



# ONTARIO MARKET PLAN 2023/2024 UPDATE

ENCOURAGING ONTARIANS TO TRAVEL THE PROVINCE

April 26, 2023



# TODAY'S AGENDA

**1**

Recap of 2023/2024 Partner Market Plan

**2**

DO-Funded Media Approach

- Efficiency media
- Diversification media
- Content creator program

**3**

Partner plan

- Spring key dates
- Fall & Winter dates





**2022/2023**

## SPRING/SUMMER

**12** Spotlights across **4** product categories

- Tourism Partnership of Niagara x 2
- Destination Toronto
- Southeastern Ontario
- Ottawa Tourism
- Haliburton Highlands
- Tourism Windsor Essex Pelee Island x 2
- Resorts of Ontario
- Tourism Kingston
- Tourism Mississauga
- Blue Mountain Village Association

**955,647**

Leads to Destination Partners & Operators

## FALL

**10** Partners across **3** product categories

- Ontario's Southwest
- Tourism Partnership of Niagara
- Hamilton Halton Brant
- Destination Toronto
- Kawarthas Northumberland
- Southeastern Ontario
- Ottawa Tourism
- Muskoka Tourism
- Tourism Kingston

**1,272,463**

Leads to Destination Partners & Operators

## WINTER

**12** Partners across **3** product categories

- Ontario's Southwest
- Tourism Partnership of Niagara
- York, Durham Headwaters
- Kawarthas Northumberland
- Southeast Ontario
- Ottawa Tourism
- Muskoka Tourism
- Resorts of Ontario
- Tourism Kingston
- Blue Mountain Village Association
- Tourism Mississauga

**1,719,558**

Leads to Destination Partners & Operators



**2023/2024**

## **SPRING/SUMMER**

**12** Spotlights across **4** product categories

- Tourism Partnership of Niagara
- Tourism Mississauga
- Culinary Tourism Alliance
- Tourism Sault Ste. Marie
- Destination Toronto
- Southeastern Ontario
- Explorers' Edge
- Ottawa Tourism
- Niagara Parks
- Resorts of Ontario
- Tourism Mississauga
- Northern Ontario Spotlight

## **FALL**

**12** Spotlights across **3** product categories

- Tourism Windsor Essex
- Ontario's Highlands
- Destination Toronto
- Tourism Partnership of Niagara
- Kawarthas Northumberland
- Blue Mountain Village Association
- Explorers' Edge
- Central Counties Tourism
- Muskoka Tourism
- Tourism Kingston
- Tourism Mississauga
- Northern Ontario Spotlight

## **WINTER**

**10** Spotlights across **3** product categories

- Ontario's Southwest
- Tourism Mississauga
- Tourism Partnership of Niagara
- Kawarthas Northumberland
- Ottawa Tourism
- Muskoka Tourism
- Resorts of Ontario
- Tourism Kingston
- Central Counties Tourism
- Northern Ontario Spotlight



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ONTARIO

**2023-2024**

SPOTLIGHT RECAP



# SPRING/SUMMER

A spring campaign in promotion of spring and summer tourism product

**IN MARKET DATES** - April 24 – June 4

Partner media: May 1 – June 4

## 4 PRODUCT SPOTLIGHTS

- **Outdoors:** Paddling, Hiking, Cycling, Fishing, Glamping
- **Food & Drink:** Food Festivals, Culinary Experiences, Wineries, Breweries
- **Family Attractions:** Theme Parks, Waterparks, Entertainment Complexes
- **Arts & Culture:** Galleries, Theatre, Museums, Heritage Sites





# FALL

**IN MARKET DATES** - August 28 – Oct 8

Partner media: Sep 5 – Oct 8

## 3 PRODUCT SPOTLIGHTS

- **Outdoors:** Paddling, Hiking, Cycling, Fishing, Glamping, Fall Colours
- **Food & Drink:** Food Festivals, Culinary Experiences, Wineries, Breweries
- **Arts & Culture:** Galleries, Theatre, Museums, Heritage Sites



