

Le grand Rendez-vous



Follow the wave towards
Francophone tourism
IN ONTARIO



Ontario

The wave towards Francophone tourisme in Ontario

4 steps to developing Ontario's Francophone tourism industry

1. Recognize the many opportunities and characteristics of Francophone markets
2. Develop products and services in order to meet market needs
3. Develop promotional tools and strategies in order to join these markets
4. Work within partnerships in order to offer diversified products

2. Develop products and services in order to meet market needs

- Historical Products
 - Gratien Allaire – The Great Explorers legacies in Ontario
 - Linda Lauzon – Production Events: L'Écho d'un peuple
 - Guylaine Scherer – Circuit Champlain
 - Laurent Tremblay – Federal Commissioner – Québec's 400th Anniversary

2. Develop products and services in order to meet market needs

- Adventure products
 - Yves Ouellet - Kayak
 - Yves Séguin – Walking Trails
 - Francine St-Laurent – Biking
 - Chris Hughes - Motorcycle
 - Marla Tremblay - Train

2. Develop products and services in order to meet market needs

- **Cultural products**
 - Julie Scarcella and Dominique Constant – The Aboriginal Product
 - Christian Pilon – Saechiur Flechey
 - Visit of the Salon du Livre du Grand Sudbury 2006

2. Develop products and services in order to meet market needs

- « **Dans votre langue** »
- Andréanne Joly – campagne Bonjour

3. Develop promotional tools and strategies in order to join these markets

- Suzy Moore and Marie-Andrée Boucher – Marketing to the Francophones markets / Circuit Champlain in New-France and Tour Operators
- Luc Dupont – How to produce advertising that sells in the tourisme sector?
- Claude Aumont – Ontario Tourism Marketing Partnership Corporation

