

Ontario Tourism Marketing Partnership MARKETING UPDATE

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MARKETING OPPORTUNITIES - OTMP'S NEW 2002-2003 MARKETING PLAN

You can now view OTMP's new Marketing Plan on-line at www.tourismpartners.com. The Plan is in an interactive format, allowing the industry to search for and view information on product development, marketing strategies, marketing programs, buy-in opportunities and how to become a partner. To obtain a hard copy, contact Lisa Rennie at 1-800-263-7836 or 416-325-9823 or e-mail: tourism.partnership@omt.gov.on.ca.

Over 400 people attended recent information sessions on OTMP's 2002-2003 Marketing Plan held in London, Cambridge, Ottawa, Toronto and Niagara Falls. The following are details for the remaining locations. We hope to see you there!

DATE	CITY/HOST	LOCATION	RSVP TO
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: 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: 705-325-9115 E-mail: gspriggs@resorts-ontario.com
OCTOBER 16 10:00am - 2:30pm	SAULT STE. MARIE NTMC	Holiday Inn, Brule Room 208 St. Mary's Dr., Sault Ste. Marie, ON Tel: 705-949-0611	Jim Grayston, NTMC Tel: 807-346-6862 E-mail: jim@ntmc.on.ca
OCTOBER 17 10:00am - 2:30pm	SUDBURY NTMC	Quality Inn, Senate Room 390 Elgin Street, Sudbury, ON Tel: 705-675-1273	Jim Grayston, NTMC Tel: 807-346-6862 E-mail: jim@ntmc.on.ca
OCTOBER 23 10:00am - 2:30pm	THUNDER BAY NTMC	Old Fort William, Great Hall King's Road, Thunder Bay, ON Tel: 807-473-2344	Jim Grayston, NTMC Tel: 807-346-6862 E-mail: jim@ntmc.on.ca

DATE	CITY/HOST	LOCATION	RSVP TO
OCTOBER 24 10:00am - 2:30pm (Date may change)	TIMMINS NTMC	Shania Twain Centre, The Gallery 1 Shania Twain Drive, Timmins, ON Tel: 705-360-8500	Jim Grayston, NTMC Tel: 807-346-6862 E-mail: jim@ntmc.on.ca
OCTOBER 25 10:00am - 2:30pm	NORTH BAY NTMC	Capital Centre, Galaxy Room 150 Main Street, North Bay, ON Tel: 705-474-1944	Jim Grayston, NTMC Tel: 807-346-6862 E-mail: jim@ntmc.on.ca

OTMP BOARD AND COMMITTEE NEWS

Two new directors were recently appointed by the Government of Ontario to the OTMP Board of Directors.

Anthony Annunziata, Executive Director of Marketing, Casino Niagara, brings a variety of experiences in advertising, public relations, business development, marketing research and sales. He has also been actively involved with numerous community associations, festivals and commissions.

Michael J. Mulhall, President/Managing Partner, Ottawa Riverboat Company and President/CEO, e-kiosk Inc. has over 30 years tourism industry experience as a developer, owner, operator and consultant, with a particular interest in e-commerce. He also sits on a number of tourism boards and committees.

The Board approved the appointment of a new Chair for OTMP's Touring Committee - **Peter McFadden**, President and CEO, Southern Ontario Tourism Organization (SOTO). Peter replaces outgoing Chair, Gary Clarke who is President of Sam Jakes Inn.

CONTACT

Vanine Yee,
Partnership Co-ordinator/
Corporate Board Secretary
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vanine.yee@omt.gov.on.ca

REACHING OUT TO UK MARKET

Debbie Walker, OTMP's In-Market Representative in the UK, has developed a monthly "Ontario Tourism" newsletter that is distributed to all UK trade and media offices. She has invited all Ontario suppliers to share information such as press releases, product details and major event announcements to be included in her bulletin.

CONTACT

Debbie Walker
E-mail: debbiwalker@cib-group.co.uk

DOMESTIC MARKET

Fall Consumer Advertising Campaign

The OTMP Fall Domestic Campaign kicked off with the drop of the 28-page "Fall For Ontario" newspaper insert in 15 Ontario markets on September 8, followed by the launch of television advertising on September 10. Spots are airing on major Ontario Networks until October 7 and on National Specialty stations until October 28. Four 15-second commercials feature city, outdoor and fall touring experiences. The campaign is supported by full-page ads in the September issues of *Leisureways* and *LCBO Food & Drink*, as well as a direct mail drop to 200,000 Ontario households promoting the *Fall Experience and Events Guides*.

CONTACT

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BRITISH TRAVEL AGENTS' GUIDE TO CANADA

The 2002 *British Travel Agents' Guide to Canada* will now be distributed to over 20,000 travel agents, tour operators and corporate travel and meeting planners in the U.K. and Ireland. 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.

Deadline: September 28, 2001

CONTACT

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

Or check their web site,
www.btagc.com

NEW STAFF AT OTMP

Susan Ratkai, Market Analyst, Marketing Research team replaces **Michelle Di Rocco** who is pursuing graduate studies. Susan will be providing market intelligence on the latest tourism research, marketing plan and marketing performance results. She previously worked for Horwath Consultants and Canadian Airlines.

Harvey Hamazaki, International Trade Development Consultant for Asia Pacific, will be working closely with the Ontario tourism industry, Canadian Tourism Commission, Japan and North American tour operators, to increase the value and volume of tourism from Ontario's priority Asia Pacific markets. Harvey has over 13 years experience in the Asia Pacific market in previous positions with Tourism Whistler, Nippon Travel Agency and Playguide Tours.

Leah Balfe, Interim TCIS Manager, will be bringing a creative and business slant to the OTMP's Tourism Consumer Information System (TCIS) team working on the design and implementation of the new TCIS system. She has managed teams working on the design of Internet projects for industries in telecommunications, medicine, education and entertainment.

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CONTACT

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SALES AND MARKETING

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

www.tourismpartners.com/opportunities

Or contact: Janet Stratis,
Sales Support Manager
Tel: 416-314-6314
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. 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.

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