

Hosting Canada's Big Year in the Nation's Capital in 2017

Michael Crockett

President & CEO

Ottawa Tourism





2017 IN OTTAWA

**CANADA'S
BIG YEAR
— HAPPENED —
HERE**

TIME CAPSULE

OTTAWA 2017



CANADA 150







Canada

ONTARIO
150

Bell



OTTAWA
TOURISM • TOURISME







CHAMPIONS

45 LARGE-SCALE MEETINGS
220% INCREASE

INTERNATIONAL CONFERENCE RANKINGS

2015
33

2017
14



**BID MORE
WIN MORE
HOST MORE**

SPORTS





Red Bull CRASHED ICE

ICE CROSS DOWNHILL WORLD CHAMPIONSHIP 2016/17



RACE WEEKEND

FIN DE SEMAINE
DES COURSES

OTTAWA

Suttonbank • OTTAWA 10 MARCH 2018

9955











**BE HERE FOR
CANADA'S
BIG YEAR**



GREAT RATES



JUNE

61%

NOVEMBER

76%

36 Hours in Ottawa

By REMY SCALZA JAN 5, 2017

Ottawa gears up for its 150th birthday bash this year, with exhibits, galleries and a thriving food scene. [RELATED ARTICLE](#)



View of the Ottawa skyline from the lounge at the top of the Arctic Hotel. Credit: David LaRocca for The New York Times

Canada's capital has no shortage of historical charms — from Gothic Parliament buildings to a Unesco World Heritage canal — but it has long been dogged by a reputation as a workaday government center. A weekend in the city, however, proves otherwise. With a thriving food scene, a multicultural and multilingual sensibility owing to its location on the Ontario-Quebec border and an outsize night life, [Ottawa](#) is emerging from



