



THE POWER OF PARTNERSHIP

ONTARIO TOURISM MARKETING
PARTNERSHIP CORPORATION

ONTARIO
More to discover

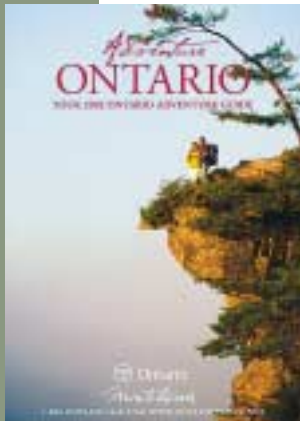
HIGHLIGHTS 2001-2002

Message from the Chair

We started the year in an environment of strong consumer confidence despite broad economic uncertainties. We rolled into the summer and the sun shone hot and bright. Our 1-800 switchboard lit up with more inquiries than ever before. The first eight months of 2001 saw a strong 9.1 per cent growth among U.S. visitors.

And then the terrorists attacked New York and Washington on September 11 and numbers dropped dramatically.

Like our customers, we were all shaken and almost numbed by the tragedy. In the days that followed, the terrible impact on our businesses also became evident, particularly in Toronto and the border cities of Niagara Falls, Windsor and Sault Ste. Marie. Revenue drops of 50 per cent were common.

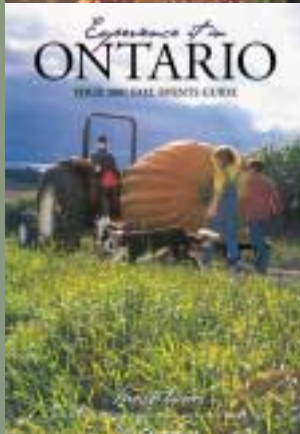


2002 Adventure Guide

Industry partners rallied in response to 9/11: This was the year that proved the power of partnerships to respond quickly to extraordinary events.



2001 Spring/Summer Events Guide



2001 Fall Events Guide

I have never seen the industry rally together so quickly and so effectively.

We organized industry forums led by Minister Hudak to share information and shape a response.

We commissioned new market research. Within weeks, we had developed an aggressive marketing strategy. Minister Hudak immediately shifted \$3 million from other Ministry activities and we reallocated \$1 million from other Ontario Tourism Marketing Partnership Corporation (OTMPC) projects to fund more tourism marketing and research.

More than \$3 million was leveraged from industry partners to support these campaigns.

Then, in November, the Ontario government provided an additional \$10 million in marketing funds. We developed and implemented new domestic and U.S. campaigns to create the largest

North American tourism marketing campaign ever launched by OTMPC.

Our Spring 2002 commercials have struck a positive chord with our U.S. neighbours, as shown by one of the e-mails we received within days of the launch.

"I just wanted to tell you the new commercial featuring Shania Twain's song is wonderful. I felt that, with the events of September 11, this is just what the U.S. needs. To know that our neighbor, Canada, is welcoming us and understands that we may need to get away to a place that would welcome us as friends is very heart warming. Every time the commercial is on I sing along and get a special feeling about Canada and what this is doing for us. You are aiding in the healing whether you know it or not and believe me, it is very much appreciated so I just wanted to say – thank you very much."

While the past year will be remembered for the terrorist tragedy, we ended the year with a greater sense of partnership, and that bodes well for a stronger future for the Ontario tourism industry.

JOHN WILLIAMS

**Chair, Ontario Tourism
Marketing Partnership
Corporation**

**President,
Williams Hotels Ltd.,
Belleville, Ontario**

Research reveals new market trends, post-September impacts

Early in 2001-2002, we released the results of the Travel Activities and Motivations Survey (TAMS), the most comprehensive study of North American travel intentions ever produced. You can download TAMS and reports on 10 key market segments from our web site.

Following the tragedy of September 11, the OTMPC and the Ministry of Tourism, Culture and Recreation moved quickly to research the impact on Ontario's travel industry.

We monitored the rapidly changing situation through special focus groups in Detroit, Cleveland and Rochester and targeted research including: a Pannell Kerr Forster (PKF) survey into the accommodation sector; an attractions survey; reports on reservations and cancellations from the Sabre system; Statistics Canada data on border crossings; and studies commissioned by the CTC (Ipsos-Reid, D.K. Shifflet and Associates) and the Canadian Tourism Research Institute.