4. Work within partnerships in order to offer diversified products

- Thematic Breakfasts
- Travelers' Evening
- Breaks – Networking Opportunities

Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

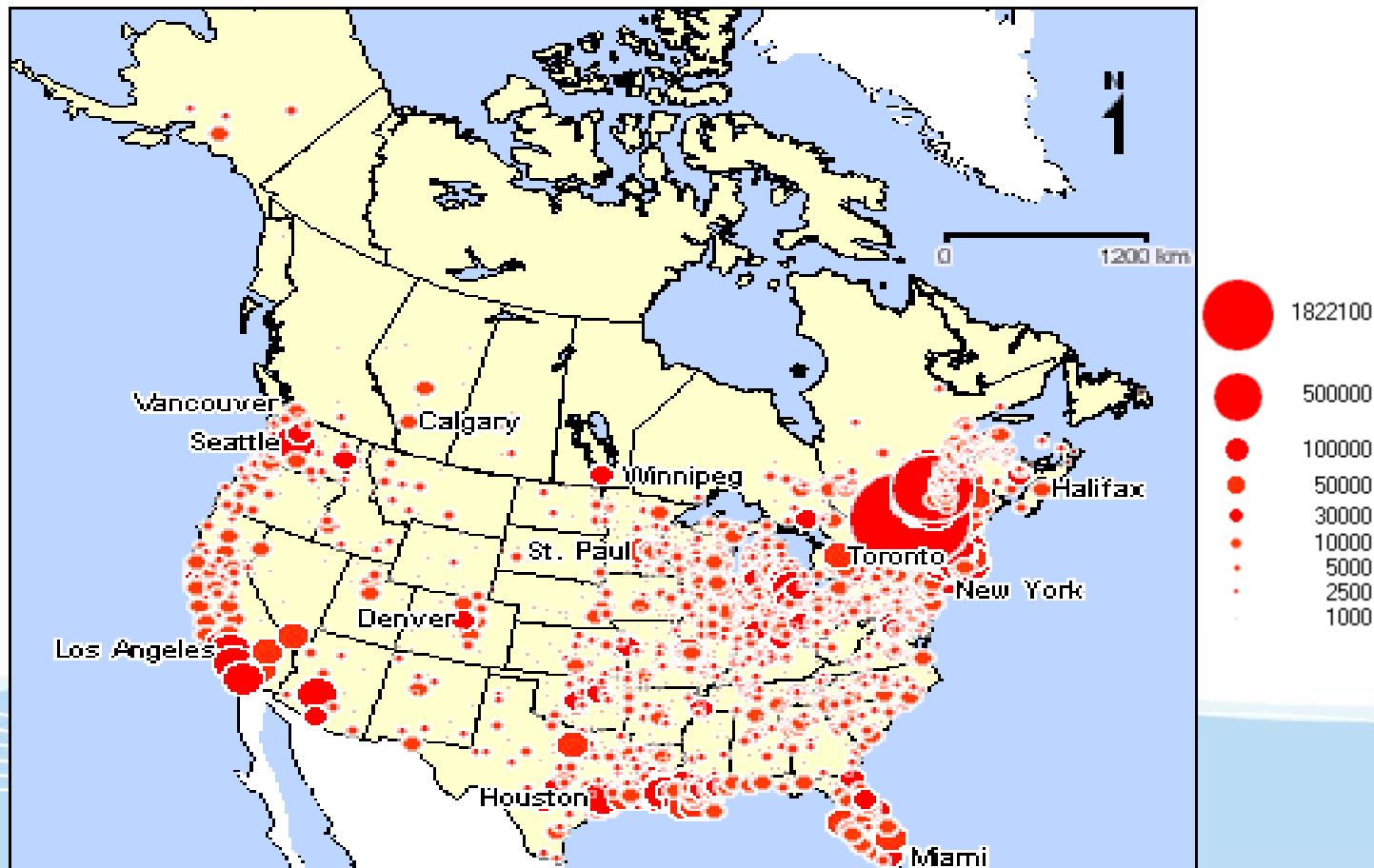


© 2002. Her Majesty the Queen in Right of Canada, Natural Resources Canada. / Sa