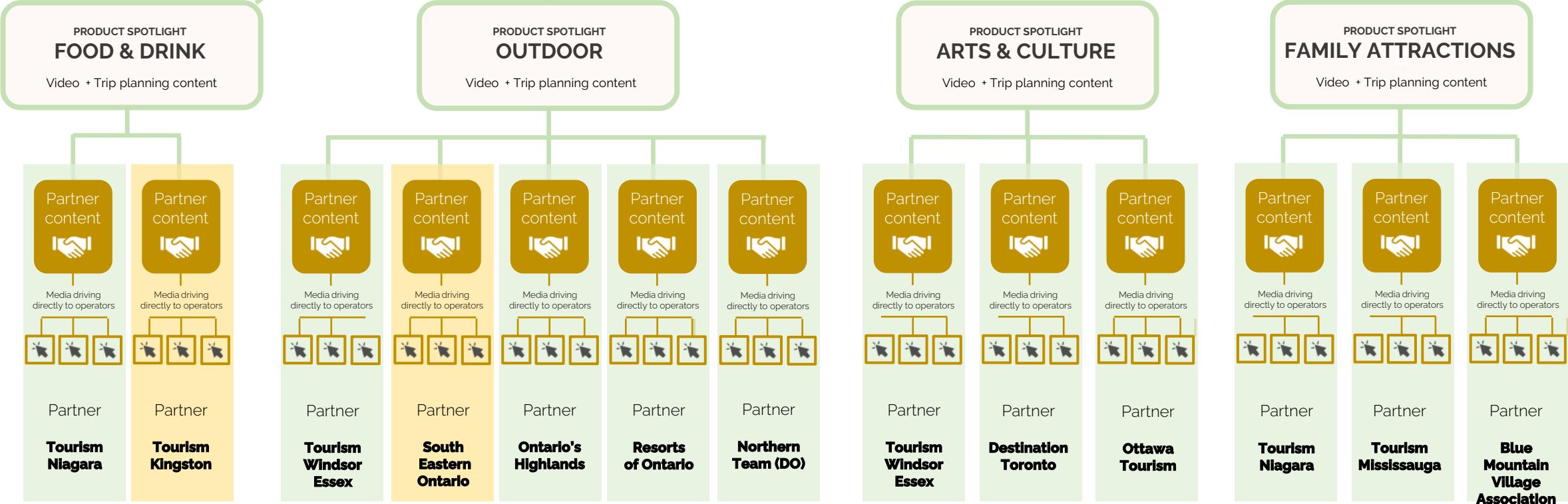
SOUTH EASTERN ONTARIO



SPRING/SUMMER CAMPAIGN
APRIL 25 – June 5



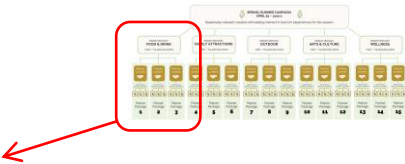
Seasonally relevant creative stimulating interest in tourism experiences for the season



SPOTLIGHT OVERVIEW

PRODUCT FEATURE

- Destination Ontario-led creative showcasing product spotlight + seasonal focus with trip planning content on DO.com
- Sharing first-person perspectives through creator content
- Pan-provincial product representation



ALIGNED PARTNER CONTENT

- Supporting aligned trip planning information from industry partners
- Up to 4 pieces of owned content



DIRECT-TO-OPERATOR AD UNITS

- Driving consumers directly to bookable experiences
- Up to 6 featured operators



SPOTLIGHT CATEGORIES



SOUTH EASTERN ONTARIO

Spotlight Creative

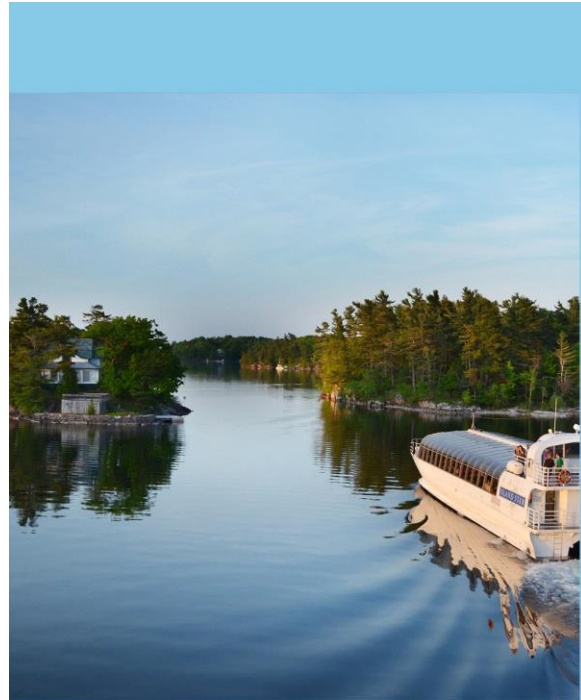
Facebook

Instagram

Twitter

.....
Stronger together, DO's collaborative marketing system leverages aligned partner storytelling and helps generate leads for the industry by connecting consumers directly with operators during the summer travel planning period.
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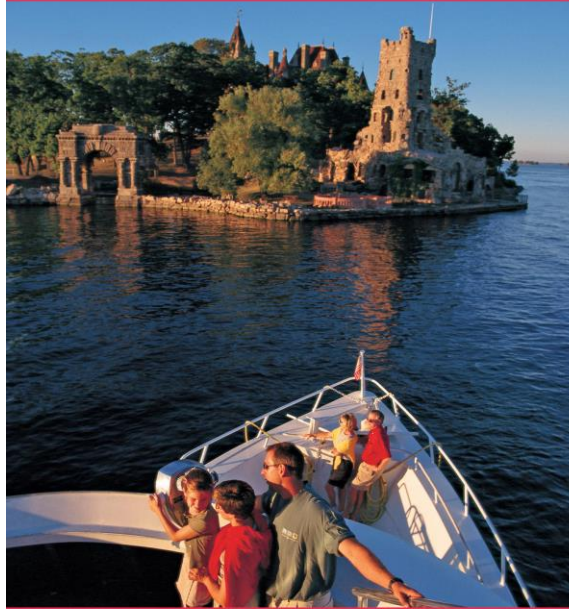
TRIP PLANNING CONTENT – SOUTH EASTERN ONTARIO