We shared the results with the industry through a series of bulletins and worked with partners to refocus our winter and spring campaigns.

Domestic Market

Domestic travel generates the largest share of both travel volumes – 70 per cent of total visits and expenditures – 46 per cent of total spending. Based on the success of last year's campaign, we continued targeting affluent and family markets in our 2001-2002 campaign.

Our integrated strategy included television and print advertising, media relations and trade activities to promote Ontario as a year 'round destination, reaching out to new audiences with niche and shoulder-season products.

This year, we increased participation in our three seasonal newspaper inserts with total distribution of 6.7 million.

We also expanded our direct-mail postcard campaign to include the spring, summer and fall with a response rate of three to six per cent.



2001 French Summer Guide "Venez chez nous"

Building Ontario's four-season brand: Expanded partnerships and quick responses were the hallmarks of this year's continuation of Ontario's four-season marketing campaign.



Domestic direct mail postcard



Summer 2001 Getaway Guide

We partnered with Attractions Ontario to enhance the 56-page Passport publication, broadening the content and more than doubling its distribution via inserts in 15 daily Ontario newspapers.

One of the partners reported that their participation yielded a return of \$6.60 per dollar invested in the coupon.

To support our marketing strategy aimed at the francophone community, we partnered with ROPFO (Regroupement des organismes du patrimoine franco-ontarien) to research and develop new tour itineraries in the French-language Summer Experience Guide (*Venez chez nous*).

These were promoted successfully through a print and direct-mail advertising campaign with a link to the

ROPFO web site for more detailed information. Web site visits more than doubled in May and June.

Marketing strategies refocused as travel attitudes change

The creative thrust for the domestic market was revised based on the results from post-September 11 focus groups.

The tourism industry requested that we "pump up the volume," focus on auto travel and price point. We added radio to the mix and increased our television presence.

In addition, we developed marketing partnerships with Ontario communities hardest hit by the events of September 11, including Niagara Falls, Toronto, Windsor and 1000 Islands to encourage getaways by Ontario residents.

Research indicated that people wanted to be reminded of Ontario's diverse offerings.

They wanted messaging that appealed to the joy of travel. They liked the element of "surprise" and to learn about something new they hadn't associated with the province.

Our approach was to evoke a sense of pride in the diversity and splendour of Ontario while, at the same time, stimulate a desire to explore and learn more.

We introduced for the first time a Spring campaign that included 15-second television commercials, a postcard campaign and a Spring Experience Guide. Response to the postcard campaign was excellent, generating 7,230 calls in the first three weeks. We also supported Resorts Ontario for the new *100 Reasons to Enjoy the Season* promotion.

We developed a two-pronged approach. One thrust was aimed at the "human personality of the place" using a kaleidoscope reminder of trip possibilities with an emotionally charged appeal to discover Ontario.

The other focused on the richness, variety and abundance of experiences, appealing to the "unexpected" and revealing a "new" Ontario.

On March 14, 2002, we launched our domestic campaign. It will be executed in two waves, with two 30-second commercials highlighting trip possibilities and four 15-second commercials revealing "unexpected" vacation experiences in Ontario.

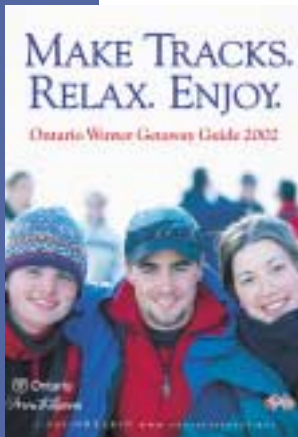
United States Market

We began 2001-2002 determined to capture a larger share of the enormous, largely untapped potential of the U.S. market.

We introduced six 15-second TV commercials in six border states.

We distributed 22,000 direct-mail packages of our *Ontario Adventure Guide* to near-U.S. markets. Part of the campaign involved a contest that received 8,614 entries. The Internet component generated over 1.2 million impressions.

We extended our mid-market campaign to include Boston and added a tour operator partner, Collette Vacations. The campaign generated 46,000 responses and a 37 per cent increase in sales of Collette Vacation packages to Niagara Falls.



