

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

December 2001 Page 1/3

ADVERTISING OPPORTUNITIES: SUMMER 2002 NEWSPAPER INSERTS

Following successful results in 2001, OTMP is excited to announce valuable advertising opportunities available in two Newspaper Inserts for Summer 2002.

1. Resorts and Outdoor Adventure Insert

Focusing on summer resort getaways and outdoor adventure experiences across the Province, the Resorts & Outdoor Adventure Insert will be a 32-page, full colour, "Ontario, More to Discover" branded advertorial. Targeting the top 70% of households in 15 key Ontario markets and 6 U.S. border markets, 1.8 million copies will be distributed via major daily newspapers.

Booking Deadline: January 11, 2002

2. 2002 Passport Magazine and Coupon Book

The OTMP is partnering again with Attractions Ontario to develop the 2002 Passport Magazine and Coupon Book, a 56-page full colour advertorial, focusing on the wide variety of attractions that Ontario has to offer. With a distribution of 1.5 million copies via major newspapers, this publication will target above-average income households in 14 key Ontario markets and 4 U.S. border markets. The 2002 Passport will also be distributed to travel information centres, hotels, car rental companies and other businesses catering to travellers.

Booking Deadline: January 04, 2002

ONTARIO
CANADA

Tourism Partners

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

CONTACT

Brynda Browning
Sales Co-ordinator
Tel: 888-365-4422 or
416-314-6314
Email:
brynda.browning@omt.gov.on.ca

CONTACT

Pamela Versteeg
Marketing Manager
Attractions Ontario
Tel: (416) 868-4386
Email:
pam.attractions@sympatico.ca

PROSPECT ONTARIO MARKETPLACE

January 27-29, 2002

Don't miss this opportunity! Ontario tourism suppliers will meet in a business forum with North American-based tour operators and receptive operators who conduct business in North American and overseas markets. This is the first year that U.S. tour operators have been invited to participate.

Register On-line: www.prospecton.ca

Registration Deadline: December 15, 2001

CONTACT

Paulette Clarke
Marketplace Co-ordinator
Tel: 416-314-7572
Email:
paulette.clarke@omt.gov.on.ca

NEW 2002 AAA MARKETPLACES

There are still spaces for Ontario suppliers to register in the AAA Marketplace program in February and March 2002. You will have an opportunity to network and promote your products with autoclub branch managers, tour departments, travel counselors, media and U.S. tour operators. These marketplaces will be held on February 13 in Cleveland, March 4-6 in Buffalo, Pittsburgh, Syracuse and on March 26-28 in Milwaukee/Madison, Chicago and Dearborn.

MORE INFORMATION

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

EVENT MARKETING

FREE Event Listing with OTMP

If you run an event, or an event near you increases your business, ensure it is registered with www.ontariotravel.net/events. This event listing service is completely **FREE**, and available for any event within Ontario, for any season. Simply log on to the Ontario Tourism Consumer Information web site - www.ontariotravel.net/events, and follow the instructions. By placing your event in the database, you will automatically receive a **FREE Annual WEB Listing** (complete with search engine by date and/or event interest focus). Plus each season, OTMP produces a Seasonal Event Guide booklet, which will feature **FREE Seasonal Guide Listing** of all events registered for that season.

NOTE: Seasonal Data is downloaded from web listings for publications as follows:

<u>Event Season</u>	<u>Includes Events During</u>	<u>Data Downloaded on</u>
SUMMER	June - August	March 1, 2002
FALL	September - November	June 1, 2002
WINTER	December - February	September 1, 2002
SPRING	March - May	December 1, 2002

CONTACT

Kelly Johnston
Web Content Co-ordinator
Tel: 416-314-1709
Email:
kelly.johnston@omt.gov.on.ca

OTMP BOARD/COMMITTEE NEWS

Anne Marshall, Director, Sales & Marketing at Elmhirst's Resort was recently appointed by the Ontario government to the OTMP Board of Directors. Anne is former Chair of OTMP's Outdoor Committee which has worked with operators and industry groups to develop and launch successful product alliances such as *Paddling Ontario* and *Arts in the Wild*.