1000 ISLANDS BOAT TOURS ARE BACK

#Rediscover**ON**

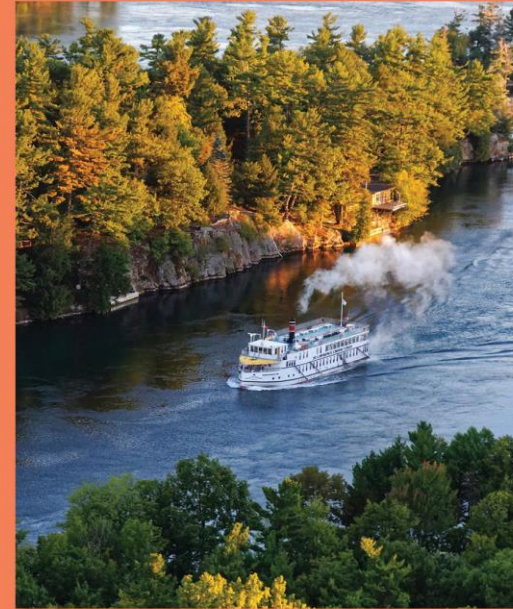
Start planning your summer **staycation**



7 UNFORGETTABLE CRUISING EXPERIENCES IN SOUTH EASTERN ONTARIO

#Rediscover**ON**

Start planning your summer **staycation**



TAKE A SCENIC CRUISE ON SOUTH EASTERN ONTARIO'S WATERWAYS

#Rediscover**ON**

Start planning your summer **staycation**



THREE OVERNIGHT WATERWAY STAYCATIONS IN SOUTH EASTERN ONTARIO

#Rediscover**ON**

Start planning your summer **staycation**

FEATURED OPERATORS – SOUTH EASTERN ONTARIO

 Destination Ontario   

Sponsored · 

Head to Brockville to experience the 1000 Islands your way. Choose from a traditional sightseeing cruise or a high speed catamaran.



1000islandscruises.com

Start Your Summer Staycation with 1000 Islands & Seaway Cruises

 Like  Comment  Share

 Destination Ontario   

Sponsored · 

Experience a breathtaking voyage on a 1000 Islands cruise. Catch the world-famous vistas by day or on a sunset cruise.



cityexperiences.com

Start Your Summer Staycation with City Cruises Gananoque

 Like  Comment  Share

 Destination Ontario   

Sponsored · 

Climb aboard the Island Queen, Island Belle or Island Star from downtown Kingston into the world-famous 1000 islands on a sightseeing, dining or special event cruise.



1000islandscruises.ca

Start Your Summer Staycation with Kingston 1000 Islands Cruises

 Like  Comment  Share

 Destination Ontario   

Sponsored · 

Cruising aboard a luxury houseboat is the perfect way to discover the beauty of the Rideau Canal and the picturesque towns along the way.






leboat.ca


Start Your Summer Staycation with Le Boat #RediscoverON

 Like  Comment  Share

FEATURED OPERATORS – SOUTH EASTERN ONTARIO




 Destination Ontario 
Sponsored · 

Setting off from the heart of the 1000 Islands in Rockport, you'll explore the rugged natural beauty of the islands and the iconic Boldt Castle.




rockportcruises.com

Start Your Summer Staycation with Rockport Cruises

 Destination Ontario 
Sponsored · 

Relax and explore Ontario's heritage waterways. Cruise options include voyages along the Rideau Canal, the Trent-Severn Waterway and the St. Lawrence River.



ontariowaterwaycruises.com

Start Your Summer Staycation with Ontario Waterway Cruises

 Destination Ontario 
Sponsored · 


Embark in Kingston and cruise the enchanting St. Lawrence River aboard a classic riverboat, the M/V Canadian Empress.



