

Travel – Getting to know Ontario

Ontario Tourism, the Canadian Tourism Commission, Tourism Toronto and Ottawa Tourism are working together to bring the Canadian province to the UK this Spring with an advertising drive called Out of Home beginning on 16 March 2015.

If you are travelling through St Pancras Station in London this month then look out for the wall panel connecting St Pancras and King's Cross inviting you to experience six days in Ontario with a series of Instagram-like photos.

The campaign will also flood newspapers and online for the next month and a half.

Consumers will be invited to go to www.ontariotravel.net/visitnow where eight tour operator packages will be featured allowing visitors to book trips to Ontario, ranging from city breaks to touring and fly-drive packages bookable through a number of UK operators including Canadian Affair, Titan and Thomas Cook Signature.



Ontario Tourism will run a supporting social media campaign using the hash tag #DiscoverOntario. There will also be a social media element running later in the year, when bloggers will have the opportunity to take part in some of the most exciting experiences that Ontario has to offer. These include canoeing in Algonquin Park and a trip to Niagara Falls.

The e-newsletter will be sent out to Ontario Tourism's database of over 70,000 consumers giving them the opportunity to book the featured packages directly with tour operator partners and enter a competition to win a seven night trip to Ontario. The competition will include Canadian Affair offering

consumers a chance to win a seven night fly-drive for two valued at approximately £2000, this competition will be running throughout the campaign.

Further competition details can be found at:
www.ontariotravel.net/visitnow

Lisa LaVecchia, Vice President Marketing of Ontario Tourism Marketing Partnership Corporation said: "Following the remarkable success of last year's "6 Unforgettable Days in Ontario" Out of Home Advertising Campaign, we are very excited about making it bigger and better this year!

Running the campaign for a period of up to six weeks means additional exposure for Ontario and will tell the Ontario travel story in a more exciting way. We are looking forward to rolling out the new campaign in partnership with the Canadian Tourism Commission."