

# Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

May 2001 Page 1/3

## JOIN OTMP'S EUROPE SALES MISSION IN JUNE!

If you are an Ontario supplier wanting to introduce your new product or expand your market share in Europe, consider this opportunity to sign up for OTMP's Europe Sales Mission in June. Europe is Ontario's largest overseas market! European visitors tend to spend more than other travellers and stay for longer visits. Following last year's tremendously successful sales mission in U.K. and Germany, OTMP is expanding this year's sales tactic to include more markets and increase participation by Ontario tourism operators. The objective of this sales mission is to introduce dynamic Ontario products and suppliers to target clients, such as niche specialist operators and travel media, in order to increase and diversify their Ontario programs. In addition to conducting sales calls and product positioning, reservations staff training sessions are included, in some cases, in this program.

All arrangements are being co-ordinated by OTMP's in-market offices in U.K. and Germany. The estimated cost of participation to Ontario suppliers for this opportunity will be approximately \$5000 per person per week (including airfare, hotels, transportation and meals). While exact dates are being finalized, the sales mission will take place the last two weeks in June. The first week includes U.K. and Scotland while Germany and Switzerland are targeted for the second week. France and Italy will be covered in another sales mission this fall - watch for more details in a future issue of *Marketing Update*.

A limited number of spaces are available to be part of this delegation. Reservations will be taken on a first come, first served basis.

**Deadline: May 21, 2001**

## ONTARIO CANADA *Tourism Partners*

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

### CONTACT

For more information on the 2001 Europe Sales Mission or last year's successful sales mission, contact:

Dan Moretta  
Sales and Marketing Director,  
Europe  
Tel: 416-314-7367  
Email:  
[daniel.moretta@omt.gov.on.ca](mailto:daniel.moretta@omt.gov.on.ca)

## MARKET INTELLIGENCE FROM EUROPE TRADE SHOWS

Dan Moretta, OTMP Sales and Marketing Director, Europe, Sharon Bernstein, OTMP Sales Rep, U.K. and Andrea Elstner, OTMP Sales Rep, Germany attended three major European trade shows recently. Up-to-date information on buying trends and market intelligence notes from client meetings held at BIT in Milan, Italy; Spotlight Canada in London, England and ITB in Berlin, Germany, are available by contacting Dan.

### CONTACT

Dan Moretta  
Sales and Marketing Director,  
Europe  
Tel: 416-314-7367  
Email:  
[daniel.moretta@gov.on.ca](mailto:daniel.moretta@gov.on.ca)

## NEW OTMP CONSUMER PUBLICATIONS

The following publications will be available in mid-May at Ontario Travel Information Centres or by calling 1-800-ONTARIO:

- \* **2001 Summer Experience Guide**  
(French and English - provides touring ideas by region plus display ads)
- \* **2001 Ontario Reference Guide**  
(lists tourism operators, attractions, accommodations, campgrounds)
- \* **2001 Spring/Summer Events Guide**  
(lists events going on in Ontario from May-August 2001).

### FOR A COPY

Phone: 1-800 ONTARIO

## ADVERTISING OPPORTUNITIES

- \* **Fall 2001 Newspaper Insert - *Fall is in the Air***  
Booking Deadline: May 18, 2001
- \* **Fall 2001 Experience Ontario Guide**  
Booking Deadline: June 1, 2001
- \* **AAA Fall Magazine Program - *Going Places, Home and Away, Michigan Living***  
Booking Deadline: June 1, 2001

### CONTACT

Visit our web site:  
[www.tourismpartners.com](http://www.tourismpartners.com) or  
contact:  
Janet Stratis  
Support Sales Manager  
Tel: 416-314-6314  
Email:  
[otmp.sales@omt.gov.on.ca](mailto:otmp.sales@omt.gov.on.ca)

## DOMESTIC MARKET DIRECT MAIL CAMPAIGNS

Three direct marketing programs are scheduled during May for Ontario and Quebec markets. The first is a personalized mailing to 109,000 qualified French-speaking households located throughout Ontario. This program will enable OTMP to further develop a database of Franco-Ontario consumer names for future marketing promotions. A similar mailing conducted last year resulted in a 3.3% response rate.

Last year's highly successful direct mail postcard campaign is being repeated. On May 29, a drop of 400,000 postcards is planned for households with an average income of \$60,000+ in Toronto, London, Guelph, Kitchener, Hamilton, Kingston, Peterborough, Cambridge and Brantford. This consumer piece features an Ontario Tourism toll-free number as the response option to request copies of the *2001 Summer Experience Guide*, *Summer Events Guide* and the official Ontario Road Map. As well, it provides additional marketing exposure for our web site, [www.ontariotravel.net](http://www.ontariotravel.net). Last year, this initiative resulted in 11,400 calls to 1-800-ONTARIO.

Also on May 29, a new French-language version of this postcard will be delivered to 250,000 qualified households in the Greater Montreal area.

### CONTACT

Sharon Mennie  
Senior Marketing Coordinator  
Tel: (416) 314-7376  
Email:  
[sharon.mennie@omt.gov.on.ca](mailto:sharon.mennie@omt.gov.on.ca)

## RENDEZ-VOUS CANADA 2001 IN TORONTO

Ontario is hosting the 25th anniversary of Rendez-vous Canada (RVC) 2001 Marketplace on May 12-16. This is the premier travel trade show for Canadian tourism suppliers developing international travel business to Canada. About 700 Canadian sellers, 450 international tour operators and over 50 travel trade media from 28 countries around the world will congregate at the Metro Toronto Convention Centre. Ontario's delegation includes 100 Ontario tourism suppliers, 16 Destination Marketing Organizations and 37 Ontario-based national sellers.

This event generates approximately \$350 million in business for Canada each year with the host province usually garnering about 25% of this share. The City of Toronto is estimated to collect a return of \$4 million.

RVC is managed by the Tourism Industry Association of Canada (TIAC) in partnership with CTC and the tourism industry, including the Province of Ontario as the host and major sponsor. OTMP has appointed two co-chairs: Doug Fyfe, President, Tourism Toronto and John Houghton, V-P Sales, Metro Toronto Convention Centre, to oversee Ontario's responsibilities for hosting this event. The Minister of Tourism, Culture and Recreation, the Honourable Tim Hudak will be welcoming delegates at the Opening Reception, participating in the Ontario Night evening function on the 14th as well as touring the show floor.

### CONTACT

Paulette Clarke  
Marketplace Coordinator  
Tel: (416) 314-7572  
Email:  
paulette.clarke@omt.gov.on.ca

## 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](http://www.tourismpartners.com). You can search for OTMP opportunities that are most suitable to your market, price and product.

### CONTACT

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

## FEEDBACK

Please direct feedback about *Marketing Update* to Vanine Yee, Partnership Co-ordinator, 416-314-7107, email: [vanine.yee@omt.gov.on.ca](mailto:vanine.yee@omt.gov.on.ca). To update your company fax, email or contact information contact Liz Amba, Assistant Marketing Co-ordinator, Tel: 416-314-7377, Fax: 416-314-7574.