stlawrencecruiselines.com

Start Your Summer Staycation with St. Lawrence Cruise Lines

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 Like  Comment  Share

 Like  Comment  Share

SOUTH EASTERN ONTARIO SPRING/SUMMER RESULTS



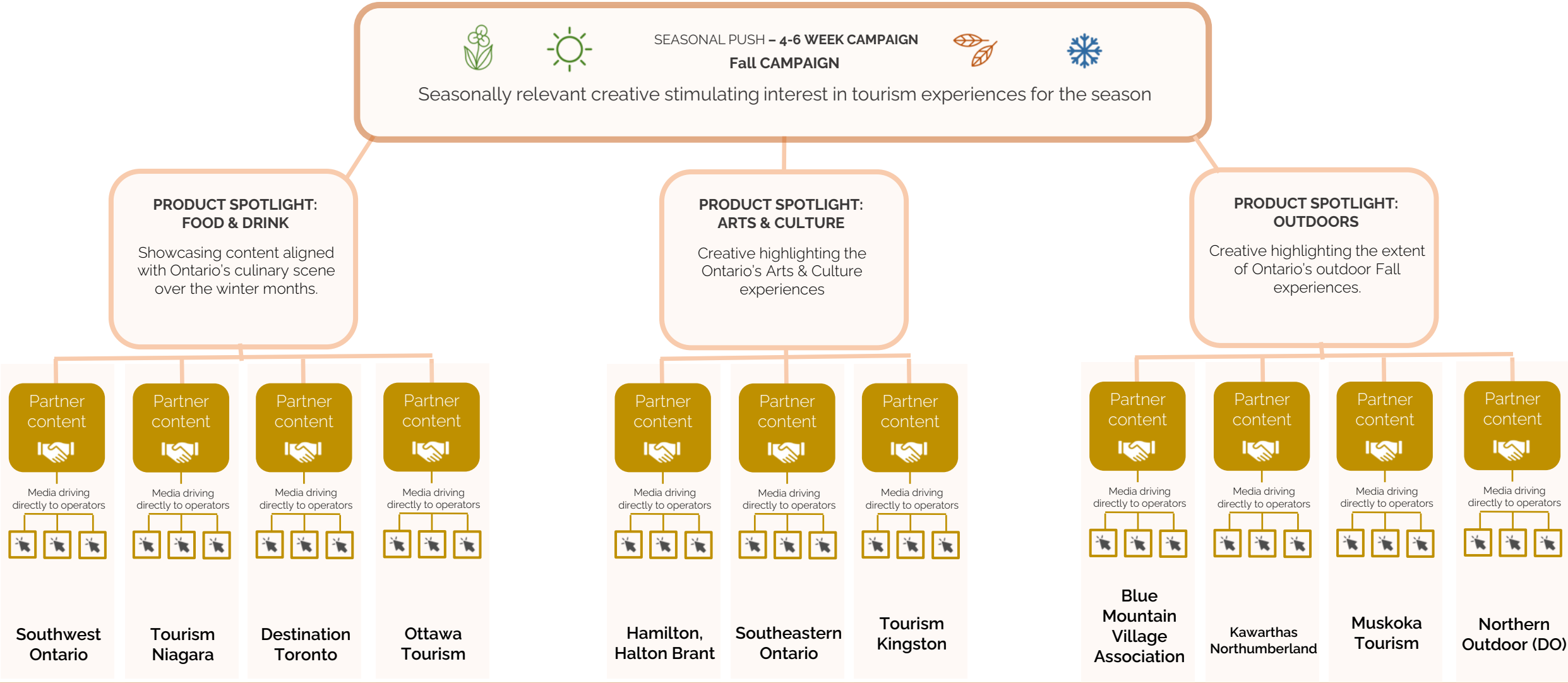
Ad Leads to Aligned Trip Planning Content