Majesté la Reine du chef du Canada, Ressources naturelles Canada.

Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Origins of French Cultures in North America



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets



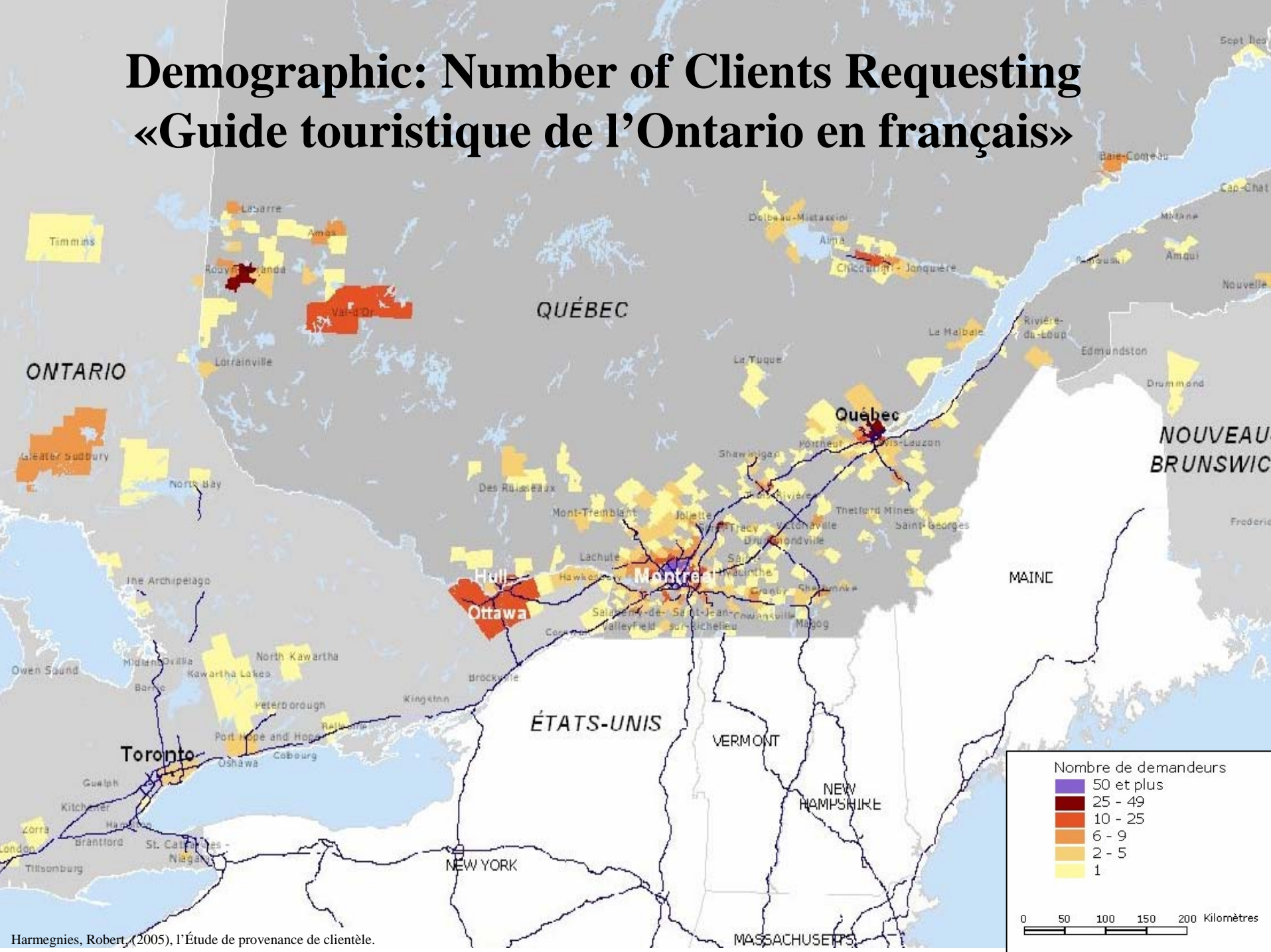
©Ministère des Affaires étrangères (www.diplomatie.gouv.fr)



