

Ontario Tourism Marketing Partnership MARKETING UPDATE

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OTMPC & THE MAKING OF THE ANTIQUES ROAD SHOW

In the late summer of 2001, the OTMPC was able to see a major media relations effort come to fruition with the filming of the Antiques Road Show at Casa Loma in Toronto and at the National Gallery in Ottawa. A special documentary, *The Making of the Antiques Road Show*, was also filmed in Ontario. Discussions between the BBC and CBC were initiated more than five years ago, while the OTMPC became involved directly with the project two years ago. Other partners included the Ottawa Tourism and Convention Authority, Tourism Toronto, Fort York, and the Harbourfront Antique Market. The Antiques Road Show is one of the most popular programs in the U.K. with an audience size of 10 million. The new episodes will also be shown in New Zealand, Australia, Japan, France, Germany, Belgium, Holland and the Republic of Ireland and will begin airing throughout Canada on CBC Newsworld. The Ottawa Edition debuts Wednesday, January 16 at 10pm and Saturday, January 19 at 2pm. Toronto's debut will be Wednesday, January 23 at 10pm and Saturday January 26 at 2pm. (Each program will be followed by the documentary).

For more information, visit www.cbc.ca/antiquesroadshow.

ONTARIO
CANADA

Tourism Partners

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

CONTACT

Diane Helinski, Media Relations
Coordinator, Europe
Tel: (416) 314-7554
Email:
diane.helinski@omt.gov.on.ca

Susana Petti, Media Coordinator
Domestic Markets
Tel: (416) 314-7565
Email:
susana.petti@omt.gov.on.ca

OTMPC NOMINATIONS CALL

Are you interested in contributing to marketing tourism in Ontario?

OTMPC is seeking new members to fill upcoming vacancies on its Market (Americas, Asia Pacific, Domestic and Europe) and Product (City, Outdoor and Touring) Committees.

The Marketing Committees evaluate marketing strategies and vet partnership opportunities and investments. Product Committees manage the development of new product opportunities, build new strategic alliances, and create new product packages. Both committees have input from the OTMPC's research and marketing teams. Committee members provide marketing expertise and help to build awareness of Ontario as a four season, year-round, premier tourism destination.

Committee members are nominated from a cross-section of tourism businesses and appointed by the Nominations Committee of the OTMPC Board. Terms run for a 2-year period with a possible extension of another 2 years. Committees meet quarterly. The Nominations Committee is chaired by OTMPC Board Director, Bruce Walker.

If you are interested, please send a letter of interest with resume and reference letters to the Chair of the Nominations Committee c/o the Corporate Secretary.

CONTACT

Please refer any questions, or
send letter of interest, to:

Vanine Yee
Partnership Coordinator/
Corporate Board Secretary
Tel: (416) 314-7107
E-mail:
vanine.yee@omt.gov.on.ca

OTMPC MARKETS DOWN UNDER

This month OTMPC and DMO's from across Canada will participate in the CTC's **Canada Corroborees** in Australia and **Canada Calls** in New Zealand. 2000 retail travel agents, wholesale reservations/frontline staff and media will attend these seminars held in eight different cities.

CONTACT

Harvey Hamazaki, Manager,
Marketing, Asia Pacific
Tel: (416) 325-0367
E-mail:
Harvey.hamazaki@omt.gov.on.ca

INDEPENDENT TRAVEL MARKET OPPORTUNITY

"AAA Travellers rely on agent advice" (U.S. Travel Weekly)

This year Ontario is perfectly positioned to take advantage of the travel-by-car market, organizing eight AAA Marketplace Programs in the near border states for 2002.

Take advantage of these excellent promotional AAA Marketplace opportunities.

Locations include:

- * Cleveland, OH (February 13, 2002)
- * Pittsburgh, PA (March 4, 2002)
- * Milwaukee, WI (March 26, 2002)
- * Media Event (March 27, 2002)
- * Minneapolis, MN (April 10, 2002).
- * Buffalo, NY (March 3, 2002)
- * Syracuse, NY (March 5, 2002)
- * Chicago, IL (March 27, 2002)
- * Dearborn, MI (March 28, 2002)

CONTACT

Sandra Rice, US Travel
Trade/Auto Clubs
Tel: (519) 873-4487
Email:
sandra.rice@omt.gov.on.ca

ADVERTISING OPPORTUNITIES - SUMMER 2002

OPPORTUNITY REMINDER: Following successful results in 2001, OTMPC is excited to announce its summer advertising opportunities for 2002. The new campaigns offer great value for 2002 and will include exposure in newspaper inserts and in the Summer Experience Guide.

