

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ♦ Events ♦ Business Opportunities

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SALES AND MARKETING

Check out the 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 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.

CONTACT

Go to:
www.tourismpartners.com/opportunities

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

MEDIA RELATIONS

New Products and Story Ideas for Fall and Winter

If you have any new products or story ideas for this coming fall and winter that we can promote to the media, please contact us. We are looking for new story ideas for innovative, unique or exciting products, events, accommodations and attractions.

Deadline for submitting information: June 25, 2001.

CONTACT

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FREE PROMOTIONAL OPPORTUNITY FOR EVENTS ORGANIZERS

Events can now be submitted year-round electronically through OTMP's consumer web site. Events submitted and approved will be accessible to consumers on the web site, through the call centre (1-800-ONTARIO) and in our *Ontario Events Guide*, published quarterly.

DMO's and VCB's - Please visit our consumer web site on a regular basis to make sure your major tourist events are listed.

CONTACT

Visit our consumer web site:
www.ontariotravel.net/events

ADVANCED MARKET-READINESS WORKSHOP A SUCCESS!

OTMP partnered with the CTC to deliver an Advanced Market-readiness workshop for eco-adventure operators on April 4-6, 2001. The workshop model, which is based on extensive national consultation with the trade and suppliers, incorporates practical discussions with the opportunity for buyers and sellers to spend time understanding the various markets and products. The workshop filled to our capacity of 21 quickly, primarily with OTMP's product alliance members, while almost as many were on a waiting list. Feedback exceeded our expectations - many said the workshop was the best they had ever experienced. Buyers and sellers also made valuable connections to do business. A second workshop geared to cultural tourism operators is planned for early April 2002.

CONTACT

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ONTARIO
CANADA
Tourism Partners

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

UPDATE ON OTMP'S MARKETING ALLIANCES

"Just the Ticket"

OTMP has been working with a group of 13 theatres for the past year to develop new getaways. This has resulted in the new *Guide to Getaways in Ontario's Theatre Country*. Each theatre partner represents a getaway that includes professional theatre, accommodation and value-added elements such as cruises, dinner coupons and passports to area treasures. The guide was distributed through the May issue of LCBO's *Food and Drink* Magazine. Early results indicate some strong package sales - including one theatre selling 30 packages in the first week! The theatre alliance will track results and begin defining their future activities in the fall of 2001.

Arts in the Wild Gains Media Interest

Arts in the Wild, another OTMP marketing alliance, has received some excellent media coverage over the past several months. Alliance members and OTMP media staff attended the recent Media Marketplace in New York City where they piqued the interest of the *Detroit Free Press*. With a surprisingly quick response - the writer visited and delivered an article printed in the Saturday *Detroit Free Press* Travel Section (May 20, 2001). Other coverage included the *Financial Times* and the *Today Show* in Australia, the *Globe & Mail*, CTC's *Communiqué* and the front page of the Trade Section in the *New York Times*. Some early results indicate interest is converting into sales as one alliance member reported, "we received an email through the www.paddlingontario.com web site (another OTMP marketing alliance) - they booked our most expensive package that we didn't think would sell!"

Hanover Holidays, a Canadian wholesaler is also selling Arts in the Wild products. They have printed a brochure specific to Arts in the Wild that will be distributed to their qualified list of trade partners in Canada and the United States.

Spas Ontario Grows Membership

Another one of OTMP's marketing alliances continues to grow and expand. On May 8, 2000, Spas Ontario held their second media luncheon and launched their new guidebook. They have increased membership from 13 to 19 with another 10 spas currently going through the rigorous review process of membership. OTMP has recently signed a 3-year collaborative marketing and development agreement with Spas Ontario.

MORE INFORMATION

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Visit OTMP's consumer web site:

www.ontariotravel.net
and click "Travel Experiences - Theatre Getaways"

MORE INFORMATION

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To view the article go to:

www.freep.com/features/travel/wild20_20010520.htm

MORE INFORMATION

www.hanoverholidays.on.ca

MORE INFORMATION

Brochures and membership information:

Tel: 1-800-990-7702
or visit our consumer web site:
www.ontariotravel.net and click "Travel Experiences - Spas"

For Program Information:

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TRAVEL TRADE

Pilot Workshops

Two pilot workshops focussing on travel trade were offered to test OTMP's upcoming learning tool for tourism suppliers called, *How to Sell Through the Travel Trade*. The one-day workshops were designed to offer practical, advanced discussions for suppliers, DMOs, and regional receptives on the realities of entering and expanding their activities in key markets - U.S. border states, AAA and Japan. Buyers were sourced through OTMP trade staff and product facilitators, Ministry field staff. Sellers (suppliers, DMOs and regional receptives) were qualified and invited based on buyers' expressed product interests. The experience was well received and provided all participants, including OTMP staff, with excellent knowledge on the intricacies of these markets. Much of the information generated will be captured in our publication, *How to Sell through the Travel Trade*, expected to be available in July. Further workshops will be planned for April 2002.

CONTACT

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PUBLICATIONS

Best Practices Tour 2000 Publication Available

OTMP partnered with the CTC to host 15 eco-adventure operators from Western Canada at 4 Ontario sites. More than 60 tourism operators attended to hear presentations from their peers on various best practices. The results of the tour and best practices have been compiled in a new publication titled *Best Practices Tour 2000*. OTMP has a limited number available free of charge.

CONTACT

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NEW FACES AT OTMP

Seven new faces have joined the OTMPC in the last month.

Caroline Atherton, Corporate Partnership Consultant, is the most recent addition to the OTMP sales group. With vast experience in both the tourism sales and marketing sectors she will be a valuable asset in developing new relationships with the corporate sector.

Susana Petti, Media Co-ordinator - Europe, comes to the partnership with a strong background in media relations and marketing. During her stints with the Bata Shoe Museum, Tourism Toronto and the Royal Agricultural Winter Fair she worked with OTMP and its many suppliers and partners.

Adrian Benvenuto, Program Review Coordinator, is a graduate from Ryerson University's Hospitality and Tourism Management Program and will focus on reviewing OTMP's Tourism Event Marketing Partnership Program (TEMP) and Industry Proposal Program (IPP). Adrian brings both research and marketing experience from previous employment with Air Transat, Westin Harbour Castle and Attractions Ontario.

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NEW FACES AT OTMP CON'T

Wendy Cross, Administrative Assistant, is providing support for OTMP's Tourism Event Marketing Partnership Program (TEMP). She is a graduate from the Travel and Tourism Program at Seneca College, with experience in the hotel industry.

Donata Di Iorio, Administrative Assistant, will provide support to OTMP's trade team for the summer. She has worked in the tourism industry including Air France, the CN Tower, as well as with the former Ministry of Tourism and returns to University of Windsor Law School in the fall.

Brooke Bateman, Marketing Research Assistant, is a 4th year student in Ryerson University's Hospitality and Tourism Management program. She will provide assistance to the OTMPC's Marketing Research team for the next year.

Kattrin Sieber, Media Relations Intern, is working with the media relations team on her co-op placement for Humber College's Public Relations program. She has previous experience as a travel counsellor at the Ontario Travel Information Centre in Barrie.

Leaving OTMP...

Sandra Nunes, Publications Assistant finished her secondment to OTMP and returns to the Ontario Travel Information Centre in the Toronto Eaton Centre. With her knowledge gained from compiling and editing the *Ontario Events Guides* and the *Travel Counsellor's Directory* she will be a wealth of information for visitors and tourists!

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FEEDBACK

Please direct feedback about *Marketing Update* to Vanine Yee, Partnership Co-ordinator, 416-314-7107, email: 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.