80,812

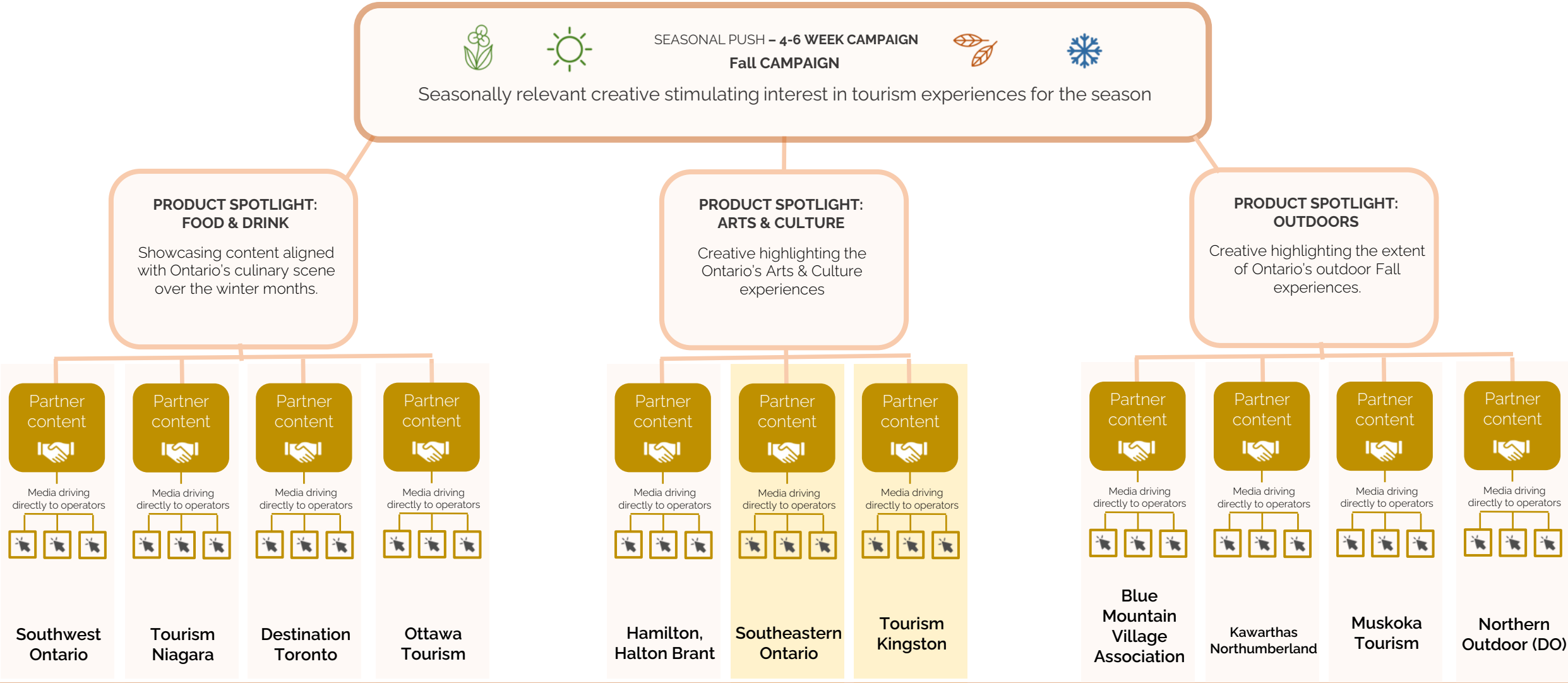
Ad Leads Directly to Businesses

24,821

FALL PARTNERS



SOUTH EASTERN ONTARIO





TRIP PLANNING CONTENT – SOUTH EASTERN ONTARIO



EXPLORE THE ARTISTIC SIDE OF SOUTH EASTERN ONTARIO

Start planning your fall staycation

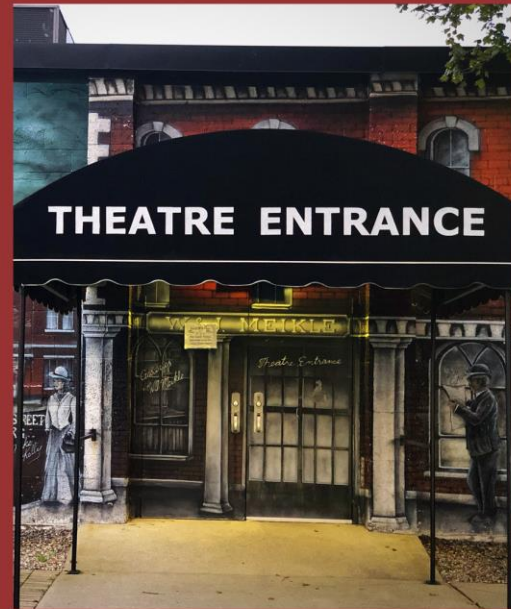
#Discover**ON**



THE THOUSAND ISLANDS PLAYHOUSE: A CANADIAN DOCKSIDE GEM

Start planning your fall staycation

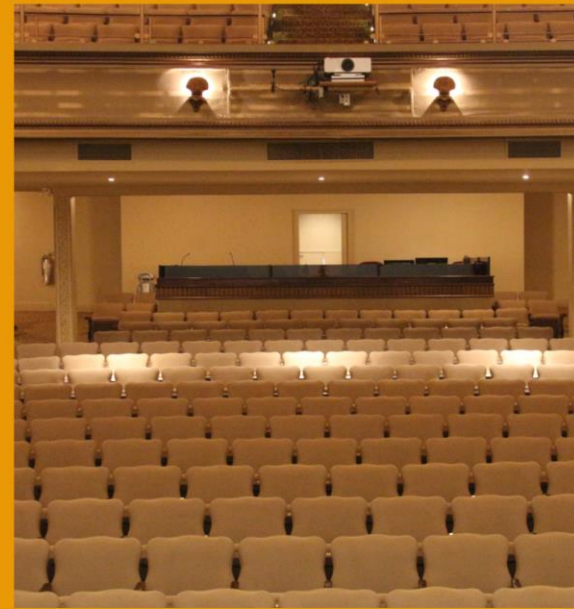
#Discover**ON**



UPPER CANADA PLAYHOUSE: LIGHTS UP ON A FUN-FILLED SEASON

Start planning your fall staycation

#Discover**ON**



BROCKVILLE ARTS CENTRE: WEAVING CULTURE, ARTS AND COMMUNITY

Start planning your fall staycation

#Discover**ON**

FEATURED OPERATORS – SOUTH EASTERN ONTARIO


**Destination Ontario** ✓
★ Favorites · Sponsored · 🌐

Head to Gananoque this fall for a theatre experience unlike any other, where the magic on stage is matched by the playhouse's dockside setting.




1000islandsplayhouse.com
Start Your Fall Staycation at the Thousand Islands Playhouse

[Learn more](#)


**Destination Ontario** ✓
★ Favorites · Sponsored · 🌐

For just about every genre of live entertainment, head to Kingston's historic Grand Theatre. The fall schedule includes shows by such Canadian stars as Tom Cochrane, Loreena McKennit, Gerry Dee and more.




kingstongrand.ca
Start Your Fall Staycation at the Kingston Grand Theatre

[Learn more](#)

**Destination Ontario** ✓
★ Favorites · Sponsored · 🌐

When visiting Prince Edward County this fall, be sure your itinerary a night at the Regent Theatre in Picton – the County's only purpose-built cinema and live performance venue.



theregenttheatre.org
Start Your Fall Staycation at the Regent Theatre

[Learn more](#)

FEATURED OPERATORS – SOUTH EASTERN ONTARIO

Destination Ontario

★ Favorites · Sponsored ·


Make a date in 2023 to visit the St. Lawrence Shakespeare Festival in historic Prescott. In the meantime, visitors can take a delightful stroll through Shakespeare's Gardens along the banks of the St. Lawrence River.



