

New Marketing Campaign Showcases the Astounding Agawa Canyon Tour Train

Sault Ste. Marie, ON (April 11, 2017) – The Ontario Tourism Marketing Partnership Corporation (OTMPC), Tourism Sault Ste. Marie (TSSM) and Tourism Northern Ontario (TNO) are collaborating to market the breathtaking Agawa Canyon Tour Train.

Through the ‘Where Am I?’ brand, OTMPC, TSSM and TNO are aligning marketing efforts and creating a targeted campaign to promote the Agawa Train for the 2017 summer season. Leveraging the award-winning success of the ‘Where Am I?’ brand platform, the campaign teases consumers with riddles that then reveal the wondrous experience that awaits travellers aboard the train journey. The paid campaign includes digital video, digital display and a series of sponsored stories featured on Huffington Post Canada.

The goal of the campaign is to increase two- and three-night package sales and ridership during the months of July and August. The campaign also intends to generate an increase in overall awareness of Sault Ste. Marie and the Northern region as a compelling tourism destination. Directed at consumers from the Greater Toronto Area and the near-border United States markets of Michigan, Wisconsin and Ohio, the campaign will be in market throughout the months of April, May and June.

The Agawa Canyon Tour Train is an Ontario Signature Experience and is ‘on track’ to become a Canada Signature Experience, a collection of once-in-a-lifetime travel experiences found only in Canada and promoted internationally by Destination Canada.

The campaign’s exhilarating video, ‘Iron Horse’, can be viewed at:
[youtube.com/travelontariocanada](https://www.youtube.com/travelontariocanada)

Packages starting at \$176 CAD can be booked online at: agawatrain.com

Quick Facts

- The Agawa Canyon Tour Train is a wilderness excursion that transports travellers 114 miles north of Sault Ste. Marie, Ontario, over towering trestles, alongside pristine northern lakes and rivers and through the awesome granite rock formations and vast mixed forests of the Canadian Shield.
- The Agawa Canyon was made famous by members of The Group of Seven painters who travelled the area by train to capture its stunning vistas on canvas.
- To view the campaign video, visit: [youtube.com/travelontariocanada](https://www.youtube.com/travelontariocanada)
- 2017 is the perfect year to enjoy the Agawa Canyon Tour Train as Ontario and Canada celebrate their 150th anniversaries.

Additional Resources

- Book a thrilling Agawa Package at: agawatrain.com
- See Ontario like never before at: ontariotravel.net
- Learn more about Ontario150 at: Ontario.ca/150

Quotes

“The Agawa Canyon Tour Train invites visitors and residents alike to discover Northern Ontario’s breathtaking and iconic landscapes. This year, during Ontario’s 150th anniversary, there’s no better time to enjoy this once in a lifetime experience. Our government recognizes the importance of collaboration and innovation in the tourism industry, and this campaign is another great example of the industry working together to grow tourism in Ontario.”

– Eleanor McMahon, Minister of Tourism, Culture and Sport

“The Ontario Tourism Marketing Partnership Corporation is excited to align our ‘Where Am I?’ marketing brand with one of Ontario’s most unique experiences. The campaign will definitely generate a buzz about the Agawa Canyon Tour Train generating interest and bookings for the summer season.”

– Lisa LaVecchia, President & CEO, Ontario Tourism Marketing Partnership Corporation

“Partnering with OTMPC to build on the success of the award winning ‘Where Am I?’ campaign will go a long way in helping generate increased rider levels on the Agawa Canyon Tour Train and increase visitation and tourist spending in Sault Ste. Marie and Northern Ontario.”

– Ian McMillan, Executive Director, Tourism Sault Ste. Marie

“The Agawa Canyon Tour Train has been a cornerstone of Northern Ontario tourism since the 1960s. As one of our main attractions, we are thrilled that the Tour Train will be the first northern feature of the much anticipated ‘Where Am I?’ campaign. Tourism Northern Ontario recognizes the importance of partnering on innovative marketing campaigns that showcase our tourism products from a new perspective. I have no doubt this campaign will go a long way in sustaining an already successful tourism experience, and increasing its ridership even further.”

– Marty Kalagian, President, Tourism Northern Ontario

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