Country or region where French is both the first and official language

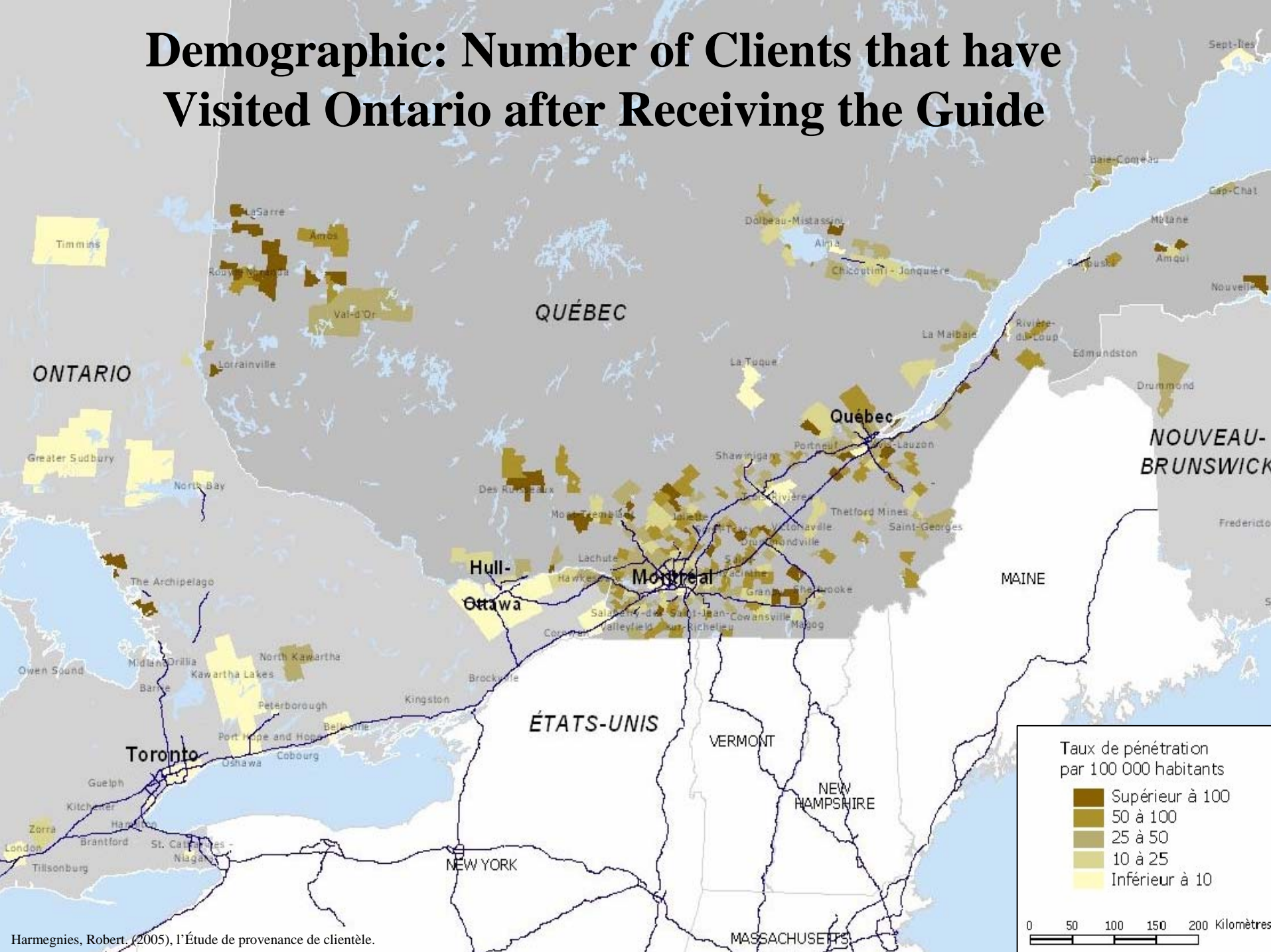
Country or region where French is both the administrative and official language