stlawrenceshakespeare.ca

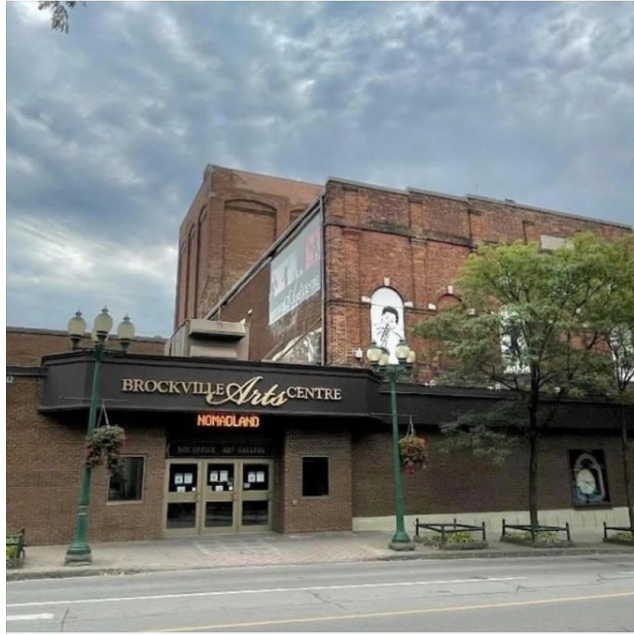
Start Your Fall Staycation at Shakespeare's Gardens

Learn more

Destination Ontario

★ Favorites · Sponsored ·

Head to the world-famous 1000 Islands region this fall for live theatre, music and comedy in a restored, heritage theatre.



brockvilleartscentre.com

Start Your Fall Staycation at the Brockville Arts Centre

Learn more

Destination Ontario

★ Favorites · Sponsored ·

Head to quaint and historic Morrisburg for a year-round playbill of live theatre and music in an intimate setting.



uppercanadaplayhouse.com

Start Your Fall Staycation at the Upper Canada Playhouse

Learn more

Destination Ontario

★ Favorites · Sponsored ·

For more than 15 years, this small but passionate theatre company has been bringing the beautiful landscapes, towns and villages of The County to life through theatre, music, art and food.



festivalplayers.ca

Start Your Fall Staycation with Festival Players

Learn more



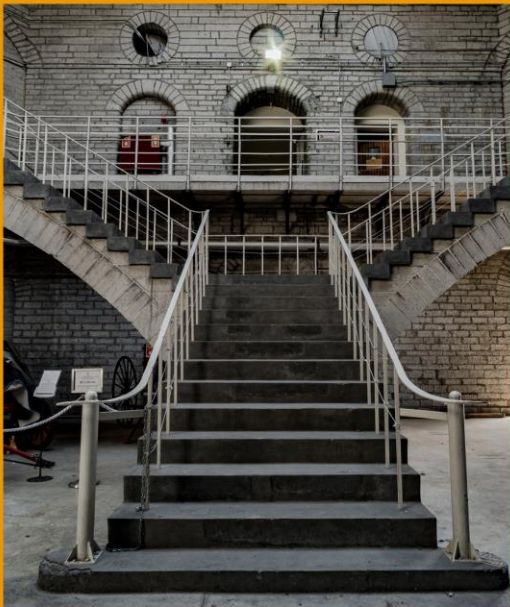
TRIP PLANNING CONTENT - KINGSTON



HISTORICALLY HAUNTED: KINGSTON'S EERIEST ATTRACTIONS

Start planning your fall staycation

#Discover**ON**



7 THINGS YOU (PROBABLY) DIDN'T KNOW ABOUT KINGSTON PEN

Start planning your fall staycation

#Discover**ON**



KINGSTON'S FALL FESTIVALS GUIDE

Start planning your fall staycation

#Discover**ON**



25 THINGS TO DO IN KINGSTON THIS FALL

Start planning your fall staycation

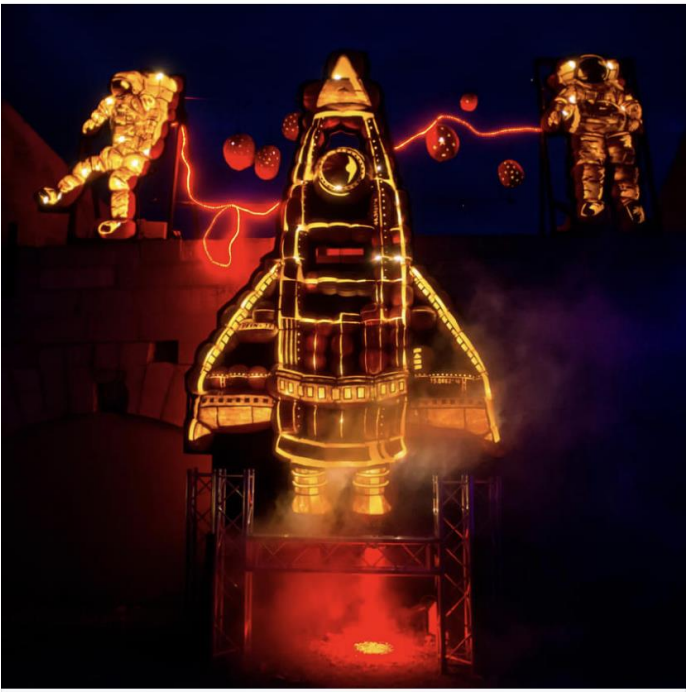
#Discover**ON**

FEATURED OPERATORS – KINGSTON



Destination Ontario ✓
★ Favorites · Sponsored · 🌐

Each fall, historic Fort Henry in Kingston transforms into a spectacular outdoor wonderland of glowing pumpkin creations.



forthenry.com
Start Your Fall Staycation at Pumpkinferno [Learn more](#)



Destination Ontario ✓
★ Favorites · Sponsored · 🌐

Tours of Kingston Penitentiary offer a unique opportunity to go behind the walls of Canada's oldest and most notorious maximum security prison.



kingstonpentour.com
Start Your Fall Staycation with a Kingston Pen Tour [Learn more](#)



