

# MARKETING OUR DESTINATION, ADVOCATING FOR OUR INDUSTRY

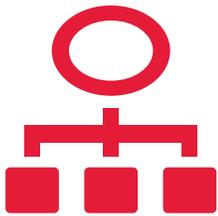
## VISION

*Ottawa offers the complete capital experience, tells the story of Canada, and gets people talking.*

Ottawa Tourism is the Destination Marketing Organization (DMO) for Ottawa and RTO 10 (Ottawa & Prescott-Russell). Our mandate includes attracting visitors, conventions, and major events to our destination, which we do via direct marketing and sales activities and through partnership programs with tourism organizations at the local, provincial and national level. We collaborate with local stakeholders to enhance the visitor experience. We advocate on behalf of our industry, and provide our members with networking and marketing that extend the reach and impact of their own efforts. An award-winning organization, Ottawa Tourism is widely regarded as one of the most innovative and forward-looking DMOs in the country.

For every dollar that members invest with us through their membership, we invest \$105 in sales, marketing, and destination development activities that bring visitors to our city. Here are some of the ways that Ottawa Tourism contributes to the strength of Ottawa's tourism industry and to bringing more customers to the doorsteps of all our valued tourism partners:

## INDUSTRY NETWORKING OPPORTUNITIES



Opportunities include the annual Ottawa Tourism awards, Annual General Meeting and holiday reception. We also provide opportunities for members to network with clients, including ShopTalks and Lunch & Learns,

four annual meeting planner events, and training sessions with industry experts.

## DIRECT SALES



Our members benefit directly and indirectly from business generated through sales calls, participation at Rendez-vous Canada and Ontario Motor Coach Association (OMCA)

and through attendance at Professional Convention and Management Association (PCMA) and American Society of Association Executives (ASAE) conferences.

## MARKETING POWER



Through strategic marketing campaigns Ottawa Tourism targets potential visitors, repeat visitors and local residents, to become Ottawa's greatest ambassadors. We provide members with opportunities to

partner directly in our programs, leveraging their marketing and sales resources for greater reach and impact. We also partner with Destination Canada and Destination Ontario on marketing campaigns that add value to Ottawa's brand and extend our marketing dollars.

## SOCIAL MEDIA



Ottawa Tourism has over 223,000 social media followers and engages with visitors to enhance their experience while in Ottawa, leaving them with a positive

and lasting impression of the destination. We encourage amplification of positive messages and images to further Ottawa's reputation as a welcoming, fun and impressive city. Use the #MyOttawa/#MonOttawa hashtag to engage with our social media conversations.

## LEVERAGING PARTNERSHIPS



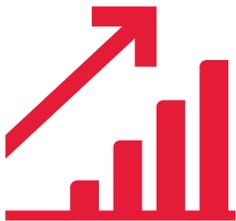
Just as Ottawa Tourism members partner with us to extend the reach and impact of their marketing and sales efforts, Ottawa Tourism is aligned with Canada's provincial and national tourism marketing organizations. We partner with Destination Canada and Destination Ontario to attract visitors from the U.S. and overseas.

## EDUCATION



Ottawa Tourism provides learning opportunities to members, including sessions with Trip Advisor staff and Google-certified trainers, China-market and building partnership training. Our Stars of the City Conference each May provides front-line tourism staff the opportunity to learn about new tourism exhibitions and products for the upcoming summer season – so they can more effectively host and help visitors have a positive experience in the capital.

## RESEARCH



Ottawa Tourism has made significant investments in strengthening our capabilities in data collection and business intelligence. We are working with our local tourism industry on a number of data collection initiatives meant to provide insights into travel trends and statistics for the whole destination. We encourage our members to equip themselves with the industry intelligence available through our member-only extranet to make more informed business decisions.

## ADVOCACY



As the voice of Ottawa's tourism industry, Ottawa Tourism works to influence decision-makers on tourism policy issues that directly impact your business. We ensure our positions are based on a collaborative and consultative approach in which your voice counts. We are currently working with other agencies to gain support for a visual cover for the scaffolding on Centre Block throughout its upcoming renovations (expected to unfold from 2019 – 2030) so that visitors can still get a sense of what Parliament Hill looks like.

## EARNED MEDIA



Ottawa Tourism's media relations initiatives generate thousands of stories which reach an audience of over 200 million annually, helping bring customers to the doors of our members. Members are often asked to participate in media visit itineraries, exposing them to writers looking for destination stories.

## MAJOR EVENT HOSTING



Ottawa Tourism's "Bid More, Win More, Host More" strategy for major events is paying off – as Ottawa is rapidly establishing itself as a go-to destination for major events across many disciplines. In 2018, Ottawa hosted the 2018 Taekwondo Canada National Championships, 2018 FIVB Volleyball Nations League and 2018 Canadian Track and Field Championships among many others.

## DESTINATION DEVELOPMENT



Ottawa Tourism is active in expansion of Ottawa's visitor economy, Ottawa's capacity to service visitors, the development of rural tourism, product development that aligns with Ottawa's Brand DNA and responds to gaps in the visitor experience, fostering Indigenous tourism, cycle route expansion and promotion, and facilitation of new events with strong out-of-town attendance.

## CONNECTIONS



Ottawa Tourism has the ear of influential clients and takes pride in connecting them with the right members to fulfill their business requirements. We offer leadership in linking member businesses and curating the right networking spheres to allow Ottawa's tourism businesses to thrive.

## STAFF EXPERTISE



Informing our staff about your business means that you will form part of the conversations held at national and international tourism industry events such as Rendez-vous Canada, Canada Media Marketplace, GoMedia Canada Marketplace, and national/international convention sales trade shows.