Demographic: Number of Clients Requesting «Guide touristique de l'Ontario en français»

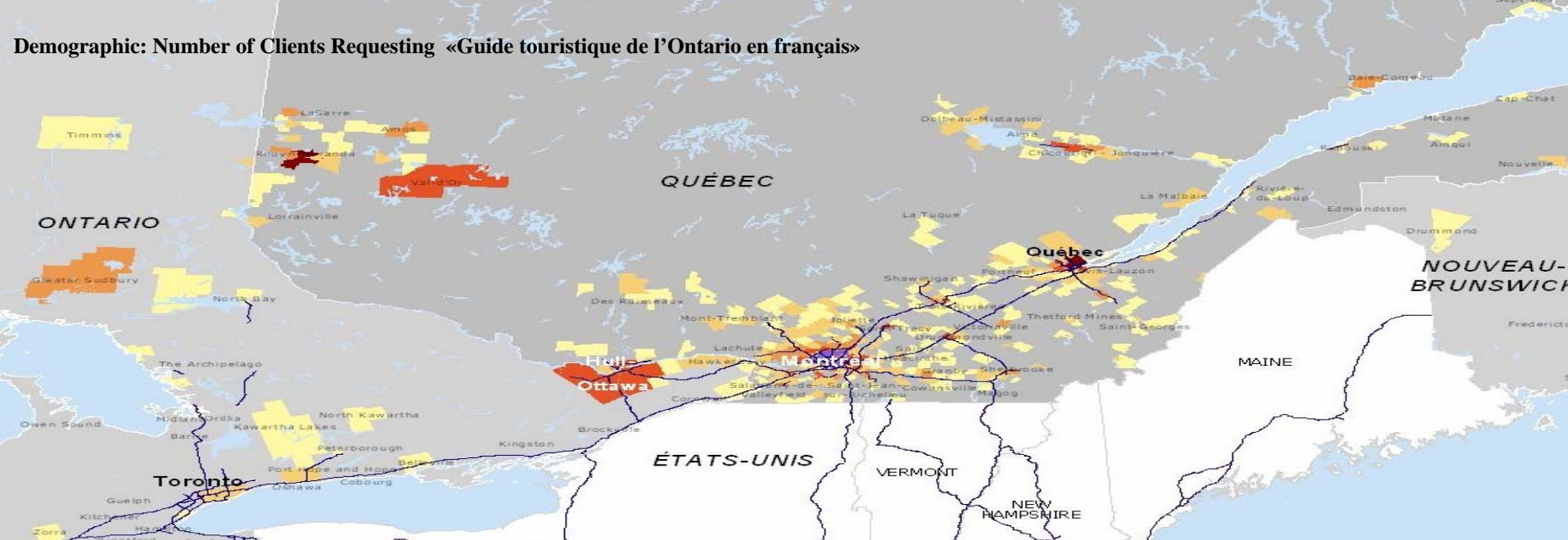


0 50 100 150 200 Kilomètres

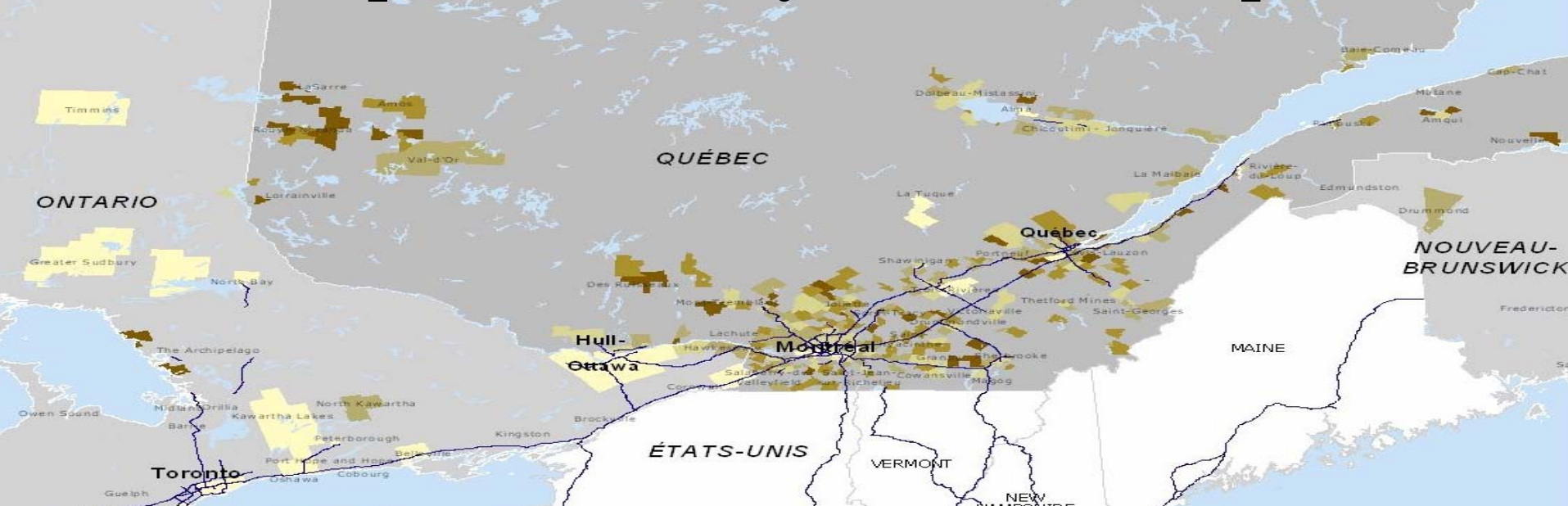
Demographic: Number of Clients that have Visited Ontario after Receiving the Guide



Demographic: Number of Clients Requesting «Guide touristique de l'Ontario en français»



Comparative Analysis of Both Maps



Demographic: Number of Clients that have Visited Ontario after Receiving the Guide

1. Recognize the many opportunities and characteristics of Francophone markets

Age Groups

Sampling of Surveys 2005			
Age Group	Real Population Pourcentage	Demographic Sample according to Gender	
		M	F
18 – 21	0,98 %	1	2
22 – 40	21,31 %	29	32
41 – 60	57,30 %	78	85
61 – 75	19,02 %	26	28
75 and up	1,39 %	2	2
Subtotal		136	149
Total	100 %	285	

Harmegnies, Robert. (2005), l'Étude de provenance de clientèle.

