

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ♦ Events ♦ Business Opportunities

July 2001 Page 1/2

BOARD APPROVES 2002-2003 MARKETING PLAN

OTMP's annual marketing plan provides direction - the "road map" for marketing the Ontario brand and its products. It provides marketing strategies to create a year-round tourism economy and provides opportunities for industry partnerships. OTMP's Domestic, Americas, Europe and Asia-Pacific Committees presented their respective marketing plans for 2002-2003, which the OTMP Board of Directors approved on June 21, 2001. In addition, the Board approved the marketing strategies for OTMP's 2002-2003 marketing plan. Product strategies from the City, Outdoor and Touring Committees were endorsed at an earlier Board meeting.

The new marketing plan will be produced over the summer for release to the industry at "open house" presentations across Ontario in September. In response to industry feedback last year, the plan will be launched earlier and in conjunction with the industry. More copies of the marketing plan will be available this year to meet the demand (we've already run out of copies of the 2001-2002 edition) as well as being posted on OTMP's industry web site - www.tourismpartners.com. Look for the next issue of *Marketing Update* for open house locations and dates.

ONTARIO CANADA *Tourism Partners*

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

ADVERTISING

Successful U.S. Advertising Campaigns

OTMP's 2001 U.S. mid market campaign targeting Chicago, Boston and New York City was a great success. About 46,000 responses were generated. Partners included Niagara Falls Tourism, CTC and Collette Vacations.

OTMP also distributed 22,000 *Adventure Ontario Guides* in the near U.S. markets. This was part of an over-all adventure campaign that included an on-line program directing prospective travellers to OTMP's consumer web site, involving vokens ("virtual tokens" which are pop-up promotional icons) on adventure/travel related sites and an online contest entry. Results include over 1.2 million impressions delivered, over 32,000 click-throughs, and more than 8,000 contest entries.

The 12 page insert in the May 2001 issue of AAA's *Michigan Living* magazine, leveraged editorial coverage of over 35 pages - equivalent in value to \$1 million in paid advertising. OTMP also advertised in the May issues of *Going Places* and *Home & Away* with a total of 56 partners.

CONTACT

Mara Pezzutto
Marketing Co-ordinator
Tel: 416-325-6444
Email:
mara.pezzutto@omt.gov.on.ca

Visit:
www.ontariotravel.net/adventure

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 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.

CONTACT

www.tourismpartners.com/opportunities

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

ATTENTION EVENTS ORGANIZERS

Free Promotional Possibilities

A great promotional opportunity is available with OTMP via the internet. Event organizers can input information on our website. The events listed on the website will be downloaded and used as the basis for the quarterly *Ontario Events Guides*.

To be included in the *Ontario Events Guide* publication you must submit your events details onto the site by the following dates:

- * **Winter Guide:** September 01, 2001
- * **Spring Guide:** December 01, 2001
- * **Summer Guide:** March 1, 2002

DMO's & VCB's: please encourage your members to advertise their events through our website. The sooner they do, the sooner the information is available to the consumer!

FOR A COPY

www.ontariotravel.net/events

BRITISH TRAVEL AGENTS' GUIDE TO CANADA

A new publication is being produced that will be of interest to marketing partners who want to reach the British travel clientele, our largest inbound international market. The 2002 *British Travel Agents' Guide to Canada* is a comprehensive new guide and directory on Canada that will be distributed to over 9,000 travel agents, tour operators and corporate travel and meeting planners in the U.K. and Ireland. The Guide, equipped with a section on each province and territory, is expected to become a valuable asset for those who sell or have the potential to sell Canada as an attractive destination to British travelers. The O.T.M.P. is supporting this exciting initiative and we are pleased to advise that all our marketing partners will receive a 25% discount off the advertising rates. The publisher of the Guide also wishes to enter into marketing agreements with Regions, DMO's and associations.

CONTACT

For more information or to receive a media kit, contact

Joe Turkel
Publisher, *British Travel Agents' Guide to Canada*
Tel: 416- 497-5353
or 1-888-700-4464
E-mail: btagc@home.com
Web site: www.btagc.com

OTMP CHANGE OF FACES

Enza Chiappetta, Acting Events Program Coordinator, is filling in for Cinzia Worek, who is on maternity leave. Enza comes from the Investment Branch of the Ministry of Economic Development and Trade, and will be co-ordinating OTMP's Tourism Events Marketing Program for the next year.

CONTACT

Enza Chiappetta
Acting Events Program Coordinator
Tel: 416-314-5492
Email: enza.chiappetta@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. To update your company fax, email or other information contact Liz Amba, Assistant Marketing Co-ordinator, Tel: 416-314-7377, Fax: 416-314-7574, email: liz.amba@omt.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.