



# The Newsletter

of Ontario's Francophone Tourism Development

## Welcome to the 2009 summer edition of The Newsletter

**PROMOTION:  
A New Website**  
p. 2



**Feature stories  
on CBC Radio**  
p. 2

**DEVELOPMENT:  
Passport North**  
p. 5

**LEADERSHIP:  
English Travel  
Guide**  
p. 6

Since taking on the interim general manager responsibilities for Direction Ontario, I have been very busy visiting the province and various organisations and regions to discuss how Direction Ontario can better help you achieve your goals in the French markets. A number of great ideas were articulated and we are working hard to implement a number of them. But as you know, the greatest challenge is always funding and so we need to explore new funding streams.

Making our website more user-friendly has been a priority this summer and I hope that you will take a few minutes to visit the new site, which is still evolving. A key long term goal is to better link our website to our partners' websites in order to create more web traffic for all of us.

A number of initiatives and services are also described in this edition of The Newsletter and I invite you to take a

few minutes to read it in order to stay up to date on our activities.

During my regional visits this spring and summer, I received a number of requests for more research on the Quebec market in particular, and in September we will be releasing some research and analysis that are currently under way. Stay tuned.

We are also working on a submission for a bilingual provincial agro tourism product; a number of partners have already come to the table and we see a number of opportunities and partnerships available with this initiative.

Finally, I would like to welcome a new Board member, Ms. Lucie Huot from the Niagara region, as well as two new staff members, Ms. Brigitte Gravel and Ms. Anick Dorval to the Direction Ontario team. They replace Raynald Lemelin, on

the Board, and Chantal Nadeau and Claire Therrien. We thank Raynald, Chantal and Claire for their outstanding contribution to Direction Ontario over the years and wish them well in their new endeavours.

Happy reading!



*Donald Obonsawin, Interim President and Executive Director of Direction Ontario*



**ONTARIO**  
*Yours to discover*

## Tourism feature stories on CBC Radio

From July 9 to August 26, Andréanne Joly, writer for Direction Ontario, is at the helm of a tourism news feature on CBC Radio in Northern Ontario called *Le train du matin*.

Her mission is to entice listeners to visit all corners of Ontario. Topics have included Georgian Bay, the Niagara region, Manitoulin Island, the Thousand Islands, Lake Superior and Western Ontario.

Andréanne and the radio host discuss everything from hiking trails and beaches to gourmet delights, Aboriginal culture, canoeing and kayaking, boating and biking, and driving tours by car or motorcycle. Visit [www.DirectionOntario.ca/multimedia.cfm](http://www.DirectionOntario.ca/multimedia.cfm) to listen to the feature stories which will be on line in the coming weeks. There are some real gems to discover!



## A new website

Direction Ontario changed the look of its website and refined its layout to make browsing easier. The new Bonjour Ontario! website has been online since this summer, but there is still work to be done. It will be continuously updated to provide members with greater exposure while helping consumers better plan their stay in Ontario.



People who want to learn more about Ontario will be able to explore the province more effectively thanks to the eight regions. Visitors can even help

improve the site by adding their comments in the photo gallery.

An English e-guide is now available on the site as well.

Two sections are dedicated to Direction Ontario's partners and the media. This will greatly simplify browsing for these groups of visitors.

Direction Ontario also acquired a new URL address that is easier to remember, [www.VoyagesOntario.com](http://www.VoyagesOntario.com).

## Following in Champlain's Footsteps: promotional video

Last summer, nine lucky contest winners embarked on an incomparable ten-day adventure during which they followed in the footsteps of famous explorer Samuel de Champlain from Québec City to Huronia. These modern-day explorers took part in numerous activities ranging from historical visits, outdoor sports like whitewater rafting and portaging canoes to Aboriginal culture. These experiences were captured on a promotional video for Circuit Champlain.

the DVD. It's the nicest trip I've ever taken."

"I watched the 'Following in Champlain's Footsteps' DVD with keen interest. It's a beautiful product and I'm thrilled to be featured on it," said Huronia historian Daniel Marchildon.

This marketing tool is available on the Direction Ontario website at [www.DirectionOntario.ca/Multimedia.cfm](http://www.DirectionOntario.ca/Multimedia.cfm). You can also order a DVD copy by contacting Kelly Kraby at 1 877 684-6673, ext. 105, or by email at [Kelly.Kraby@DirectionOntario.ca](mailto:Kelly.Kraby@DirectionOntario.ca).

"I can't believe it's already been a year since we went on our adventure!" exclaimed participant Isabelle Gros-Louis Michaud. "I can't stop watching

## 2009 trade shows

Each year, Direction Ontario and the OTMPC take part in consumer trade shows to promote Ontario in Quebec. In addition to showcasing Ontario, Direction Ontario fields questions from visitors, hands out the Ontario tourism guide and other resources, and gets exposure for its members.