# WINTER

**IN MARKET DATES** - Jan 8 – Feb 18

Partner media: Jan 15 – Feb 18

## 3 PRODUCT SPOTLIGHTS

- **Outdoors:** Skiing & Snowboarding, Ice Fishing, skating, Snowshoeing, Fat Biking
- **Family Attractions:** Winter Festivals, Indoor Attractions, Family Resorts
- **Wellness Getaways:** Spas, Resorts, Wellness & Romantic Getaways



# MEDIA APPROACH

|   | MEDIA LAYER   | MEDIA CHANNELS   | KPIs   | BUDGET ALLOCATION  |
|---|---|--|--|--|
| <b>DO FUNDED</b>  | <p><b>Product Feature</b></p> <p>Destination Ontario-led creative showcasing pan-provincially relevant travel experiences aligned to spotlight x seasonal focus</p> | <p>Social (FB, IG, Pinterest), Discovery, Display, Content Extensions, Content Creators</p> <p><i>Mixed media stimulating interest in spotlight category</i></p> | <p><b>Media:</b> VCR, CTR/CPC, Engagement</p> <p><b>Content:</b> Lead Conversion rate, Outbound link clicks (leads), Time on page, Avg session duration, Pages per session</p> | <p><b>\$225,000 - \$300,000 total</b> per seasonal campaign</p>      |
| <p><b>PARTNER PACKAGE</b></p> <p>Partner<br/>+<br/>DO Match</p> | <p><b>Partner Content</b></p> <p>Supporting aligned trip planning information from industry partners.</p>   | <p>Social (FB, IG), Discovery</p> <p><i>Traffic driving units driving to up to 3 pieces of profiled content per partner package</i></p>                          | <p><b>Media:</b> CTR/CPC, Total clicks</p> <p><b>On-site (If tagged):</b> Click to landing %, Sessions, Avg session duration, Pages per session</p>                            | <p><b>\$40,000*</b> per partner spotlight</p> <p>* Media dollars</p> |
|   | <p><b>Direct-to Operator Ad Units</b></p> <p>Driving consumers directly to bookable experiences</p>   | <p>Social (FB, IG)</p> <p><i>Traffic driving units driving to up to 5 operator websites</i></p>  | <p><b>Media:</b> CTR/CPC, total clicks</p>   | <p><b>\$10,000*</b> per partner spotlight</p> <p>* Media dollars</p> |



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**DO FUNDED**  
PRODUCT FEATURE  
TACTICAL PLAN

DESTINATION  
ONTARIO



A dual approach to balance our two priorities:

# PRODUCT FEATURE MEDIA FRAMEWORK



**EFFICIENCY  
DRIVERS**

**DIVERSIFICATION  
OPPORTUNITIES**



## Considerations:

- Highest number of daily active users for social channels, allowing for optimal reach
- Flexible targeting options allowing for unique audiences per product feature
- Cost efficient traffic
- Opportunity if site can be pixelated to optimize to landing page views (LPV). DC tests showed improved performance relative to Traffic buying objective
- LPV metrics are a bit mixed - Instagram tends to perform well though Facebook lags a bit behind
- On-site metrics are above average across previous DO campaigns

## Details

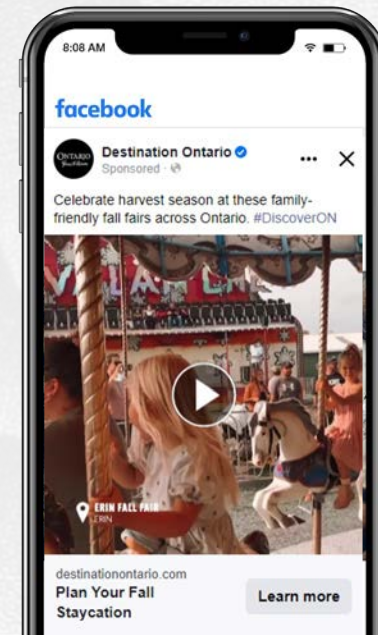
### Channel/Format:

- Video In-Feed - 6s
- Video Stories - 6s
  - Possible Static (individual or carousel) In-Feed
  - Possible Static (individual or carousel) Stories

### Targeting:

- Ontario only
- A25-64, Interests & Behavioral Targeting related to Spotlights

**EFFICIENCY  
MEDIA**



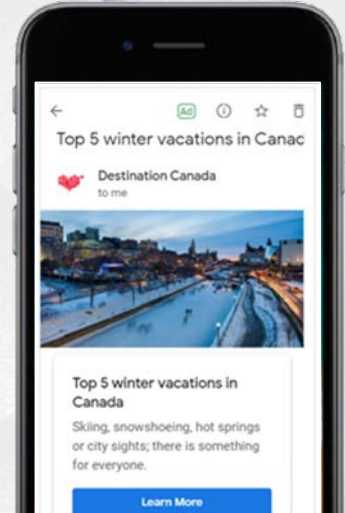
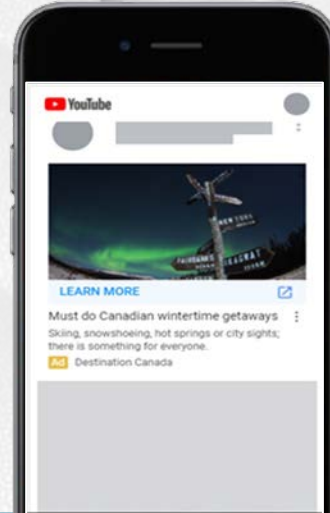


# ✓ GOOGLE DISCOVERY

## Considerations:

- Flexible targeting options allowing for unique audiences per product feature
- Placements on YouTube help with reaching Multicultural audiences who over-index on the platform
- Extremely cost efficient traffic - DO campaigns are usually between a CPC of \$0.10 and \$0.20
- Platform optimizes to landing page views, ensuring a higher LPV rate than most other channels
- On-site metrics are strong
- Intended as a complement to help improve efficiency, however there are limitations to how much Discovery can be scaled

## Details



EFFICIENCY  
MEDIA

### Channel/Format:

- Google Discovery (Static) - up to 5 images/headlines
  - Potential video tests

### Targeting:

- Ontario only
- A25-64, Affinities, Category, In-Market and Keywords related to Spotlights

## Considerations:

- Highly contextually relevant platform, specifically very popular amongst users interested in Travel & related product features
  - 95% Pinterest users that travel say Pinterest shows unique content they cannot find anywhere else, 76% more likely than other social platforms
  - Users are 3x more likely to make a purchase on branded travel content from Pinterest vs other social media platforms
  - Nearly 2 in 3 users on Pinterest use the platform to decide on travel destinations
  - Pinterest users are 45% more likely than non-users to have booked travel in the past month
- Precise targeting via interests and keywords to align with Spotlights
- Strong complementary channel, but does not have the reach/scale to be the primary option
- Outbound click Beta being tested on Holiday – if cost efficiency comes in line with other platforms, would recommend including

## Details

### Channel/Format:

- Video Pins – 6s or less
- Static Pins

### Targeting:

- Ontario only
- A25-64, Interests & Behavioral Targeting related to Spotlights





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# PRODUCT FEATURE

## Media Diversification Principles



Find new platforms to add to our  
Efficiency Mix

Increase the diversity of media  
vendors supported

Use context and creators to  
maximize relevance for each  
Spotlight

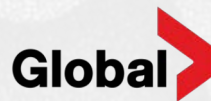
DESTINATION  
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## ✓ CURATED PMP