Destination Ontario ✓
★ Favorites · Sponsored · 🌐

Put your best detective hat on and head to Kingston to solve mysteries Sherlock would be proud of.



sherlocksesapes.com
Start Your Fall Staycation at Sherlock's Escapes [Learn more](#)



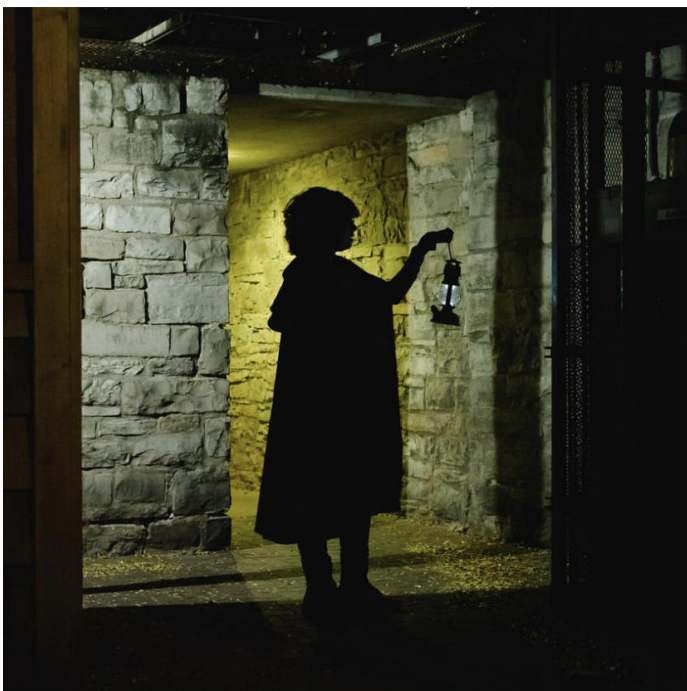
FEATURED OPERATORS – KINGSTON



Destination Ontario

★ Favorites · Sponsored ·

Are you up for a paranormal adventure this fall? Allow the guides at Haunted Walk to take you on a spooky tour of Kingston's ghostly landmarks.



hauntedwalk.com

Start Your Fall Staycation on a Haunted Walk

[Learn more](#)



Destination Ontario

★ Favorites · Sponsored ·

Hop on the Ghost and Mystery Trolley tour as it takes you off the beaten path to uncover the city's notorious past.



kingstontrolley.ca

Start Your Fall Staycation with Kingston Trolley Tours

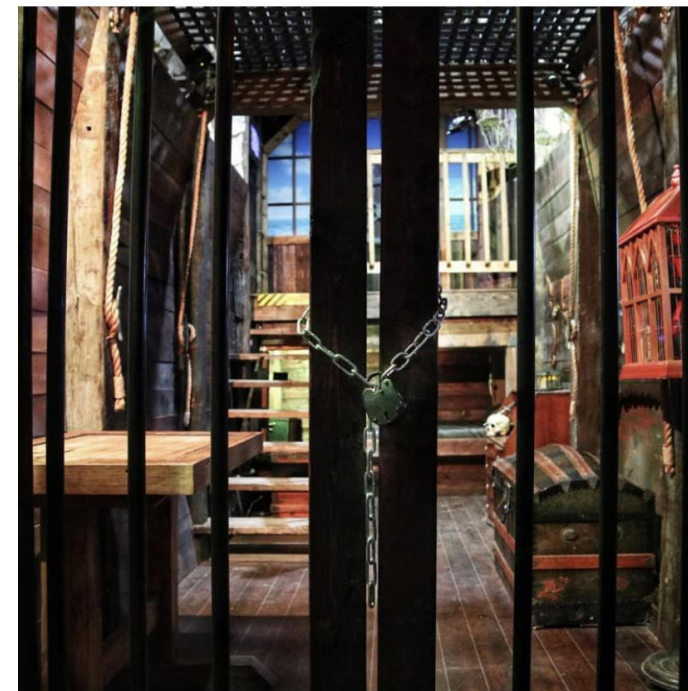
[Learn more](#)



Destination Ontario

★ Favorites · Sponsored ·

Head to Kingston for an amazing selection of indoor and outdoor escape rooms, theatrical games, outdoor adventures, a board game cafe and more.



improbableescapes.com

Start Your Fall Staycation at Improbable Escapes

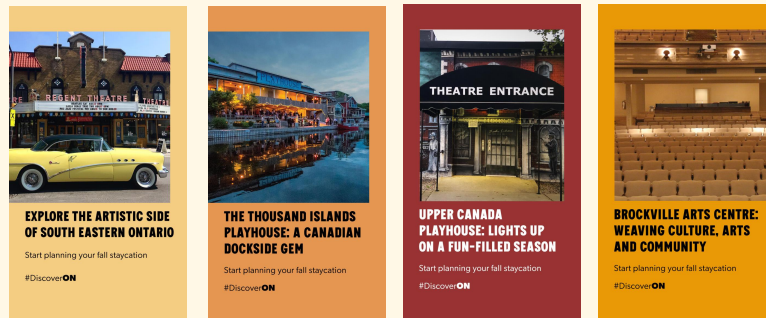
[Learn more](#)