This year, the organization took part in three well-attended trade shows in Montréal. In February and March, Direction Ontario represented Ontario at the motorcycle, boat and RV shows, promoting a wide range of tourism products specific to Ontario.

boaters and RVers showed keen interest in Ontario's beaches, camping destinations and discovery tours.

Many people asked about popular destinations and their distance from Montréal, in particular Georgian Bay, Wasaga Beach, Sandbanks, and Thousand Islands. The Rideau Canal seems to remain popular among boaters.



In the spotlight were destinations where visitors could indulge in the main activity featured in each trade show. This year, Direction Ontario's new approach included thematic post cards providing links to various websites. This way, visitors were better able to plan their next trip to Ontario, and Direction Ontario received requests for the tourism guide.

Once again, motorcyclists,

“Trade shows are the perfect opportunity to have your finger on the pulse of various groups and find out what potential visitors are looking for in terms of experiences and travel planning tools,” said Amélie Beauchesne, who took part in the three shows.

Since attending trade shows has been paying off, Direction Ontario will take part in a few during the coming year.

### 2010 trade shows:

- Montréal Boat and Water Sports Show  
– January 28 to February 1
- Montréal Motorcycle Show  
– February 26 to 28
- Montréal RV Show  
– March 11 to 14

### Do you think Ontario should be represented at other trade shows?

- Québec City RV Show – March
- International Tourism and Travel Show, Montréal – end of October
- Bicycle Show Expodium, Montréal – February
- Hunting, Fishing & Camping Show, Montréal – mid February
- Hunting, Fishing, Camping & Boat Show, Québec – March
- Summer Celebration Show, Québec City – Mid-April

Send your feedback to Kelly via email at [Kelly.Kraby@DirectionOntario.ca](mailto:Kelly.Kraby@DirectionOntario.ca) or by phone at 1 877 684-6673, ext. 105.



## Alliance Club

[www.ClubAlliance.ca](http://www.ClubAlliance.ca)

### Alliance Club Partners

- 1000 Islands & Seaway Cruises/Rideau Heritage Cruise
- Albert at Bay Suite Hotel
- The Algonquin Canoe Company
- Bay of Quinte Country
- Best Western Victoria Park Suites
- Blue Mountain Village Association
- Brockville Tourism
- Brookstreet
- Bruce County Tourism
- Château des Charmes
- Circuit Vanier/Vanier Museopark
- Historic Cobalt Corporation
- Cornwall & Seaway Valley Tourism
- Couples Resort
- Days Inn Sudbury
- Great Spirit Circle Trail
- Grey County Tourism
- Inn on the Bay
- Killarney Lodge
- Kingston Tourism
- Martyrs' Shrine
- National Arts Centre
- City of North Bay
- Ottawa Tourism
- Ottawa Valley Tourist Association
- Rideau Heritage Route
- Sainte-Marie among-the-Hurons
- Scenic Caves Nature Adventures
- Science North & Dynamic Earth
- St. Jacobs Country
- Stone Gate Inn
- Superior North CFDC
- Timmins Tourism

## Newest addition to the Alliance Club

The newest addition to the Alliance Club product family is the Ottawa Valley Tourist Association (OVTA), based out of Pembroke. When asked what enticed them to become a partner, Melissa Johnston, Tourism Marketing Coordinator at OVTA replied, "We want to further promote our region within the Francophone and travel trade markets. As a smaller DMO with an even smaller budget, Direction Ontario provides cost-effective marketing opportunities which we can afford to participate in. Additionally, Direction Ontario provides us with added exposure at key travel trade events, such as Bienvenue Québec and Rendez-vous Canada."

What's more, the OVTA expressed their satisfaction with Direction Ontario's main products, the Ontario travel guides in French and in English. "The guides are designed in ways that are easy to read and the evaluation of French services available to Francophone tourists is invaluable", commented Ms. Johnston.

**"Direction Ontario provides cost-effective marketing opportunities which we can afford to participate in."**

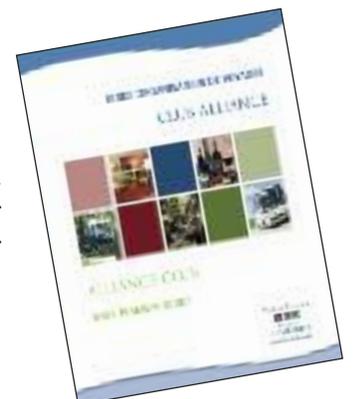
By partnering with Direction Ontario, the Ottawa Valley Tourist Association hopes to increase knowledge about their region as a destination to consumers. Additionally, they want to increase interest and exposure within the travel trade market, including product knowledge, accessibility and affordability.