**ROLE:** Drive traffic to DO content with display ads with Canadian publishers/placements

### Considerations:

- Will curate a list of Canadian publishers/placements versus advertising on open exchange
- Leverage targeting capabilities of DV360 to target audiences based on demographics, interests, behaviours, etc. This allows a combination of audience targeting along with placements on Canadian sites
- Display ads to run with DV360 optimizing placements on Canadian publishers to maximize clicks
  - Opportunity to run pre-roll and in-stream video in future flights
- Unique budget per spotlight to ensure balanced exposure



CBC



### Details

#### Channel/Format:

- Spring/Summer:
  - Static Display

#### Targeting:

- Ontario Only
- A25-64, Affinity Audiences, In-Market, Categories
- Specified placement/site list

#### Flight Dates:

- April 24 - May 21

#### Budget:

- \$50,000 (split evenly between 4 spotlights)



# ✓ ZOOMER MEDIA

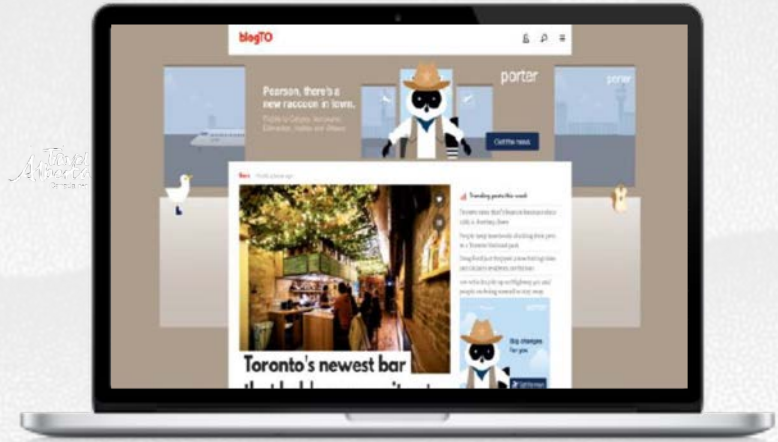
**ROLE:** Reach local Ontario readers in contextually relevant placements related to Food & Drink and drive traffic to DO content

## Considerations:

- Utilize BlogTO and DailyHive Toronto's local and food focused content to reach contextually relevant audiences
- Takeover placements will be used in Food & Drink sections, ensuring 100% SOV on those days in those sections. Dates will be selected based to maximize exposure
- To extend presence beyond the takeover dates, incorporate display ads into food, drink & travel content and sections



**FOOD & DRINK**



## Details

### Channel/Format:

- BlogTO:
  - Category Takeover (Eat & Drink)
  - Display Ads
- DailyHive Toronto:
  - Category Takeover (Dished)
  - Display Ads

### Targeting:

- Ontario Only
- Specified Content/Sections only

### Flight Dates:

- April 24 - May 21

### Budget:

- \$17,000



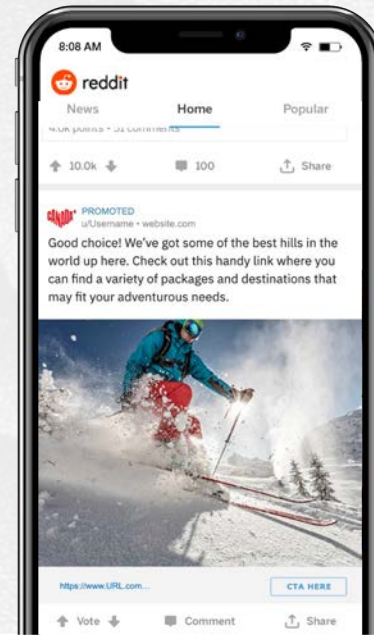
**ROLE:** Promote click volume to DO content to relevant Reddit communities with mix of in-feed always on and a high impact takeover

**Considerations:**

- DC has shown strong performance with Reddit & regularly include in campaigns
- Targeting via categories and interests related to travel and outdoor activities
- Use combination of promoted posts in conjunction with a high-impact category takeover to generate effective exposure
- Brand safety initiatives include:
  - Reddit only shows ads next to posts or within communities that have been deemed safe for ads
  - Can disable comments, add negative keywords & community exclusion lists, control inventory types
  - Ranked 4th for most trusted social platform, ahead of YouTube, Twitter, Facebook, Snapchat
  - Attachment available with brand safety measures from Reddit