1. Recognize the many opportunities and characteristics of Francophone markets

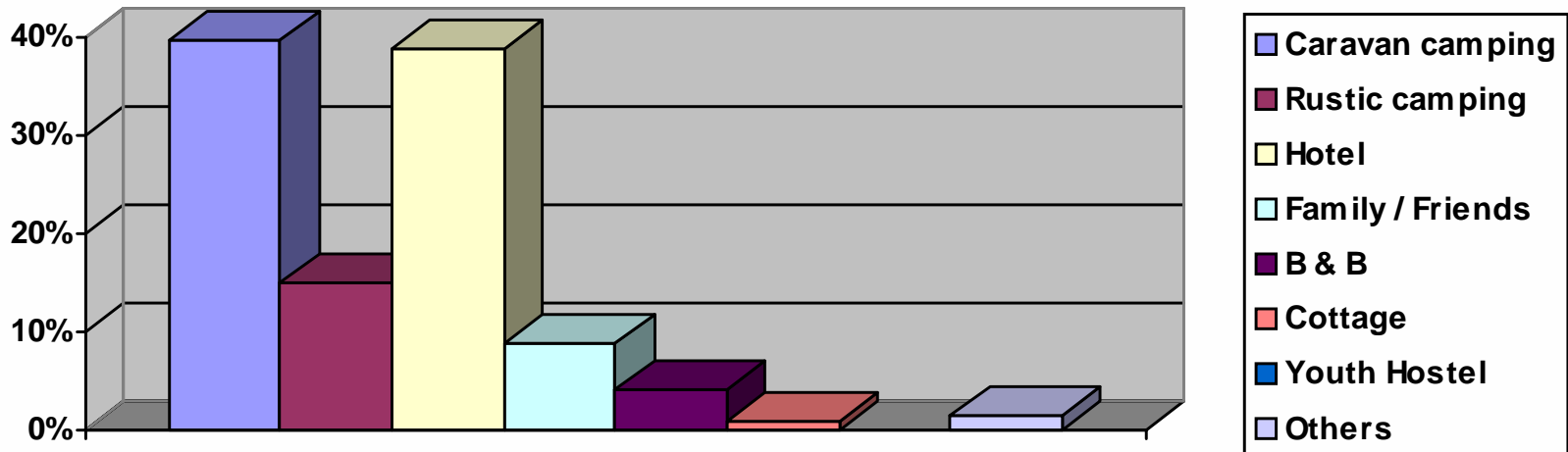
Sojourn

1 à 6 days	23,2 %
7 à 13 days	11,7 %
14 à 20 days	6,7 %
21 à 27 days	0,7 %
28 à 34 days	1,0 %
35 à 41 days	0
42 à 48 days	0,3 %
49 à 55 days	0
56 à 62 days	0,3 %

Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Types of Accommodation



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Visited Regions

- 56 % - Toronto/Niagara
- 22,4 % - Ottawa River
- 21,6 % - Thousand Islands
- 15,2 % - Georgian Bay



©Tourisme Ontario 2006

Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Outdoors Tourism

- 97 % - interested in outdoor activities
- 57 % - enjoy camping
 - 32,9 % - camping caravanning
 - 30,0 % - rustic camping



Ontario

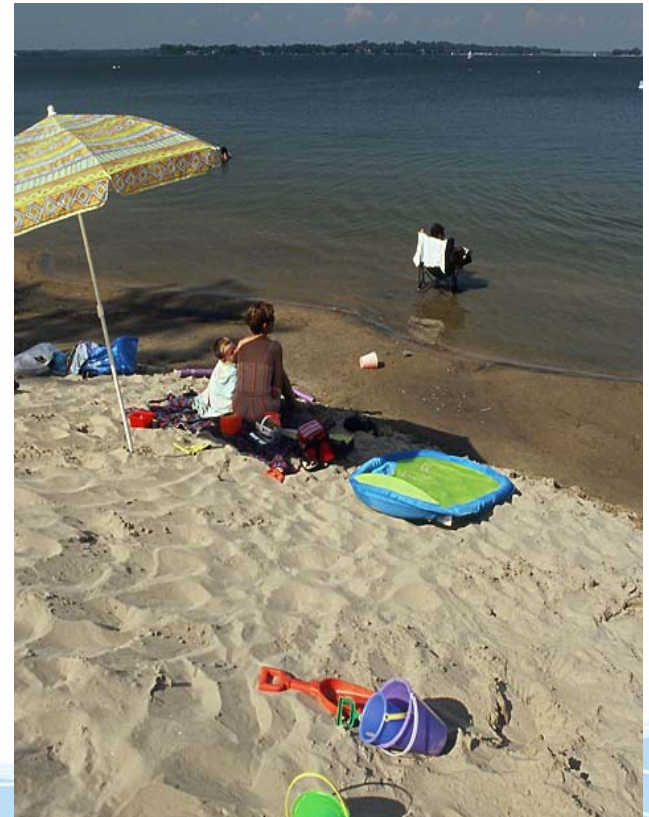
1. Recognize the many opportunities and characteristics of Francophone markets

Beaches

- 51,6 % clients between the ages of 22 to 40 are interested in beaches
- 34,8 % clients between the ages of 61 to 75 are interested in freshwater cruises



