



SUBJ: Ontario in Autumn - Maple Trails, Small Towns & Wine Country

Hi XX,

Fall is officially here and what better way to get into the season's festivities with a [spontaneous trip](#) up north, and while home to the largest city in Canada, Ontario offers visitors much more than Toronto's bright lights and big city atmosphere.

From the quaint lakeside city of [Kingston](#) to the natural beauty of [Ontario's Highlands](#) and the province's southernmost wineries in [Windsor Essex](#), Ontario is an accessible (and affordable) backdrop to international travel this fall:

- **Lanark County in Ontario Highlands | Best for laid back soft adventurer**
 - Known as the Maple Syrup Capital of Ontario, [Lanark County](#) is home to some of the oldest and prettiest towns in Canada such as Almonte in Mississippi Mills, Perth and Smith Falls. Just an hour drive from Ottawa makes this area a popular side trip for locals and visitors from the nation's capital.
 - Travelers can explore the maple forests as the leaves change color or pop over to [Fulton's](#), a 6th generation maple sugarbush. Make a pit stop at Pakenham to get an Insta worthy snap of the stone bridge before heading to the charming town of Almonte where visitors can shop 'till they drop on historic Mill Street.
 - Take a contemplative walk through the free [Carleton Place Community Labyrinth](#), right behind the [Carleton Place and Beckwith Heritage Museum](#). If the day is warm, the outdoor deck at the [Waterfront Gastropub](#) is a relaxing place to enjoy a view of the river.
 - [Perth](#) pairs small-town charm with big creative energy - think bespoke leather at [Strévé Design](#) and artisan treasures at [Riverguild Fine Crafts](#).

- **Kingston, Ontario | Best for the ghosts & ghouls**
 - Home to [Ontario's oldest public market](#) and a [vibrant live music scene](#), the historic city of [Kingston, Ontario](#) offers something old and new around every corner, especially during the spooky season.
 - Step aboard the SS Keewatin with [The Haunted Walk](#) for a rare after-dark tour. Following decades of sailing the ghost-filled waters of the Great Lakes, it's no wonder this historic, Titanic-era vessel has spirits of its own.
 - Take a tour through Kingston's mysterious past on the [Ghost and Mystery Trolley](#). This 90-minute evening tour takes visitors off the beaten path to notable sites and notorious neighborhoods that played a ghostly role in Kingston's past.
 - Looking for a fall activity that's a little more charming than chilling? Hop aboard the newest experience from [Kingston Trolley Tours](#) and take in the stunning fall surroundings with stops at scenic spots like Fort Henry, Kingston Mills and Waddell

Farms. Enjoy vibrant views, sample local apples and relax on a charming trolley ride; the perfect way to spend a crisp fall day.

- **Windsor, Ontario | Best for the aspiring sommelier**
 - Located across the [Ambassador Bridge](#) from Detroit, Windsor is Canada's southernmost city and really just a hop, skip and jump away.
 - While there, sip your way through the Essex Pelee Island Coast (EPIC) Wine Region. The region is home to over 20 wineries, many of which offer tasting experiences, farm-to-table dining, and scenic views of the lake. Notable wineries include [Viewpointe Estate Winery](#), known for its panoramic lake views and live music events, and [Sprucewood Shores Estate Winery](#), Ontario's only beachfront winery. Visitors can explore the [EPIC Wine Route](#), a scenic drive that connects these wineries, offering a delightful journey through one of Canada's most vibrant wine regions.

Happy to share additional information should you be working on anything that may be a fit, and for more ideas on how to celebrate fall in Ontario, visit [Destination Ontario](#).

Thanks for considering!

Best,
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UPDATED for Late Summer

SUBJ: Cross-border Road Trip Perfect for End of Summer or Early Fall

Hi XX,

With [83% of Americans planning a road trip this summer](#) and over half choosing to drive instead of fly, it's clear that the classic road trip is having a major moment. For U.S. travelers craving one last adventure before fall or starting to plan fall adventures, Ontario, Canada, is an option for those who can drive across the border.

Now is the perfect time to spotlight road trip destinations just across the border that offer a refreshing mix of natural wonders, charming towns, lakeside escapes, and dynamic cities—all surprisingly within a day's drive from U.S. cities like Detroit, Buffalo, and Chicago.