**OUTDOOR  
ACTIVITIES**



**Details**

**Channel/Format:**

- Promoted Posts
- Category Takeover

**Targeting:**

- Ontario only
- A25-64, Interests & Keyword Targeting related to Spotlights

**Flight Dates:**

- April 24 - May 21

**Budget:**

- \$20,000



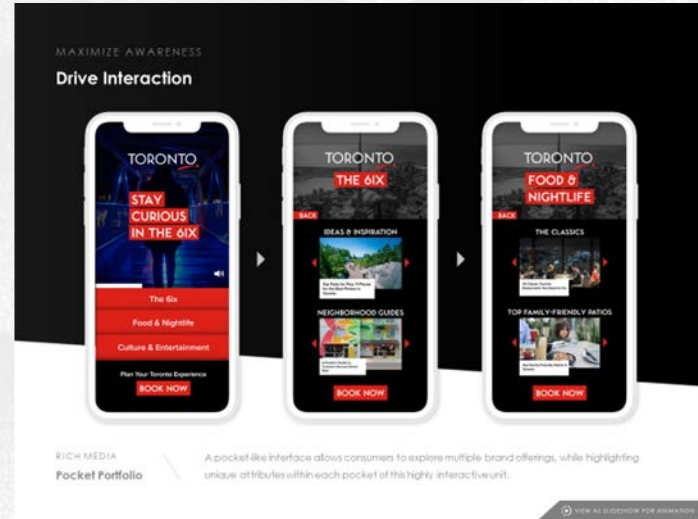
**ROLE:** Drive engagement with interactive ad unit leveraging advanced targeting to reach relevant users

**Considerations:**

- Recommend the Pocket portfolio unit - a pocket-like interface allows consumers to explore multiple brand offerings, while highlighting unique attributes within each pocket of this highly interactive unit
- AdTheorent leverages multiple data sources to build audiences that are further optimized through machine learning expansion
- Placements are also optimized through machine learning throughout the campaign to maximize engagement
- AdTheorent creative studio will build ad unit at no additional cost



**FAMILY  
ATTRACTIONS**



**Details**

**Channel/Format:**

- Rich Media Unit - Pocket Portfolio

**Targeting:**

- Ontario only
- A25-64, Publisher Data, Anonymized Visitation Data, Anonymized Consumer Data

**Flight Dates:**

- April 24 - May 21

**Budget:**

- \$25,000





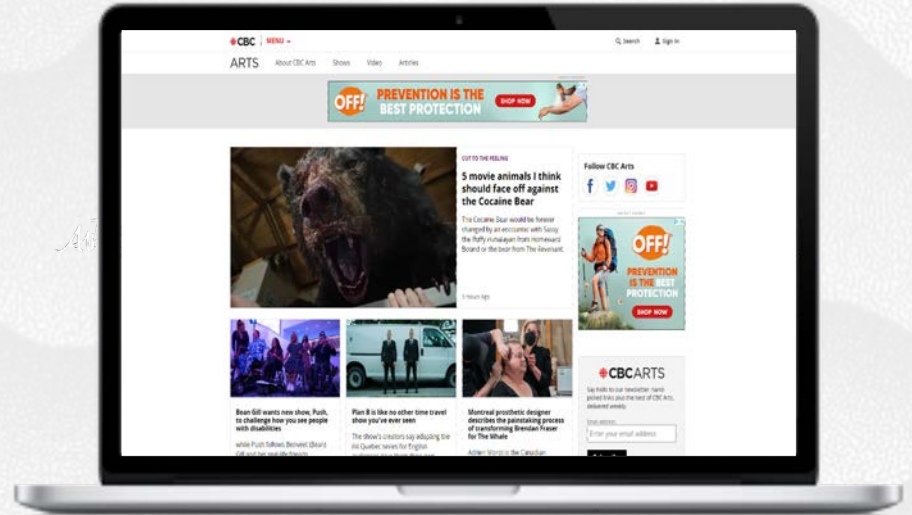
**ROLE:** Reach contextually relevant audience on CBC using a mix of always-on and high-impact takeover placements to drive traffic to DO content