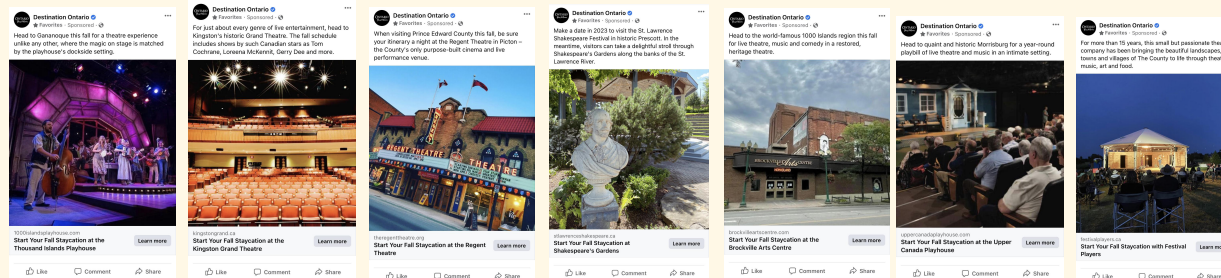


South Eastern Ontario

Aligned Trip Planning Content



Direct-to-operator Ad Units



Kingston

Aligned Trip Planning Content



Direct-to-operator Ad Units



IN THE MEDIA





DIVERSIFYING STORYTELLERS

To continue diversifying storytellers across our owned channels, we look to Ontario creators to share experiences from their perspective across the province with a focus on seasonal themes, encouraging our Ontario audience to get out and explore.

The content is leveraged:

- On creators' organic channels to reach new audiences, inspire trip planning and sharing on social with **#DiscoverON** to build positive brand sentiment
- Within a paid setting we amplify video content through the creator's channel, optimizing for **engagement and video views and reach**

WHY CREATORS?

WHAT MAKES CREATOR CONTENT DIFFERENT?

- Focus on content quality and engagement versus number of followers
- Diversify storytellers and perspectives that are actively experiencing tourism product firsthand
- Reach new audiences and build credibility and trust as a brand with the creator's community
- Allows for timely content turnaround and cost-efficient production for seasonal priorities
- Longform storytelling that resonates with higher than average VTR and engagement metrics
- Increase positive brand sentiment and conversation

WHAT DO WE LOOK FOR IN A CREATOR?

- **Quality Content**— are they staying up to date on platform trends? Does their content align with our needs from both an organic and paid media standpoint?
- **Engaged Audience** — what is the sentiment and engagement rate on their current content? Is their audience invested in what they are posting? Is the creator actively engaging back with their audience to build a meaningful community?
- **Authenticity** — Are they genuinely excited about the opportunity and does the theme of the experience align with their content themes so that it resonates with the audience?

ARTS & CULTURE CREATOR

Elise Purdon

[@elisepurdon](#)

24.2K followers

Elise is based in Toronto and since the pandemic has shifted her content to focus on Tiny Town Tours across Ontario to showcase hidden gems across the province to her audience.

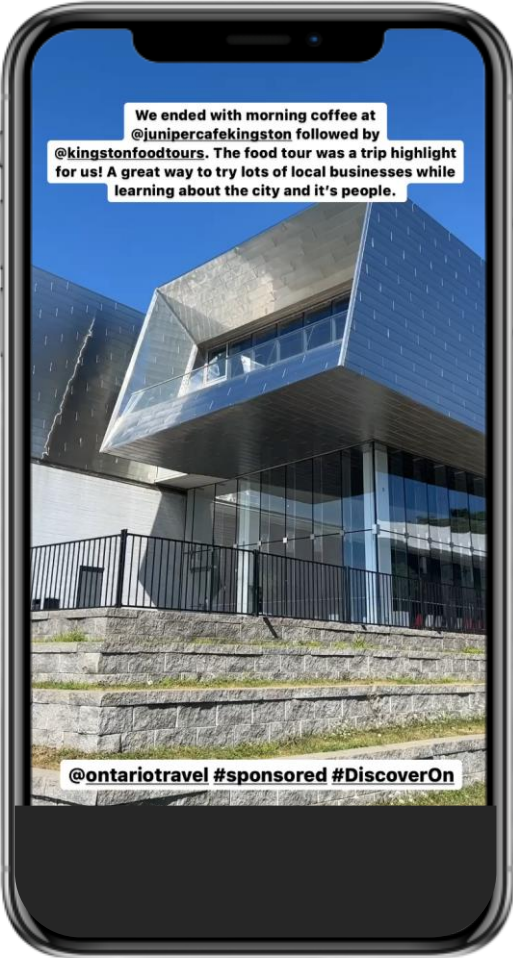
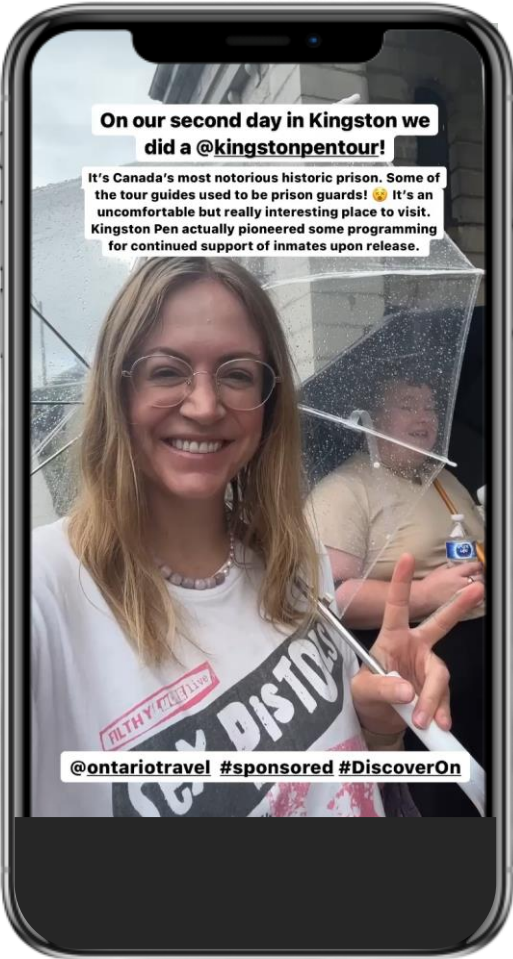


ARTS & CULTURE CREATOR

Alongside our partners at **Tourism Kingston**, our itinerary focused on key fall experiences such as Kingston's Pen Tour, Ghost & Mystery Trolley and Improbable Escapes, while also including additional operators of key interest to Elise's audience, like the Heart of the Islands Cruise and Kingston Food + City Tour.