Whether you're working on a last-minute getaway guide or a summer road trip feature, here are a few Ontario hot spots that deserve the spotlight:

- **Muskoka** – Canada's beloved cottage country, ~8-hour drive from Chicago, offering glassy lakes, cozy lodges, and serene forest trails ideal for slowing down.
- **Windsor Essex and Pelee Island** – A short ~20-min drive from Detroit. Ontario's wine country and southernmost region, where you can bike through vineyards, sail around Pelee Island, and sip award-winning ice wine by the lake.
- **Niagara Falls** – Just ~35 minutes from Buffalo. A summer classic, now with a fresh perspective: zipline above the gorge, watch fireworks over the Falls, and grab a cocktail at a rooftop bar with front-row views of the cascade.
 - **Niagara-on-the-Lake** – Just a short drive from the Falls, this quaint town is home to award-winning wineries, charming inns, boutique shopping, and bike-friendly vineyard trails along Lake Ontario.

Happy to help coordinate itineraries, [images](#), and expert interviews to support any travel coverage you're working on.

Best,
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SUBJ: Skip the Flights: Why U.S. Travelers Are Road Tripping to Ontario This Summer

Hi XX,

With [83% of Americans planning a road trip this summer](#) and over half choosing to drive instead of fly, it's clear that the classic road trip is having a major moment. For U.S. travelers looking for something new but still nearby, Ontario, Canada is emerging as one of the most exciting and accessible summer road trip destinations of 2025.

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SUBJ: INVITE: Experience Caribana in Toronto from July 31 - August 4

Hi XX,

How are you? Reaching out to extend an invitation to attend one of North America's largest cultural celebrations, through a thoughtfully curated 3-night media itinerary that blends culture, cuisine, and community.

The [Toronto Caribbean Carnival](#) (a.k.a. Caribana) is centered around the iconic Grand Parade on Saturday, August 2, capturing the rhythm and energy of Carnival while spotlighting some of Toronto's top Black-owned and Caribbean-influenced businesses. A snapshot of the itinerary, here:

- Enjoy 3 night/4-day accommodations at the black-owned [Ode Hotel](#) and opportunity to meet with property owners
- Experience [The Vilij](#) - a wellness space designed for women of color, where movement meets community
- Potential to meet and greet with the organizers of this year's [Toronto Caribbean Carnival](#)

- Taste the flavors of Toronto including a dining experience at a MICHELIN-starred restaurant and walking tour and lunch in [Little Jamaica](#)

Please note that round-trip flights, meals, and trip experiences will be provided on behalf of Destination Ontario for you and a plus one.

I'd love to chat if this would this a be a fit for your upcoming editorial coverage. Looking forward to hearing from you!

Best,
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SUBJ: INVITE: October Press Trip | Toronto Prepares for the World's Biggest Soccer Event

Hi XX –

On behalf of Destination Ontario, I'm thrilled to invite you to Toronto this October for an exclusive 5-day, 4-night press trip (from Thursday, October 16 – Monday, October 20) spotlighting the city's sports, culture and preparations to host the **world's biggest soccer event in 2026**. 😊 You would be the only U.S. journalist, joining three writers from Germany, Mexico and Japan.

Here's a sneak peek of what's planned:

- **Exclusive Stadium Access:** Behind-the-scenes tour of BMO Stadium and its 2026 upgrades— from expanded seating for 45,736 fans to new rooftop patios, LED video boards, and enhanced fan amenities.
- **Fan Festival Preview:** Tour the future Fan Festival sites at Fort York and The Bentway, where cultural showcases and fan activations will bring the **world's biggest soccer event** to life.
- **Cultural Immersion:** Visit landmarks like CN Tower, Kensington Market, and the Distillery District, plus local spots to watch matches and celebrate like a local.
- **Engagement with Local Sports Entities:** Meet with Toronto FC, city, and provincial leaders to learn about the city's sports legacy and its global ambitions tied to hosting the **world's biggest soccer event**.

Over the five days, you'll also enjoy Michelin-starred dining, a professional soccer match, a bike tour through the city's neighborhoods, and time to explore Toronto at your own pace. Happy to provide the full itinerary upon request.

Please let me know if you're available — we'd love to have you join.

Thanks,
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