

Ontario Tourism Marketing Partnership MARKETING UPDATE

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OTMP MARKETING OPPORTUNITIES - NEW 2002-2003 MARKETING PLAN

The following are the remaining information sessions on OTMP's new Marketing Plan. Please note that some of the details on location, hosts and RSVP contacts have changed from the information provided in the September 2001 *Marketing Update*.

ONTARIO
CANADA
Tourism Partners

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

DATE	CITY/HOST	LOCATION	RSVP TO
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, Algoma Kinniwabi Travel Assoc., Tourism Sault Ste. Marie	Holiday Inn, Brule Room 208 St. Mary's Dr., Sault Ste. Marie, ON Tel: 705-949-0611	Tourism Sault Ste. Marie Tel: 705 759-5432 E-mail: i.mcmillan@ssmedc.ca
OCTOBER 17 10:00am - 2:30pm	SUDBURY NTMC, Rainbow Country Travel Association, Sudbury Tourism	Quality Inn, Senate Room 390 Elgin Street, Sudbury, ON Tel: 705-675-1273	Sandy Brouse, Sudbury Tourism Tel: 705-673-4161 E-mail: sandy.brouse@city.greatersudbury.on.ca
OCTOBER 18 10:00am - 2:30pm	NORTH BAY NTMC, Almaguin Nipissing Travel Association	Capitol Centre, Galaxy Room 150 Main Street East, North Bay, ON Tel: 705-474-1944	Alex Wilde, ANTA Tel: 1-800-387-0516 E-mail: anta@vianet.on.ca
OCTOBER 23 10:00am - 2:30pm	THUNDER BAY NTMC, Old Fort William, Tourism Thunder Bay	Old Fort William, Great Hall Thunder Bay, ON Tel: 807-473-2344	Hazel Browne, Old Fort William Tel: 807-473-2342 E-mail: hazel.browne@omt.gov.on.ca
OCTOBER 24 10:00am - 2:30pm	TIMMINS NTMC, James Bay Frontier, Tourism Timmins	Shania Twain Centre, The Gallery 1 Shania Twain Drive, Timmins, ON Tel: 705-360-8510	Will Saari, Tourism Timmins Tel: 705-360-8510 E-mail: tourism@city.timmins.on.ca

PROSPECT ONTARIO 2002 MARKETPLACE IN OTTAWA

OTMP will once again be hosting next year's *Prospect Ontario Marketplace* on January 27-29, 2002 at the Westin Hotel in downtown Ottawa. This trade show is designed for introducing and promoting Ontario's diverse tourism products to North American receptive operators (buyers) who sell their programs to tour operators overseas. Tourism products are represented by suppliers (sellers) such as attractions, restaurants, outfitters, accommodations, transportation companies. Participants have found *Prospect Ontario* to be an effective forum for conducting business and making valuable contacts. We invite your company to participate next year!

TO REGISTER

Go online effective October 9,
2001: www.prospecton.ca

NEW 2002 AAA MARKETPLACES

Ontario suppliers and tour operators are invited to participate in the *AAA Marketplace Program* in March 2002. You will have the opportunity to network and promote your products with autoclub branch managers, tour departments, travel counsellors, media and U.S. tour operators. Your registration fee includes table top display, dinner, reception, exposure to media and a qualified database of AAA's/tour operators on disk. Dates and locations are as follows:

Series 1 - \$950 U.S. (three shows), \$350 U.S. (one show)

March 4, 2002	Buffalo, New York
March 5, 2002	Pittsburgh, Pennsylvania
March 6, 2002	Syracuse, New York

Series 2 - \$950 U.S. (three shows), \$350 U.S. (one show)

March 26, 2002	Milwaukee / Madison, Wisconsin
March 27, 2002	Chicago, Illinois
March 28, 2002	Dearborn, Michigan

Media Event: \$75 U.S. per person

March 27, 2002	Chicago, Illinois
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Note: Each additional person at your booth is \$100 U.S. per show

CONTACT

Sandra Rice,
U.S. Travel Trade & Auto Clubs
Tel: (519) 873-4487
E-mail:
sandra.rice@omt.gov.on.ca

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL UPDATE

OTMP's City Product Committee set up a Meetings, Conventions & Incentive Travel (MC&IT) Task Force to bring together industry partners to expand Ontario's presence in both the meetings and conventions and the incentive travel segments. The first initiative of the MC&IT Task Force was to maximize Ontario's presence in the Meeting Planners International (MPI) World Education Conference in Las Vegas, July 2001. Patricia Nicholl, MC&IT Product Facilitator for OMTP, worked with 12 industry partners to create a partner-funded collateral piece for the event where the OTMP shared a booth with Tourism Toronto. OTMP was a major sponsor and partner at the Mission Toronto luncheon, attended by 2500 delegates, to promote the July 2002 MPI Conference in Toronto.

CONTACT

To be placed on a mailing list to receive information about the conference, contact:

Patricia Nicholl,
MC & IT Product Facilitator
Tel: 705-788-7650
E-mail: pnicholl@vianet.ca

FUNDING FOR RURAL ECONOMIC DEVELOPMENT PROJECTS

The Ontario Ministry of Agriculture, Food and Rural Affairs recently launched the first phase of its *Rural Economic Development Program (RED)*, a \$200 million five-year program. The RED program supports rural economies, including the development of tourism products and markets in rural Ontario. Applicants must form partnerships or alliances among individuals, businesses, community organizations and municipalities. The RED program is a component of the Ontario Small Town and Rural (OSTAR) Development Initiative, a \$600 million initiative launched in 2000 to support economic development in rural Ontario.

MORE INFORMATION

Call toll-free at 1-866-306-7827

or visit:
www.gov.on.ca/omafra

BORDER CROSSING / TRAVEL INFO

For up to date information on border crossing wait times and other travel information, call 1-800-ONTARIO or log onto the Ontario Travel web site www.ontariotravel.net.

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 to help grow your business.

MORE INFORMATION

www.tourismpartners.com/opportunities

or contact: Janet Stratis,
Sales Support Manager
Tel: 416-314-6314
E-mail:
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 Ambas, Assistant Marketing Co-ordinator, Tel: 416-314-7377, Fax: 416-314-7574, e-mail: liz.ambas@omt.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.