

Ontario Tourism Marketing Partnership MARKETING UPDATE

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OTMPC BOARD CHANGES

Mr. John R. Williams has been appointed as the new Chair of the OTMPC. Mr. Williams will replace Alan Dare who has served on the board since 1999. All board members and staff express their gratitude for Mr. Dare's time and dedication in helping lead the OTMPC.

As the owner of Williams Hotels Ltd., Mr. Williams operates three hotel franchises including the Holiday Inn in Trenton, and the Ramada Inn and Best Western in Belleville. The new chair has been very active in the hospitality industry in the Quinte region for more than 20 years. He has also served as the President of the Ramada Management Association of Eastern Canada, providing expertise and support in establishing marketing programs to maximize growth opportunities for 25 accommodation establishments.

Other new faces to the OTMPC board include Antoni Cimolino, Executive Director of the Stratford Festival, Anne Marshall, Director of Sales and Marketing, Elmhirst's Resort in Keene, and Paul F. Dinner, Senior Manager, Hospitality Markets, Royal Bank of Canada. Ms. Marshall served as the Chair of the Outdoor Committee prior to her appointment to the board. Others leaving the board include John Ryan, President of Toronto Tours, whose term expired in December, and Anne McCall, General Manager of Special Projects, Fairmont Hotels and Resorts relocated to the United States to manage new projects for Fairmont.

ONTARIO CANADA Tourism Partners

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

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MC & IT DEVELOPMENT

A new Meetings, Conventions and Incentive Travel destination brochure is being developed. Become a partner in the Ontario MC&IT brand through inclusion in this comprehensive guide and check out the strategic distribution channels in this lucrative market. There will be more information available in the next few weeks. Advertising commitments close in March with the launch set for MPI WEC, July 2002.

CONTACT

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TFO FORUM APRIL 9-10, 2002

The Tourism Federation of Ontario (TFO) is holding its annual conference, *The Spirit of Tourism: the Power in You!* April 9-10, 2002 at the Mississauga Convention Centre. Alan Simmons will speak about building successful businesses through the power of marketing. There will be marketing sessions featuring hands-on practical information on developing marketing strategies, e-marketing and e-tourism. The OTMPC will be sponsoring the conference dinner on April 10. To register visit the home page of www.ontarioaccommodation.com and click on "Tourism Forum" in the lower left corner of the page. The TFO is an incorporated non-profit provincial association representing Ontario's tourism industry with members from 26 sector associations.

CONTACT

Check out conference program
and online registration details at:
www.ontarioaccommodation.com

U.K. SOLO ADVERTISING CAMPAIGN

Based on the success of OTMPC's 2001 Solo Advertising Campaign, which resulted in almost 6,000 consumer inquiries, an expanded multi-media campaign was launched on February 11 and will run for six weeks. 2002 industry partners include the Canadian Tourism Commission, Globespan and Thomas Cook Holidays. Primary campaign support is dedicated to building summer visitations by Ontario's traditional target audience, including affluent mature travelers, by promoting soft outdoor adventure, touring and urban product experiences. A separate campaign features a Toronto/Niagara Falls "City Breaks" focus that targets young, upwardly mobile consumers. Media activities will reach residents of the London and Southeast Regions through a combination of Direct Response TV, DiTV, direct mail, on-line, radio and newsprint ads. Over 91-million impressions will be generated by this campaign against the Adult target audience. OTMPC will soon launch a Direct Response TV campaign in Germany in partnership with two of Germany's largest tour operators.

CONTACT

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CONTACT UPDATE

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SALES STRATEGY UPDATE

As revealed at the January 30, 2002 Minister's Forum, the new Sales Strategy is under careful re-structuring, with the Communications Plan at the centre of its success. The Seasonal Roll-out Concept received positive reaction after consultation with industry participants. A Budget Planning and Marketing Program Workbook are in development. The sales plan and procedures will be in action for the Fall marketing campaign. How OTMPC will assist industry partners will be available in March.

CONTACT

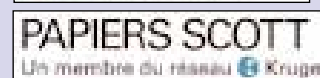
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NEW CORPORATE PARTNERS

Kodak Canada and Scott Paper have become the newest corporate partners in tourism with the OTMPC. Over the next year, Kodak will be promoted through the OTMPC's event marketing campaign. It will be promoted in print advertising and editorial. Kodak will provide advice to photographers in the Ontario events search engine at www.OntarioTravel.net Scott Paper, also recognizing the importance and value of supporting tourism, has come on board as a corporate partner. Scott Paper's Away From Home Division will target tourism businesses through its partnership and will promote their website, www.scottpaper.ca/afh.

CONTACT

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EVENT MARKETING

FREE Event Listing with OTMPC

Make sure that your event and those in your community are registered with www.ontariotravel.net/events. Our seasonal event listings are completely FREE, and available for any event within Ontario. Simply log on to the Ontario Tourism Consumer Information web site - www.ontariotravel.net/events and follow the instructions. By inputting your event in the database (searchable by date and/or event interest focus), you will automatically receive a FREE Annual WEB listing. If you want to have your event published in one of the OTMPC seasonal event guides, a reminder that you must submit your information by the following dates:

Deadline for Submission	Includes Events During	Event Season
March 01, 2002	June - August	SUMMER
June 01, 2002	September - November	FALL
September 01, 2002	December - February	WINTER
December 01, 2002	March - May	SPRING

DMO's, VCB's etc - Please communicate this information to your members - increased participation will heighten your region's presence on the website and in publications.

CONTACT

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SALES AND MARKETING

Check Out Sales and Marketing Opportunities With OTMPC!

Experience the increased exposure of cooperative marketing opportunities. Leverage your marketing dollars by becoming a 'Partner in Tourism' today! Details about all OTMPC 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.

CONTACT

www.tourismpartners.com/
opportunities or contact:
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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.