## Alliance Club

### What's new for tour operators

Alliance Club has been on a roll since it was created in 2007! Its goal is to promote the Ontario product to the tourism industry and to get to the travellers off the beaten path.

Alliance Club and Direction Ontario are a showcase for their 30 partners, in particular tour operators.



## Rendez-Vous Canada

This year was no exception: Direction Ontario took part in Rendez-Vous Canada, held in Calgary from May 9 to 13.

Direction Ontario showcased its members to tour organizers interested in Ontario and helped them develop original circuits using the valuable Alliance Club Tour Operator's Guide. "The guide includes a profile of each partner as well as popular

itinerary suggestions. The circuits are ready and adaptable to buyers' needs, while providing them with resource people and businesses," explained Kelly Kraby, Marketing Director for Direction Ontario. "It was great seeing people that we had met at previous shows. We strengthened relationships and presented new Alliance Club products for a third time at Rendez-Vous Canada."

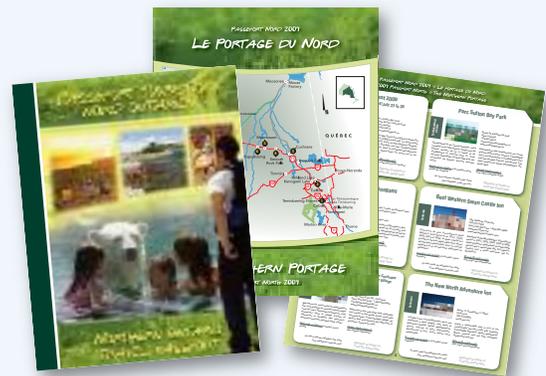
## Website

The websites of tour organizers who offer trips to Ontario will be added as links to Direction Ontario's site. Businesses interested in catering to these groups are invited to visit this new page to learn about the circuits offered to the Quebec clientele.

For more information on Alliance Club, contact Anick Dorval at 1 877 684-6673, ext. 102, or by email at [Anick.Dorval@DirectionOntario.ca](mailto:Anick.Dorval@DirectionOntario.ca).

## Passport to Northern Ontario

This summer, Direction Ontario repeated its popular Passport promotion which was launched in the summer of 2008, this time with several different itineraries. Vacationers can now download the passport that fits best with their travel plans. Four regions of Northern Ontario are featured.



Tourists can download their free passport online at [www.PassportNorth.com](http://www.PassportNorth.com) from July 3 to October 12, 2009 or pick up a copy at a participating business. The booklet suggests possible stops at attractions, restaurants, festivals, accommodations and campgrounds from Mattawa to Thunder Bay.

With each visit in a participating establishment, tourists will receive a stamp which will give them one entry into the contest. The more stamps they collect during the summer, the more chances they have of winning a fabulous prize in October! Prizes include a sea kayaking trip for two to Killarney and a weekend for two to the New Liskeard *CountryFest* with accommodations at the *Parc Sutton Bay Park* campground.

Direction Ontario would like to thank its partners and FedNor for their financial support on the Passport North initiative.

## A first guide in English

This summer, by popular demand, Direction Ontario published its first travel guide in English!

In December, the team pulled out all the stops to publish this travel guide for the summer season.

Since then, Direction Ontario has received many comments from travel information centres, the main distributors of the guide this year, who have noticed a high demand for this resource guide.

“The newly created English version of the Direction Ontario guide has been an excellent resource to both the traveller and the OTIC Travel Counsellors. It is a very complimentary companion to the French guide and provides travellers with an easy and accessible reference to

experiencing Ontario’s many unique communities. We were extremely pleased to be a partner with Direction Ontario in distributing its guide and for allowing us have our Travel Information Centre locations across the province depicted in the guide.”- Suzanne Rubinstein, Director - Ontario Travel Information Centres, OTMPC

“The newly created English version of the Direction Ontario Guide has been an excellent resource to both the traveller and the OTIC Travel Counsellors.”

This guide, originally designed as a French tourism guide focusing on the Francophone market, was quite a hit. It has turned out to be a unique way of presenting an important facet of Ontario’s culture to English-speaking travellers.



### 2009 Ontario Tourism Summit

Direction Ontario will participate in the Ontario Tourism Summit to be held in Windsor from September 29 to October 1. This tourism industry event allows the organization to strengthen ties with its regular contacts, stay abreast of the latest trends in Ontario and take part in training workshops, an asset for the team!

In 2009, the conference will

focus on actionable strategies and tactics to move the industry forward on a path to growth and prosperity.