Canada

ONTARIO
150

Bell

OTTAWA
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ADVERTISING



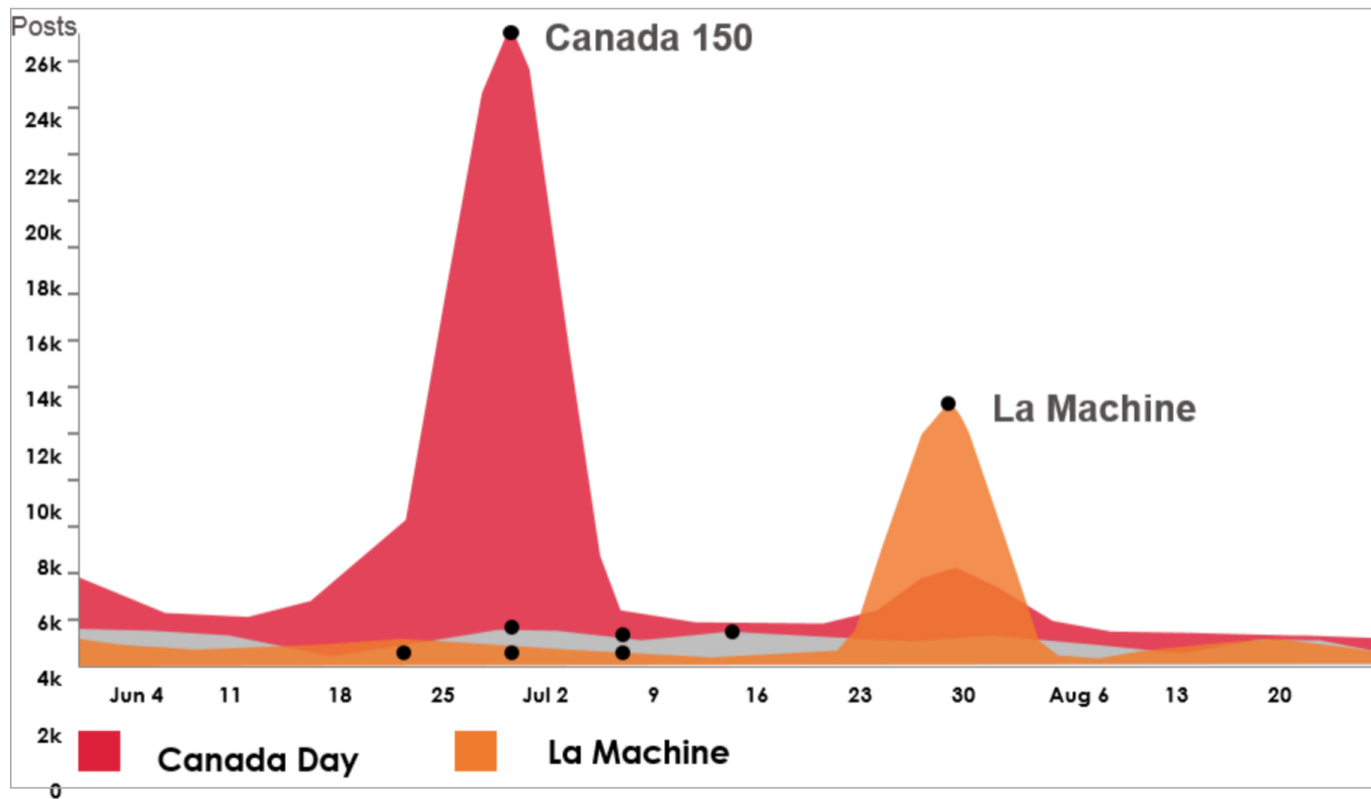


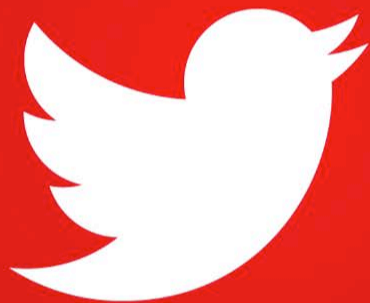
#MyOttawa





Taking Advantage of Topic Waves: Boosting Positive Discussions







MARK LAROCHE, PRESIDENT, OTTAWA INTERNATIONAL AIRPORT AUTHORITY

In March 2013, Mark Laroche joined the Ottawa International Airport Authority as President & CEO.

Previously, Mr. Laroche served in several senior positions in various municipal governments and with Canada Lands Company Limited. His accomplishments include several award-winning community development projects in major cities across Canada, operating unique assets such as the CN Tower and Intercontinental Hotel in Toronto, launching of new tourism attractions such as EdgeWalk on the CN Tower and the successful negotiation of a long-term land lease with Ripley Entertainment for the construction of the world class aquarium also in Toronto. Mr. Laroche holds a master's degree in business administration and a civil engineering degree. He also served on various boards.



RED BULL CRASHED ICE

LA MONTAGNE

KOYUNUM

2017 CIBC

OTTAWA

Caracal

Bell porter

STOP

STOP

30

14

12

11









porter

Welcome
Bienvenue



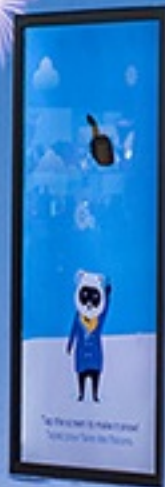
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porter



OTTAWA

porter

Welcome
Bienvenue



RESULTS

**11 MILLION
VISITORS**

+8.8%

TOTAL VISITORS

+8.7%

+7.9%

+10.9%

CANADIAN

US

INTERNATIONAL

VISITOR SPENDING

\$2.3 BILLION

+10.3%

CHALLENGES/ SOLUTIONS

**NIMBLE
COMMON PLATFORM
AVAILABILITY**

LESSONS LEARNED

A white magnifying glass is centered on a solid red background. The word "VISION" is written in white, bold, uppercase letters inside the circular lens of the magnifying glass. The handle of the magnifying glass extends from the bottom right towards the center.

VISION

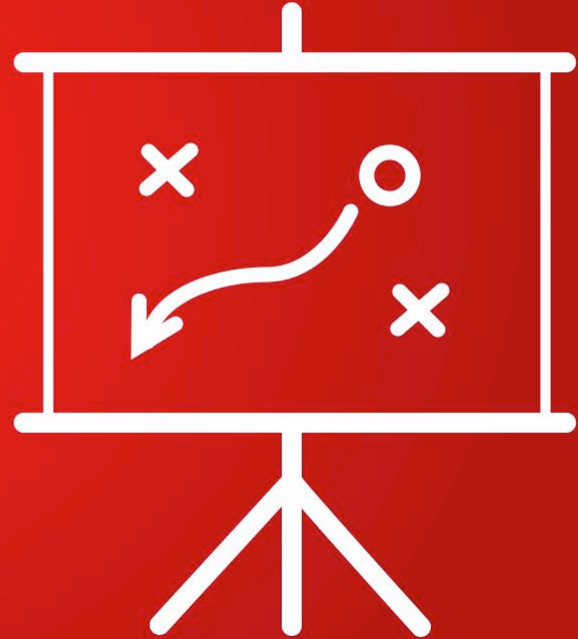
EVENTS

ACTIVATIONS & INFLUENCERS



TRADITIONAL DRIVERS

PLAN AHEAD

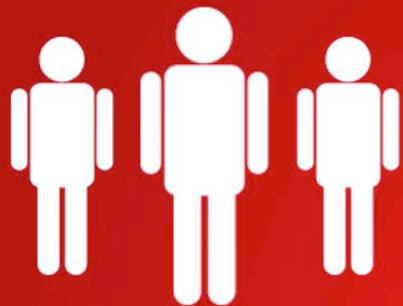


OTTAWA
TOURISM • TOURISME

DESTINATION DEVELOPMENT



LA MACHINE



VOLUNTEERS



PARTNERSHIPS

ENGAGEMENT





BUSINESS INTELLIGENCE

9:17



hotspot.micrometrics.com



No thanks ✕

How likely are you to recommend Ottawa
as a place to visit to your friends and
relatives?

Unlikely

Likely

0 1 2 3 4 5 6 7 8 9 10

Click To Select Value

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English





STORIES







VANILLA





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