**Considerations:**

- According to Comscore, average 6.2M monthly users, amongst the highest of Canadian publishers
- Contextually relevant content to Arts & Culture creative
- Opportunity for high impact placements complemented with display ads driving to DO content
- With some overlap between display on CBC and the PMP display, opportunity to gather learnings on performance when booking directly with sites vs bought programmatically
- *For fall: Pre-roll and mid-roll VCR benchmark is 96%*



**ARTS & CULTURE**



**Details**

**Channel/Format:**

- Homepage Takeover
- First Point of Entry Takeover
- Display

**Targeting:**

- Ontario only
- TBD Sections

**Flight Dates:**

- April 24 - May 21

**Budget:**

- \$18,400

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# CONTENT CREATOR PROGRAM

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# MEASUREMENT SOCIAL OKRS

This work will contribute to the overall social objectives of:



## Content Advocacy

Engagement in the form of sharing, saving, likes, applauses or amplifications Destination Ontario social channels content by individuals on their owned social channels, calculated as total shares and saves divided by total audience size



## Audience Growth

Overall increase of followers on owned Destination Ontario social channels



# PRIORITY CONTENT AREAS 2023-24 CREATOR DELIVERABLES

## CHANNEL



## CONTENT GOALS



Instagram - continues to be strongest fit for objectives and brand safety



Pinterest - exploring content fit and creator appetite in this space.



Facebook - not a natural fit for this type of content in a paid setting, content may be used organically.



TikTok - currently not under consideration due to channel sensitivities.

- **2** Reels with a storytelling angle, one must be maximum of 0.10 seconds.\*
  - Written captions that are detailed and tell a story.
  - @OntarioTravel added as a collaborator to all posts.\*
- **2-3** Stills with strong visual appeal\*\*
- **6** story posts with @OntarioTravel tagged\*\*

\*must-have

\*\*nice to have depending on budget.



# CONTENT CREATOR VETTING PROCEDURE

- **Completion of Content Creator Intake [Form](#)**  
Included sharing audience demos, specific Ontario interests, contact info and media kit.
- **Fan Base**  
Macro or Micro Content Creators aligning with project goals and deliverables.
- **Content Quality**  
Content is of a high quality standard that it could be featured in Destination Ontario marketing collateral.
- **Engagement Rate**  
A minimum average of 2.5- 8% engagement per post. (aligned to content creator tiers and organic benchmarks).
- **Professionalism**  
Through vetting and/or references, content creator is known to deliver results, conduct themselves with a professional attitude and has an Instagram business account
- **Brand Safety**  
Content Creator poses no risk to Destination Ontario and does not post inappropriate content on their channel to the best of our knowledge.
- **Campaign Alignment**  
Content creators' content focus, fan base, content style and fees match with key markets and budget of program.
- **Diversity of Voice**  
Storytellers represent a diversity of experiences and perspectives and speak to a range of communities.
- **Ontario or Quebec-Based**  
Currently the scope of the OMP program focuses on local creators for cost efficiency and local expertise.





**SPRING/SUMMER 2023**

DESTINATION  
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# OUTDOOR - RTO 13b - SAULT STE MARIE

Leveraging experiences and articles, along with ongoing collaboration with **RTO 13b**, we will work with a creator to bring to life an itinerary that showcases **Algoma Country and Sault Ste Marie** the summer season.