ARTS & CULTURE CREATOR





FOOD & DRINK CREATOR

Abhishek Dekate

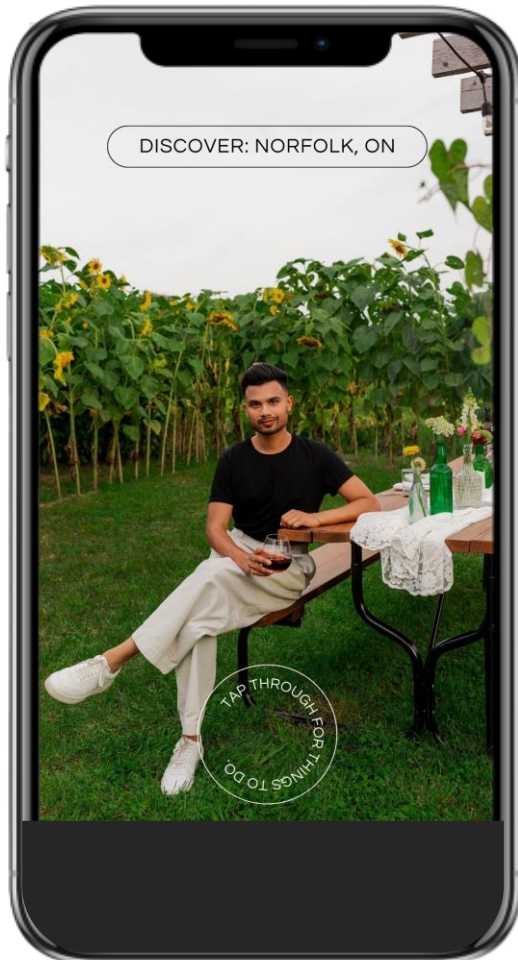
[@abishekdekate](https://www.instagram.com/abishekdekate)

29.3K followers

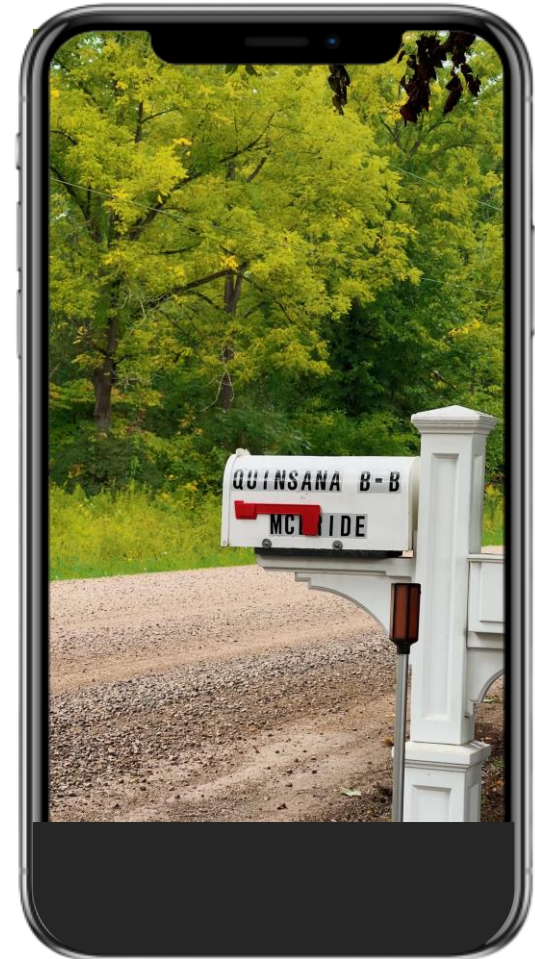
Originally from India, Abhishek's content is focused on food, drink and interior design. He is excited to continue exploring Ontario's culinary scene with his partner and is a regular contributor to Food Network Canada.

FOOD & DRINK CREATOR

Partnering with **Ontario's Southwest** and DMO's **Tourism Oxford** and **Norfolk County Tourism**, our itinerary showcased unique culinary experiences. From the Oxford Cheese Trail, wineries, breweries and a farm-to-table dining experience, Abhishek was able to highlight key fall product in an inspiring and immersive format.



FOOD & DRINK CREATOR



OUTDOOR CREATOR

Alan Poelman

[@alftown](#)

82.4K followers

Alan is an Indigenous photographer who grew up in the remote wilderness of Northern Ontario. His photography is inspired by his adventures in the outdoors and within nature, with a focus on landscape and wildlife.





LOOKING FORWARD

Destination Ontario will continue to expand its network of creators to bring the unique and diverse perspectives of storytellers to the forefront of itinerary and experiential driven content.

Tapping into our RTO and DMO's seasonal priorities, our creators' content will allow us all to reach new audiences through paid media amplification and our creators' channels, inspiring Ontarians to **#DiscoverON**.

ANOTHER BIG THANK YOU TO SOUTH EASTERN ONTARIO



For their continued collaboration, leadership, and willingness to test and learn.



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Thank you