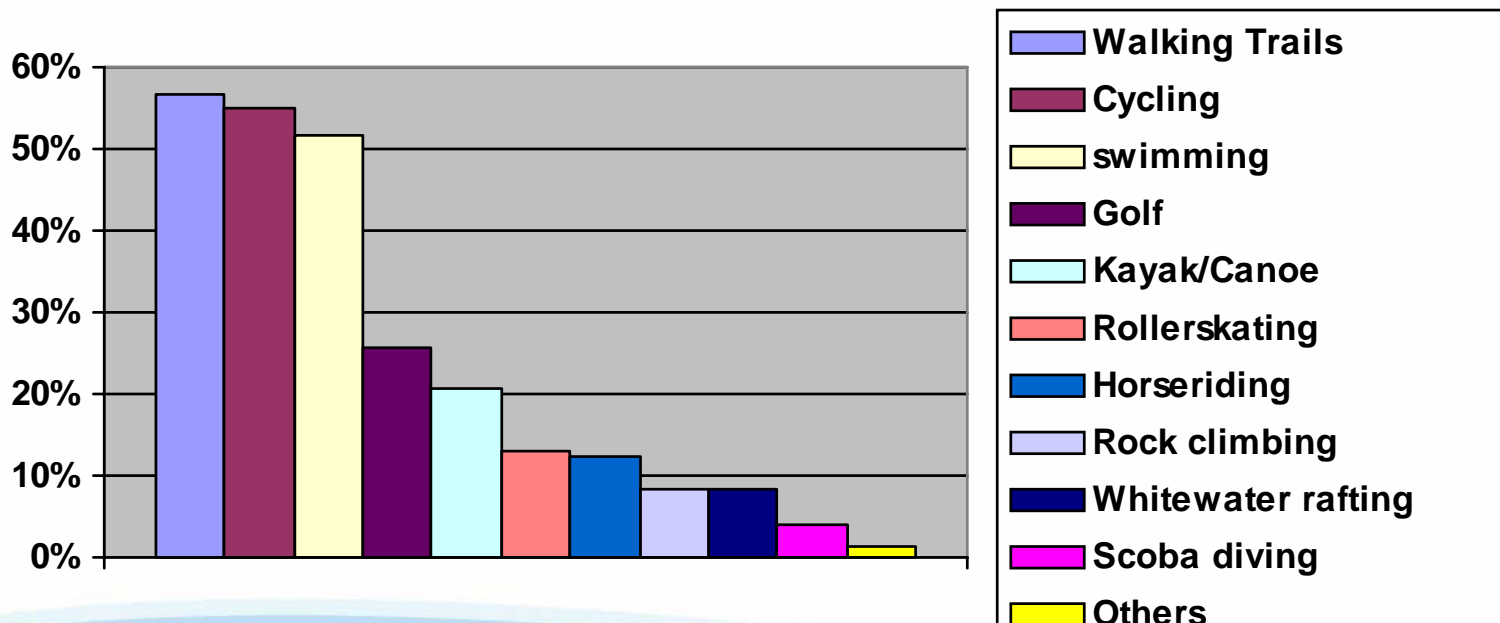
©Tourisme Ontario 2006



©Tourisme Ontario 2006

1. Recognize the many opportunities and characteristics of Francophone markets

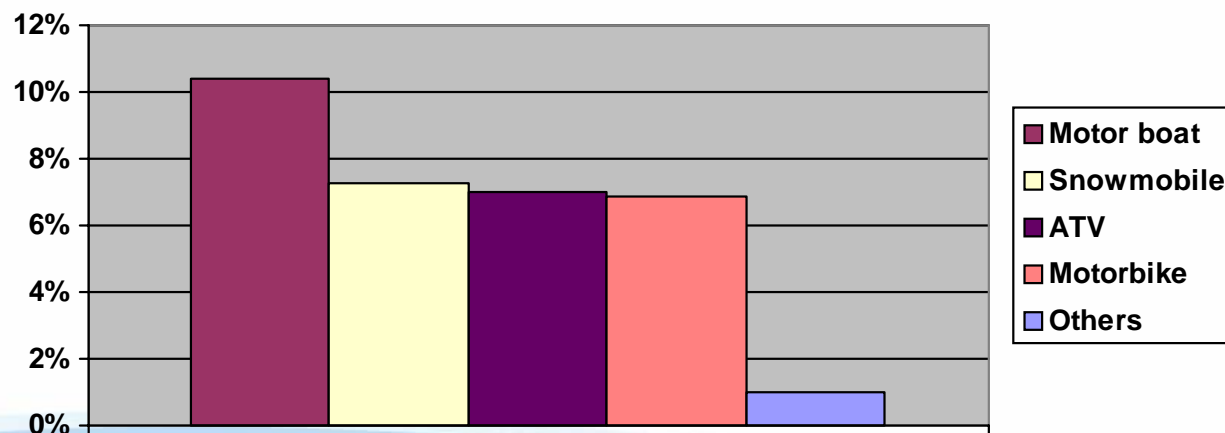
Enjoy these Summer Sports



1. Recognize the many opportunities and characteristics of Francophone markets

Enjoy these outdoors motorised activities

- 10,4 % - boat
- 7,0 % - ATV/Snowmobile



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Winter Sports

- 23,2 % - cross-country skiing
- 18,2% -downhill skiing and snowboarding
- 15,0 % - snowshoeing