## Itinerary Inspiration:

- Flight to SSM
- Pancake Bay Provincial Park
- Robertson Cliffs
- Indigenous Murals Walking Tour



**@YourMatieKatie**  
**NEW OPPORTUNITY**

Fan Base: IG 14K, TT 16K

**Content Strengths:** Video, Photo

**Subject Expertise:** Outdoor

Katie is a 25 year old Adventure Content Creator. She makes content inspiring people to explore the beautiful province of Ontario, from hiking trails to activities to fun places to stay! I am a photographer and started content creation just over a year ago, and it's been amazing exploring so many different areas - Ontario is huge!



# FAMILY - RTO 2 - NIAGARA PARKS

Leveraging experiences and articles, along with ongoing collaboration with **Niagara Parks**, we will work with a creator to bring to life an itinerary that showcases **these attractions** during the **summer season**.

## Itinerary Inspiration:

- Niagara Parks Power Station
- Journey Behind the Falls
- Hornblower Cruises
- Niagara Botanical Gardens
- Butterfly Conservatory



## @TheCuriousCreature TRUSTED CREATOR

Fan Base: IG 46K, TikTok 38K

Content Strengths: Video, IG Stories

Subject Expertise: Food, Family, Iranian culture

Solmaz is a full-time food and travel blogger based in Toronto, Canada. She has partnered with Destination Ontario regularly, including on Ontario Parks and Tourism Kingston partner projects.

Solmaz has a five-year-old son who travels regularly with her, and often celebrates her Iranian heritage in her posts.



# ARTS + CULTURE RTO 5 - TORONTO

Leveraging experiences and articles, along with ongoing collaboration with **RTO 5**, we will work with a creator to bring to life an itinerary that showcases Toronto during the summer season.

## Itinerary Inspiration:

- Ace Hotel Toronto
- Annex Hotel
- MOCA
- Spadina House Museum
- PowWow Cafe
- Now Playing Toronto Events



**@Abhishekdekate**  
TRUSTED CREATOR

Fan Base: 29K

Content Strengths: Short Video

Subject Expertise: Wellness, Food, LGBTQ+

Abhishek is the Creative Director and Photographer behind the brand, Abhishek Dekate Co. - a digital brand with a focus on home, interior design, food and entertaining.

He previously worked with Destination Ontario in Fall 2022, producing polished video content.



# FOOD + DRINK RTO 13a - ITO

Leveraging experiences and articles, along with ongoing collaboration with **Culinary Tourism Alliance and Indigenous Tourism Ontario**, we will work with a creator to bring to life an itinerary that showcases an Ontario foodie experience during the summer season.

## Itinerary Thought Starters:

- Wiikwemkoong Annual Cultural Festival
- Indigenous Culinary Tours
- North 46 Restaurant
- Content Creator Led Suggestions



**@santeesioux**  
**NEW OPPORTUNITY**

**Fan Base:** IG 48K, TT 81.8K

**Content Strengths:** Video

**Subject Expertise:** Indigenous, Lifestyle

Indigenous social media content creator Santee Sioux enjoys celebrating Indigenous worldview and identity with her followers. Growing up in Dakota Tipi and Wikwemikong, she is proud to call Toronto her home away from home. Santee often focuses on the connection to the land in her work, making a summer harvest themed story potentially relevant.

See her work with Destination Toronto [here](#). See her work with Ottawa Tourism [here](#).





# FRANCO - RTO 9 - 1000 Islands

Leveraging experiences and articles, along with ongoing collaboration with **RTO 9** we will work with a creator to bring to life an itinerary that showcases an Ontario foodie experience during the summer season.

## Itinerary Inspiration:

- 1000 Islands National Park of Canada - oTENTtik
- Rockport Cruises
- 1000 Islands Helicopter
- 1000 Islands Kayaking
- BUSL Cider & Arbru Solar Brewery (eco focus)



**@MSurlaroute**  
**TRUSTED CREATOR**

Fan Base: IG 8K

Content Strengths: Photo, Short Video

Subject Expertise: Franco-Ontarian Content, Outdoor

Marie has been building a steady following through sharing photos and videos of solo Ontario hikes. She has worked with several tourism partners, and worked with Destination Ontario on our Winter OMP Project, where she went above and beyond to capture the most photogenic content and delivered additional content.

