Ottawa Tourism launches Tourism Assistant
Chatbot encourages exploration of Ottawa's cultural sites

OTTAWA, December 12, 2017— Ottawa Tourism, in partnership with the Ottawa-based startup company, MC2, is pleased to announce the launch of its new Tourism Assistant, a gamified, learning chatbot named Faya. Faya offers a fun, new, and interactive approach to exploring Ottawa's museums, cultural sites, and outdoor activities, as well as encouraging community engagement and social accountability amongst both Ottawa residents and visitors alike.

Faya invites people to go a site nearby (like a museum) and do activities upon arrival (like find a new exhibit) using Facebook Messenger, delivering an integrated and effortless experience. To engage Faya, people simply send her a message and share their location. The person will then be presented with a list of the nearest museums or national heritage sites to visit along with directions, as needed.

Once at the site, Faya will prompt visitors with various actions (called a "playlist") to complete. People can simply capture a photograph or a video of themselves completing the action – such as taking a selfie with a dinosaur, enjoying a BeaverTail, or skating on one of the many participating rinks, and share it with the Ottawa Tourism Assistant for verification to unlock a unique badge. The objective is to explore the city of Ottawa with the intention to unlock as many badges as possible.

The sites include: Parliament Hill, including the Canada 150 Rink, and all national museums. Additional playlists will be added throughout the month of December for: the ByWard Market neighbourhood, the Rideau Canal, outdoor rinks, and a special NHL100 Classic and Bell Capital Cup playlist. Faya can be accessed through the Ottawa Tourism Assistant Facebook page.

"Ottawa Tourism is thrilled to be partnering with the innovative locally-based tech company, MC2, and local businesses and attractions in introducing Faya to city residents and visitors. This social initiative will change the way people experience Ottawa's attractions, allowing them to get to the heart of Canadian heritage and culture," says Michael Crockatt, Ottawa Tourism's President and CEO.

"We're proud to be partnering with Ottawa Tourism, a national leader at the intersection of travel, experiential marketing and social impact. Faya provides a simple and playful way to mainstream social innovation by crowdsourcing what it means to be Canadian, through our documented, collective experiences," says Giovanna Mingarelli, MC2's CEO and Co-Founder. "With the Tourism Assistant, for the first time, exploring Ottawa and social accountability are part of the same package."

About MC2
MC2 is an Ottawa-based tech startup offering Software-as-a-Service (SaaS) chatbots for social action. MC2 chatbots are great for running local to global campaigns and creating sustainable travel, educational, artistic and culturally relevant experiences. People are rewarded for taking action with collectable badges and other unique incentives.

About Ottawa Tourism
Ottawa Tourism provides destination development and marketing, strategic direction, and leadership in cooperation with members and partners to service the travel media and attract visitors, tours and conventions to

Ottawa and Canada's Capital Region. Its vision is to offer the complete capital experience, tell the story of Canada and get people talking.

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