

Ontario Signature Experiences

The Ontario Tourism Marketing Partnership Corporation (OTMPC) has launched Ontario Signature Experiences (OSE) to promote and market must-see travel experiences that will appeal to global target markets. The OSE program is designed to showcase the best and most unique tourism experiences in the province that will motivate more people to visit Ontario.

The OSE is linked with the Canadian Signature Experiences Collection (CSE) in order to both act as a stepping stone for Ontario tourism operators who aspire to be included in Canada's international marketing and to highlight the diversity of Ontario experiences. Currently, there are 30 Ontario-based members in the CSE collection, all of which are automatically included in the inaugural Ontario Signature Experiences as announced at the TIAO Summit, November 2013.

For further information please see the following link:

<http://www.tourismpartners.com/partnerOps.xhtml?language=en>

Please feel free to contact Nicole Leaper from OTMPC directly with any questions that you may have.

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ONTARIO SIGNATURE EXPERIENCES

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CRITERIA

- Operate a tourism business in Ontario
- Be legally registered to operate in Ontario
- Carry liability insurance and all required operating permits
- Be the owner, provider, deliverer of the experience and the point of sale for customers
- Have a website with a clear call to action for sales
- Actively market to attract tourists to Ontario and beyond
- Create a landing page for their OSE that OTMPC can link to from its site
- Develop consumer and trade awareness of the collection by displaying the OSE member badge on their website, as well as on targeted collateral, media releases and social media profiles
- Participate in a regular renewal process

Once the applicant business clears the basic requirements it can then apply and be evaluated for fit in the program in terms of offering a tourism experience that:

- Goes beyond the traditional tourist path
- Dives deeper into authentic, local culture
- Connects with people and enriches their lives
- Engages visitors in a series of memorable travel activities that are inherently personal, engage senses or make connections
- Are accessible in terms of physical access, languages, seasonality and dates

EVALUATION

- Evaluation team will be comprised of OTMPC Senior Management
- Evaluators will keep results confidential
- A scoring system process will be used to determine if the experience offered is appropriate for the collection

ONTARIO SIGNATURE EXPERIENCES BENEFITS

- Prestige and marketplace credibility, plus peer recognition
- Increased sales, worldwide recognition of being in the collection
- Potential for increased marketing by OTMPC via presence on consumer website, trade pages and in-market reps
- Increased packaging and cross-promotional opportunities with other OSE members
- Strengthened business relationships with the travel trade
- Hosting trade and media fam trips
- Support from OTMPC in developing digital visual assets through participation in photo and video shoots

TIME LINE

Application: Opens February 2014 | Deadline April 2014 | Evaluation and Assessment June - September 2014

For more information contact:

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Canadian Signature Experiences Collection Ontario Members 2013

The Wilderness Mushroom Foray Adventure - Long Point Eco-Adventure
Journey Behind the Falls – Niagara Parks Commission
View to a Thrill - Niagara Helicopters Ltd.
Niagara Falls Up Close & Personal – Hornblower Niagara Cruises
Extreme Canadian Icewine Experience - Inniskillin Winery
A Look Behind the Curtain - Shaw Festival
The Forum - Stratford Shakespeare Festival
Unique Sky High Adrenaline Rush - CN Tower
Escape the City: Canoe, Paddle and Beach Dining Adventure - The Culinary Adventure Company
The Ultimate Canadian Craft Beer Experience - Ontario Group of Touring Companies
Out of the Ice Age - Scenic Caves Nature Adventure
Free Spirit Air Adventures - Elmhirst Resort (Keene) Ltd.
Lost Ships of the 1000 Islands Cruise - Gananonque Boat Line Ltd.
Palaces and Palisades of the 1000 Islands - 1000 Islands Rockport Boat Line
The Culinary Bounty of the County -Huff Estates Inn and Winery
Enter into the World of the 19th Century British Military - Fort Henry
Winterlude: A Capital Celebration of Winter – Canadian Heritage
Aboriginal Voyageur - Turtle Island Tourism Co
National Gallery Collection - Canadian Art - National Gallery of Canada
Exploring Canada's Flavours - Le Cordon Bleu Ottawa
Evacuation Distance: Paranoia & Preparedness - Diefenbunker: Canada's Cold War Museum
Millionaire's Row Cruise Aboard the R.M.S. Segwun - Muskoka Steamships
Heli-Dog Sledding for a Day - Winterdance Dogsled Tours
Calling the Wolves - Ontario Parks - Algonquin Provincial Park
Algonquin Canoe and Log Cabin Adventures - Voyageur Quest
Bog to Bottle: Muskoka's Cranberry & Wine Discovery - Johnston's Cranberry Marsh
Canoe Heritage Tours - Great Spirit Circle Trail
Algonquin Explorer's Cabin Experience - Northern Edge Algonquin
Glamping in the Canadian Boreal Forest - WildExodus Adventures
Fur Trader's Life - Fort William Historical Park