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Hunting and Fishing

- 28,5 % - Fishing
- 10,1 % - Hunting



©Tourisme Ontario 2006

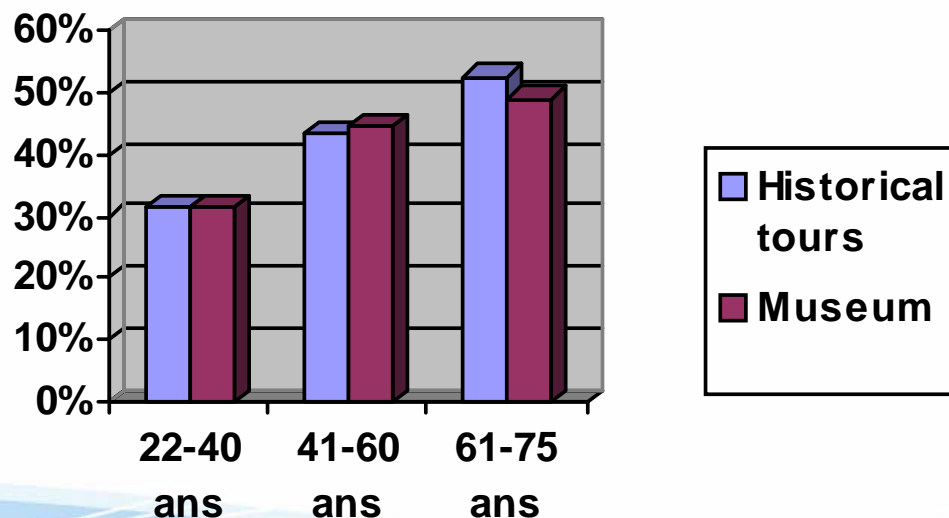


©Tourisme Ontario 2006

1. Recognize the many opportunities and characteristics of Francophone markets

Cultural Tourism

- Over 50 % of clients between the ages of 51 to 75 ans are interested in historical tours



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Clients' Desired Information

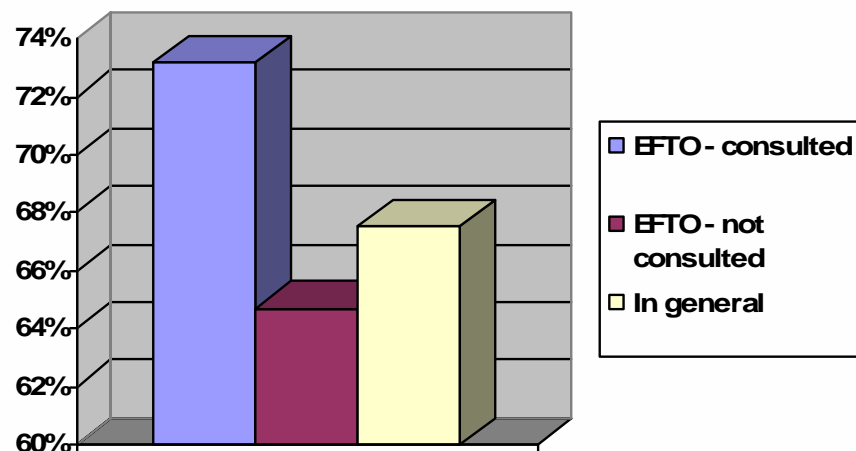
- 64,5 % - road maps
- 58,5 % - potential french services
- 54,2 % - information on camping
- 42,8 % - information on museums
- 42,1 % - information on historical tours



1. Recognize the many opportunities and characteristics of Francophone markets

Service in French

- 1/3 of Québécois that visited Ontario followed our French Service Scale.
- 9 % of clients that used our French Service Scale had a increased satisfaction rate.



Ontario

1. Recognize the many opportunities and characteristics of Francophone markets

Government Services

- 67,2 % are satisfied but expected higher standards

Private Sectors

- 34,5 % are satisfied

Ontario

Although we have already accomplished much within the Ontario Francophone tourism industry, there is still lots of work to be done if our aim is to become a world renowned international organization by the 400th anniversary commemorating Champlain in 2013 and 2015.

Have a Great Conference!