COMMITMENT REMINDER: Opportunities currently available for partnership are:

- * **Attractions Ontario**, Passbook Magazine & Coupon Book Insert (Note: Partnership is with Attractions Ontario)
Limited space available
- * **Summer 'Resorts & Outdoor Adventure' Guide**
Limited space available
- * **Summer Experience Guide**
February 1, 2002 - Deadline

CONTACT

Resorts & Outdoor Adventure Insert:
Brynda Browning
Sales Coordinator
Tel: 888-365-4422
(416) 314-6314
Email:
brynda.browning@omt.gov.on.ca

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

'AAA' 2002 MAGAZINE PROGRAM TAKES OFF IN FEBRUARY

If you are interested in reaching the markets of New York, Illinois, Michigan, Minnesota and Wisconsin, the OTMPC has created a new cooperative advertising program with AAA in *Going Places*, *Michigan Living* and *Home and Away* Magazines. The new program offers great value as a result of the multiple advertising purchase and will receive complimentary editorial within each publication. The OTMPC plans to create an insert piece within each publication supported by partner advertising. Given the success of previous AAA programs, the new campaign is expected to motivate potential travellers in late spring and throughout the summer months.

Space is Limited

Booking deadline: February 15, 2002

Material deadline: February 22, 2002

Distribution: May 2002

CONTACT

Brynda Browning
Sales Support Manager
Tel: (416) 314-6314
Email:
brynda.browning@omt.gov.on.ca

SALES & PARTNERSHIP MANAGEMENT - UPDATE

We would like to introduce the initial team helping to focus and re-define the Sales Strategy:

Caroline Atherton will lead the sales team and will oversee the development of sales policies, procedures, and deliverables, as well as the implementation of a sales communication plan and sales targets.

Andrea Waters brings expertise in internal communications, corporate sales and travel trade. She will develop processes to service and manage partnership sales and relationships.

Brynda Browning will work along with Caroline and Andrea to implement new efficient and effective sales tactics.

The sales team looks forward to working with everyone in the near future to determine YOUR needs in this endeavor, and work together toward creating powerful sales strategy programs to grow your businesses. Over the next few months Caroline will be visiting and/or speaking with a wide variety of key DMO offices throughout the province, with an announcement for a 'Sales Strategy and Partner Communications Plan' in mid February 2002.

If you are interested in meeting with Caroline and/or would like to submit your comments, please feel free to contact her directly.

CONTACT

Caroline Atherton, Sales and Partnership Management
Tel: (416) 314-2174
Email: caroline.atherton@omt.gov.on.ca

Andrea Waters
Tourism Sales & Partnership Management
Tel: (416) 212-1886
Email: andrea.waters@omt.gov.on.ca

Brynda Browning
Sales Support Manager
Tel: (416) 314-6314
Email: brynda.browning@omt.gov.on.ca

SALES - Toll Free
1-888-365-4422

SALES AND MARKETING

Check Out Sales and Marketing Opportunities With OTMP!

Gain increased exposure and revenue for your tourism business by becoming a partner with OTMPC. All partner and advertising opportunities are now on OTMPC's industry web site - www.tourismpartners.com. You can search for OTMPC opportunities that suit your market, in strategy, budget and product type.

CONTACT

www.tourismpartners.com/opportunities
or contact:
Brynda Browning
Tel: (416) 314-6314
Email: otmp.sales@omt.gov.on.ca

ECO-NORTH 2002 ÉCO-NORD: INTERNATIONAL YEAR OF ECOTOURISM

In the spirit of the UN resolution to proclaim 2002 as the International Year of Ecotourism, the City of Greater Sudbury, in partnership with FedNor (Federal Economic Development Initiative for Northern Ontario), is pleased to invite you to Eco-North 2002 Éco-Nord. This northern-focussed Ecotourism Conference and Trade show runs from February 7 to 10, 2002. The intent is to foster excellence in sustainable nature-based, heritage and adventure tourism activities in Northern Ontario. Don't miss out on this exciting opportunity to find out how you can tap into the enormous potential of the burgeoning ecotourism market.

CONTACT

For full event details and registration information:

www.eco-north2002eco-nord.ca
Email: info@eco-north2002eco-nord.ca
Tel: 1-877-394-2039
Space is Limited

CTC WIN WITH WINTER IN CANADA CONTEST

January 18th is the deadline for new product ideas for this CTC winter product development initiative. Programme information can be obtained from the CTC web site www.canadatourism.com

Send entries to: Chris Milner, Ontario Regional Champion
300 Water St, 2nd Floor, S. Tower, Peterborough ON K9J 8M5
Fax: 705 755 2631 or Email: chris.milner@mczcr.gov.on.ca.

CONTACT

Richard Innes
CTC Contest Coordinator
Email:
Richard.innes@sympatico.ca

FEEDBACK

Please direct feedback about Marketing Update to Tom Boyd, Corporate Communications, Tel: (416) 212-0757, email: tom.boyd@omt.gov.on.ca. To update your company fax, email or contact information contact Liz Amba, Assistant Marketing Co-ordinator, Tel: (416) 314-7377, fax: 416-314-7574 or email: liz.amba@omt.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.