The OTMP Board appointed **Bev Philp**, VP, Marketing, Blue Mountain Resorts as the new Chair of the Outdoor Committee. Bev is a former OTMP Board Director and former member of OTMP's Marketing Performance Assessment Committee.

The Nominations Committee of the OTMP Board appointed the following new Committee Members:

Europe Committee: John Bullock, Delta Ontario Resorts

Asia Committee: Saverio Gioffre, Westmont Hospitality Group

City Committee: Rob Skelly, Sudbury Regional Development Corp.; Nathalie Ivany, Casino Niagara; Graeme Barritt, Royal York Fairmont Hotel; Fred Luk, Filet of Sole Restaurant Group

Outdoor Committee: Chris Hughes, Bruce County, Tourism & Agriculture Office

Touring Committee: Carol Courtney, Westmont Properties; Linda Sarazin, Anishinabe Experience; Brenda Tremblay, Science North.

CONTACT

Vanine Yee
Partnership Co-ordinator/
Board Secretary
Tel: 416-314-7107
Email:
vanine.yee@omt.gov.on.ca

JOINT MARKETING CAMPAIGNS

Strong Results from Joint Marketing Campaigns

OTMP's joint marketing campaigns with Niagara Falls, Toronto, and Resorts Ontario have generated initial impressive results. The first six weeks of the *Toronto 'Mix'n'Match'* program, which promotes hotel/entertainment packages, attracted more than 11,600 calls and over 3,200 room night bookings, mostly from Ontario, upstate New York and Michigan. This is a significant increase from last year's promotion, which attracted about 1,000 bookings in a three-month period. Also causing a stir is the *Niagara Falls Getaway Packages* program, which has received over 4,400 calls, 1,600 reservations and 2,800 room nights in its first 5 weeks. Resorts Ontario's new partnership radio campaign, "*100 Reasons for All Seasons*" has prompted over 300 calls since early November.

Other partners that have joined OTMP in current TV, radio, print and e-marketing campaigns include Windsor, Ottawa, 1000 Islands, Thunder Bay, Sault Ste. Marie and Canadian Tourism Commission (CTC).

CONTACT

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

TFO FORUM APRIL 9-10, 2002

The Tourism Federation of Ontario is holding its annual conference, *The Spirit of Tourism: The Power in You!*, on April 9-10, 2002 at the Mississauga Convention Centre. The theme of next year's conference is building successful businesses through the power of marketing. OTMP will again be sponsoring the conference dinner on April 10.

MORE INFORMATION

After December 21, 2001, check out conference program and on-line registration details at: www.ontarioaccommodation.com

CONTEST DEADLINE EXTENDED

"Win With Winter " Contest Deadline Extended

The deadline for entries for the CTC *Win With Winter* Contest has been extended until January 18, 2002 to allow more people an opportunity to participate.

Send entries to: Chris Milner, Ontario Regional Champion
Fax: 705-755-2631 Email: chris.milner@mczcr.gov.on.ca

CONTACT

Richard Innes
Contest Co-ordinator
Email:
richard.innes@sympatico.ca

MORE INFORMATION

Log on to:
www.tourismpartners.com/
opportunities for more details,

or contact:
Brynda Browning
Sales Co-ordinator
Tel: 1-888-365-4422 or
416-314-6314
Email: Otmp.sales@omt.gov.on.ca

SALES AND MARKETING

Check out Partnership Opportunities With OTMP!

Experience the increased exposure of cooperative marketing opportunities. Leverage your marketing dollars by becoming a 'Partner in Tourism' today! Details about all OTMP partnership and advertising opportunities are online at www.tourismpartners.com. Focus on partnership opportunities which will help grow your business - you can search by product type, opportunity price range and/or target market.

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.