

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

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You are Invited

TO ATTEND AN OPEN HOUSE ON THE ONTARIO TOURISM MARKETING PARTNERSHIP 2002-2003 MARKETING PLAN

2000 was another successful year for Ontario tourism! Despite economic uncertainties, we estimate that visitor spending in Ontario totalled \$13.8 billion, an increase of almost 6% over 1999. We look forward to another exciting and prosperous year ahead as we work to build our tourism businesses together and promote Ontario as a four-season destination.

The OTMP Marketing Plan is our "Route to Success" for 2002-2003. It is the result of OTMP working with its industry representatives on its board and committees to create a plan that gets the most out of market trends and opportunities as well as reflects the business interests of Ontario's many tourism industry operators.

Come and find out more as OTMP and its partners present:

- * 2002-2003 advertising, promotional and marketing opportunities
- * The power of partner marketing
- * Great results and consumer responses from last year's marketing initiatives
- * The latest consumer research and intelligence on vacation travel
- * Customer-focused market strategies for Domestic, U.S., Europe and Asia-Pacific markets
- * Research-driven City, Touring and Outdoor product opportunities
- * Future prospects for E-marketing your products

What is new this year is that there will be presentations with the Canadian Tourism Commission and other partners on joint buy-in opportunities. People attending the open houses will also receive a copy of OTMP's new 2002-2003 marketing plan as well as a listing of current and future partner buy-in opportunities.

The open houses will be held in 15 communities across Ontario listed on the following page. Lunch will be provided. If you plan to attend, please respond to RSVP contacts listed. Locations in northern Ontario are still being confirmed but will be provided in the next regular September issue of *Marketing Update*.

*The OTMP Board of Directors, product and market committees,
staff and partners look forward to seeing you there!*

ONTARIO
CANADA
Tourism Partners

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

DATE	CITY/HOST	LOCATION	RSVP TO
SEPTEMBER 13 10:00am - 2:30pm	LONDON SOTO & Tourism London	Delta London Armouries Hotel 325 Dundas St., Salon B/C/D London, ON Tel: 519-679-6111	Martha Cookson, SOTO Tel: 1-800-267-3399 ext. 21 E-mail: mcookson@soto.on.ca
SEPTEMBER 14 10:00am - 2:30pm	CAMBRIDGE SOTO & Cambridge Tourism	Grand River Conservation Authority 400 Clyde Rd. Cambridge, ON Tel: 519-621-2761	Martha Cookson, SOTO Tel: 1-800-267-3399 ext. 21 E-mail: mcookson@soto.on.ca
SEPTEMBER 17 10:00am - 5:00pm	OTTAWA with CTC Ottawa Tourism and Convention Authority	Ottawa Congress Centre 55 Colonel By Dr., Ottawa, ON Tel: 613-563-1984 ext. 623	Janet Stratis, OTMP Tel: 416-314-6314 E-mail: janet.stratis@omt.gov.on.ca
SEPTEMBER 18 10:00am - 5:00pm	TORONTO with CTC Tourism Toronto	Toronto Marriott Eaton Centre Hotel 525 Bay St., Grand Ballroom, Toronto, ON Tel: 416-204-9023	Paula Port, Tourism Toronto Tel: 416-203-3832 E-mail: port@torcvb.com
SEPTEMBER 19 10:00am - 5:00pm	NIAGARA FALLS with CTC Niagara Falls Tourism	Sheraton Fallsview Hotel & Conference Centre 6755 Fallsview Boulevard, Canadiana Room, Niagara Falls, ON Tel: 1-800-267-8439	Anna D'Amico, Niagara Tourism Tel: 1-800-563-2557 E-mail: office@niagarafallstourism.com
SEPTEMBER 25 10:00am - 2:30pm	GRAVENHURST Resorts Ontario	Cranberry Marsh Cove 3571 Muskoka Rd., Hwy 169 Colonel Sam Room, Port Carling, ON Tel: 705-762-5501	Glenn Spriggs, Resorts Ontario Tel: 1-705-325-9115 E-mail: gspriggs@resorts-ontario.com
SEPTEMBER 25 10:00am - 2:30pm	WINDSOR Southern Ontario Tourism Organization & Convention and Visitors Bureau of Windsor - Essex and Pelee Island	Colasanti's Tropical Gardens 1550 Rd. 3 East, Kingsville, ON Tel: 519-326-3287	Martha Cookson, SOTO Tel: 1-800-267-3399 ext. 21 E-mail: mcookson@soto.on.ca Or Elizabeth Hamel, City of Windsor Tel: 519-253-6530, 1-800-265-3633 E-mail: ehamel@city.windsor.on.ca
SEPTEMBER 28 10:00am - 2:30pm	BROCKVILLE St. Lawrence Parks Commission	McIntosh Country Inn & Conference Centre Country Rd. 2, Morrisburg, ON	Susan Le Clair, SLPC Tel: 613-543-3704 E-mail: susan.leclair@parks.on.ca
OCTOBER 4 10:00am - 2:30pm	KINGSTON Kingston Economic Development Corporation	Days Inn Hwy 401 & Division St., Salon A Kingston, ON Tel: 613-546-3661 ext. 387	Candice Christmas, KEDC Tel: 613-544-2726, ext. 232, 1-888-855-4555 E-mail: christma@kingstoncanada.com
OCTOBER 16 10:00am - 2:30pm	PETERBOROUGH Resorts Ontario	Viamede Resort Mount Julian Viamede Rd. #595, Hwy. 28 North, Woodview, ON Tel: 705-654-3344	Glenn Spriggs, Resorts Ontario Tel: 1-705-325-9115 E-mail: gspriggs@resorts-ontario.com
OCTOBER - TBD 10:00am - 2:30pm	SAULT STE. MARIE NTMC	TBD	TBD
OCTOBER - TBD 10:00am - 2:30pm	SUDBURY NTMC	TBD	TBD
OCTOBER - TBD 10:00am - 2:30pm	THUNDER BAY NTMC	TBD	TBD
OCTOBER - TBD 10:00am - 2:30pm	TIMMINS NTMC	TBD	TBD
OCTOBER - TBD 10:00am - 2:30pm	NORTH BAY NTMC	TBD	TBD