

Ontario Tourism Marketing Partnership MARKETING UPDATE

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A SUCCESSFUL 'WINTER IN TORONTO' CAMPAIGN

An aggressive advertising campaign promoting Toronto as an urban getaway this past winter generated about \$3 million in tourism spending. OTMP and Tourism Toronto co-ordinated the 'Winter in Toronto' program with 17 hotel partners plus Mirvish Productions and event partners. The radio, newspaper, direct mail and internet promotions targeted affluent mature couples in Buffalo, Rochester, Syracuse, Detroit, Cleveland, Pittsburgh, as well as key markets in Southern Ontario.

Compared to last winter, not only did Tourism Toronto's call centre experience a 130% increase in calls, the conversion rate (bookings vs. overall calls) more than doubled.

ONTARIO CANADA Tourism Partners

The Ontario Tourism Marketing Partnership Corporation
is an agency of the Government of Ontario.

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EXPANDED U.S. MID-MARKET PROGRAM

Last May, 2000, OTMP partnered with Niagara Falls Tourism and CTC in an integrated advertising campaign with direct response television, print and internet banner ads in Chicago and New York City. The program generated over 22,000 responses.

To build on last year's success, the program will be expanded to include Boston as well as bringing in a more retail approach with new partner, Collette Vacations, to help 'close the sale'.

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DOMESTIC SPRING/SUMMER CONSUMER ADVERTISING CAMPAIGN

The domestic spring/summer television campaign will be launched on April 23, 2001 on major Ontario Networks, including CITY, Global, CTV-Ontario, NEWNET, ON TV, CBLT, CBOT, CHRO, CBLN and CFPLNX. The promotion runs until May 20, while a second four-week flight will air June 11 to July 8. Targeting affluent adults (aged 25-54), this campaign will also include 10 weeks of broadcasting on National Specialty channels such as *Bravo*, *Discovery*, *Home & Garden Television*, and *TSN*, as well as a nine-week flight on French Specialty channels.

Three new 15-second spots have been produced in support of Resorts/Touring, Attractions and Outdoor Adventure experiences.

In addition, the 2001 "Resorts & Outdoor Adventure" newspaper insert will drop in 15 Ontario markets on Saturday, April 21. Focusing on spring/summer resort getaways and outdoor experiences across the province, this publication was developed in coordination with participating Ontario tourism partners. The insert will also drop in the six U.S. near markets of Detroit, Buffalo, Rochester, Syracuse, Cleveland and Pittsburgh on Sunday, April 22.

CONTACT

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OTMP MARKETING PLAN

OTMP Marketing Plan Feedback - "Best Ever"!

The OTMP 2001-2002 Marketing Plan, 'The Route', has received great reviews from both industry and government after over a month in circulation. Ross Carlin, Artistic Director of the Gravenhurst Opera House and Arts Centre, claims the Marketing Plan is the "best written, most useful and user friendly publication I have ever seen from the government.....Congratulations on a job well done!"

CONTACT

To view 'The Route' visit OTMP's industry web site:
<http://www.tourismpartners.com>

BOARD AND COMMITTEE NEWS

Mike Ruby, President, Muskoka Language International, was appointed by the OTMP Board of Directors as the new Chair of OTMP's Asia Pacific Committee while Roseanne Longo, Director of Leisure, Sales and Market Development, Tourism Toronto, was appointed as the Chair of the Europe Committee. Both Mike and Roseanne have been members of their respective Committees (with Roseanne as the former Vice-chair of the Europe Committee) since OTMP's launch two years ago.

Vice-chair vacancies were also recently filled by Victor Ferraiuolo, Marketing Manager, Niagara Falls Tourism, on the Domestic Committee and Ken Gruber, Director of Marketing, Delta Chelsea Hotel, on the Americas Committee. Vice-chairs of OTMP's product and market committees are elected by committee members. Congratulations to Mike, Roseanne, Victor and Ken on their new positions! Thanks also to John Howard, President, Vineland Estates Winery who was the former Chair of the Asia Pacific Committee and Leslie Miller, President, Ottawa Tourism who was the previous chair of the Europe Committee for their contributions to OTMP.

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SALES AND MARKETING OPPORTUNITIES

Check Out Sales and Marketing Opportunities With OTMP!

Gain increased exposure for your product and service within your target markets by becoming a partner with OTMP. All partner and advertising opportunities are now on OTMP's industry web site - www.tourismpartners.com. You can search for OTMP opportunities that are most suitable to your market, price and product.

MORE INFORMATION

Go to:
<http://www.tourismpartners.com/opportunities>

or contact:
Janet Stratis, Sales Support Manager
Tel: 416-314-6314
Or email:
otmp.sales@omt.gov.on.ca

UPCOMING CONFERENCE

The Canadian Chapter of the Travel and Tourism Research Association will be hosting its annual Conference in Niagara Falls this year from October 14th to the 16th. The Conference will tackle the topic of optimizing tourism destinations by balancing the various economic, social, cultural and environmental impacts that accompany tourism development.

CONTACT

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FEEDBACK

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