Direction Ontario encourages everyone to register for the Ontario Tourism Summit before August 29, at [www.ontariotourismsummit.com](http://www.ontariotourismsummit.com) to take advantage of the early-bird rate!

### French services to break into a new market

Direction Ontario offers a range of services to support the tourism industry, including translation and revision to support the efforts of tourism businesses who want to have quality French signage.

With custom services like writing, graphic design, project management, layout and advertising, Direction Ontario can help your business break into the Francophone tourism market. To find out more about our services, contact Line Gu nette at 1 877 684-6673, ext. 107.

# OTMPC News

Source: OTMPC Water Cooler, Volume 3/Issue 2

## New strategy released to lure visitors to Northern Ontario

The new five-year tourism marketing strategy for northern Ontario was released this past January to much fanfare in Thunder Bay. To bring the strategy to life, the provincial and federal governments are investing \$2.3 million for first year priority projects. The strategy was developed in partnership with Industry Canada/FedNor and the Ministry of Northern Development and Mines (MNDM) through the Northern Ontario Heritage Fund Corporation, and in consultation with more than 500 Northern Ontario tourism industry members. For a copy, visit [connexion-north.ca](http://connexion-north.ca).

One of the strategy's first tactics is the launch of a portal, [northernontario.travel](http://northernontario.travel), showcasing Northern Ontario's tourism offerings. A collective resource, the portal makes it easy for travellers to plan and purchase their Northern Ontario experience. The portal will feature campaigns targeting key U.S. and domestic markets. It will also be promoted at the Toronto and Ottawa Sportsmen Shows and will be included in a retail program with Vaughn area Bass Pro Shops and in the development of a marketing program with The Beer Store's CHILL magazine.



## Quebec campaign encourages families to visit Ontario this summer

In May and June, well-known Quebec personality Chantal Fontaine hosted a series of on-location Ontario vignettes on Radio Canada TV, intended to give family vacation ideas to encourage

Francophone families in Montreal to visit Ontario. Ontario also targeted English Montrealers in May and June through the continuation of a series of full-page ads in the Montreal Gazette comple-

mented by radio executions on key Montreal stations. This represents year two of a campaign that in year one resonated with Quebecers. Since an OTMPC campaign presence was established in

2005 -- results in this market have improved each year. Ontario's efforts in 2008 were successful in generating 43,000 incremental trips to Ontario and \$6.5 million in Quebec visitor spending.

Support the Francophone tourism industry by subscribing: [www.tourismpartners.com](http://www.tourismpartners.com)



**BOARD OF DIRECTORS**

*Interim President and Executive Director*  
**Donald Obonsawin**

*Vice-President*  
**Vincent Lacroix**

*Treasurer*  
**Lucie Moncion**

*Secretary*  
**Lyanne Beauchesne**

*Directors*  
**Anne Marie Forcier**  
**Danny Galarneau**  
**Carmel Girouard**  
**Lucie Huot**  
**Michel Racine**

**STAFF**

**Amélie Beauchesne**  
*Communications Coordinator*

**Évelyne Bélanger**  
*Graphic Designer*

**Lise Caron**  
*Sales Director*

**Anick Dorval**  
*Product Manager, Club Alliance*

**Angèle Duguay**  
*Administrative Assistant Accounting*

**Paulette Gauthier**  
*Customer Service Coordinator*

**Brigitte Gravel**  
*Website and Data Base Coordinator*

**Line Guénette**  
*Operations Director*

**Kelly Kraby**  
*Marketing Director*

**COLLABORATOR**

**Andréanne Joly**  
*Writing, revision and translation*

**Lucie Huot joins Direction Ontario's Board of Directors**

Direction Ontario is proud to announce that Lucie Huot has been named to its Board of Directors. Ms. Huot is the Executive Director of Club 2000 Niagara.

Club 2000 Niagara Inc. is an organization which promotes the economic and cultural develop-

ment of Niagara's Francophone community.

Club 2000 Niagara manages many projects independently and in cooperation with Niagara's economic development agencies. The Club also assists Niagara's French service organizations in their efforts.

**Direction Ontario welcomes two new members to the team**

Direction Ontario hired two new employees at the beginning of the summer. Brigitte Gravel rejoined the team after a one-year absence. Brigitte will be responsible for the website and data base and will manage statistics on website traffic.



*Brigitte Gravel, technologist*

Anick Dorval, who until recently was the community development officer in the municipality of Val Rita-Harty, has taken over from Claire Therrien as product manager for Alliance Club. Anick has experience in tourism, economic development and management and will be an asset both for Alliance Club and Direction Ontario. You can reach Anick by phone at 1 877 684-6673, extension 102, or by email at Anick.Dorval@DirectionOntario.ca.



*Anick Dorval, Product Manager, Alliance Club*