We expect Marie to deliver in FR+EN content.





# DRAFT PARTNER FOCUS SNAPSHOT

We will focus creator content on the same content themes as OMP spotlight and partner work, leveraging regions and experiences that have already been identified as priorities by participating RTOs:

## SPRING/SUMMER

- **Outdoor** - RTO 13B - Sault Ste Marie
- **Family** - RTO 2- Niagara Parks
- **Arts + Culture** - RTO 5 - Toronto
- **Food + Drink** - RTO 13a - ITO x 13a
- **Franco** - RTO 9 - 1000 Islands Cruises and paddling (expect EN + FR content)

## FALL (TBC)

- **Outdoor** - RTO 7 - Grey County (Blue Mountain + Owen Sound)
- **Food & Drink** - RTO 6 - Ontario Culinary + Uxbridge
- **Arts + Culture** - RTO 9 - Kingston x CTA
- **Franco/Outdoor** - RTO 11 - Calabogie (expect EN + FR content)

## WINTER (TBC)

- **Outdoor** - RTO 12- Muskoka Tourism
- **Family** - RTO 5 - Mississauga
- **Wellness** - RTO 4 - Stratford + Elora
- **Franco** - RTO 10 - Ottawa

We will be positioning this work as **complementary** to the system in its entirety, and all creator content will have a broad CTA to go out and explore their selected theme throughout the province.



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# PARTNER/OPERATOR TACTICAL PLAN

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# MEDIA APPROACH – RECAP

| SPRING/SUMMER  | MEDIA LAYER  | MEDIA CHANNELS   | KPIs   | BUDGET ALLOCATION  |
|--|--|--|--|--|
| <b>PARTNER MEDIA MIX</b><br><br>Partner<br>+<br>DO Match | <b>Partner Content</b><br><br>Supporting aligned trip planning information from industry partners. | Social (FB, IG), Discovery<br><br><i>Traffic driving units driving to up to 3 pieces of profiled content per partner package</i> | <b>Media:</b> CTR/CPC, Total clicks<br><br><b>On-site (If tagged):</b> Click to landing %, Sessions, Avg session duration, Pages per session | <b>\$40,000*</b> per partner spotlight<br><br><small>* Media dollars</small> |
|  | <b>Direct-to Operator Ad Units</b><br><br>Driving consumers directly to bookable experiences       | Social (FB, IG)<br><br><i>Traffic driving units driving to up to 5 operator websites</i>   | <b>Media:</b> CTR/CPC, total clicks  | <b>\$10,000*</b> per partner spotlight<br><br><small>* Media dollars</small> |

Testing channels for consideration in Fall media mix: **Pinterest, Reddit, Display**

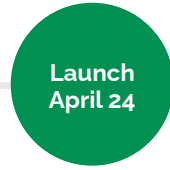


# SPRING/SUMMER UPDATE

Creative  
Development



DO Media



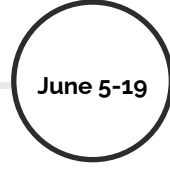
Partner Media



Operator Media



Reporting calls



## FALL KEY DATES

Materials Due

DO Media

Partner Media

Operator Media

Reporting Calls



## WINTER KEY DATES

Materials Due

DO Media

Partner Media

Operator Media

Reporting Calls



A scenic view of a lake with a forest in the background and two people splashing in the water in the foreground. The sky is blue with scattered white clouds. The water is dark blue with white splashes. The forest is a dense line of green trees along the shore. Two people are in the water, one on the left and one on the right, both with their heads above water and mouths open as if laughing or shouting. The text "DESTINATION ONTARIO" is centered in the middle of the image in a white, sans-serif font.

# DESTINATION ONTARIO