2002 Winter Getaway Guide

We expanded our campaign in the border markets in late-October. We increased our investment in TV, radio, and magazine, supported by direct mail, print and e-marketing. We emphasized the auto travel market with a strong call to action combining promotional price points.

We also partnered in the Canadian Tourism Commission's (CTC) Fall "Quick Reaction" campaign. This enabled us to work with a variety of partners including Thunder Bay, Sault Ste. Marie, Toronto, Niagara Falls and Windsor to develop and promote new getaway packages.

Momentum continues with Spring 2002 campaign

On March 14, 2002, we launched our U.S. Spring campaign. Set to Shania Twain's song *Come on over*, the campaign builds on the theme that Ontario is inviting, friendly yet different.

Post-9/11 partnerships produced strong domestic and U.S. market results

The Toronto *Mix 'n' Match* program produced impressive results with a more than 100 per cent increase over the 2000-2001 campaign.

Between November 1, 2001, and March 15, 2002, the program generated 17,694 inquiries, 5,909 bookings and 10,815 room nights. In 2000-2001, Toronto's *Mix 'n' Match* ran for three months and generated a total of 2,215 bookings.

In Niagara Falls, the partnership marketing program had a 382-per-cent increase over 2000-2001.

Between October 29, 2001, and February 1, 2002, the Niagara Falls *Getaway Packages* program received 3,819 reservations translating into approximately 6,205 room nights. The previous year's Niagara Falls *Real Deal* program generated about 1,000 bookings.

Between December 1, 2001, and March 14, 2002, Windsor's *Play, Stay and Save a Bundle* campaign received 2,936 inquiries and 1,701 bookings with a total of 2,054 room nights booked.

The 1000 Islands-St. Lawrence print and TV campaign in both the U.S. and Canadian markets featured Festival of Lights events at Upper Canada Village and Fort Henry, generating more than 27,000 visitors.

The www.getaway1000.com site also had 1900 visits as a result of the campaign.

Consumers respond to lure of "safe, friendly" experience: We redoubled our partnership-driven campaign to meet the new challenges in our largest market.



U.S. TV commercial



Fall 2001 Experience Guide

We also worked closely with AAA (American Automobile Association) clubs in border states to develop, promote and sell 14 Ontario packages, showcasing family getaways, outdoor adventure, culture and romantic getaways.

Meeting the challenge of September 11

It took a tremendous partnership effort to begin to turn around the impact of September 11 on Ontario's tourism revenues.

Supported by additional funding from the Ontario government and our private-sector partners, we completed focus group research in border state

markets, fine-tuning our messaging to capture the mood of America.

Overseas Markets

In Europe, our consumer advertising strategy continued to focus on building a strong, four-season Ontario brand through highly focused programs that target high-yield travellers.

In 2002, we again partnered in the Canadian Tourism Commission's (CTC) European TV campaign in the United Kingdom and Germany. Last year's campaign (January-March 2001) generated over 39,700 responses in these markets.

We strengthened our U.K. impact by launching a nine-week Ontario-only campaign in February with Globespan and Thomas Cook Holidays.

Developed primarily to support the traditional core summer travel period, this initiative targeted affluent mature residents of London and the Southeast Region.



German TV commercial

High-yield travellers targeted for long-term growth: Strategic alliances and targeted investments in key overseas markets further strengthened Ontario's four-season brand.



Globespan Holiday ad

For the first time, we also included a separate City Breaks component in order to grow awareness and visitations among a younger, upwardly mobile target audience.

Our campaign utilized a mix of media, including TV, diTV, radio, newsprint, on-line and direct mail.

This campaign was coordinated with the CTC to ensure a strong presence in the marketplace from December through March.

For the third consecutive year, we joined other provinces in the CTC's highly successful German summer insert campaign.

In March, we launched a five-week Ontario-only TV campaign, coordinated with the CTC and in partnership with DER Tour, that aired on major

German stations. Ontario was also a key partner in a new "Villes Jeunes" City Breaks print advertising initiative of CTC France.

In Asia, while the events of September 11 here compounded the slowdown of tourism, particularly from Japan, our strategy is to remain active and build long-term market share.

Ontario continued joint-marketing with the CTC in their "Yellow Canada" consumer print campaign, targeted at affluent women in Japan, strengthening our presence.

We also launched an Ontario-only magazine advertising and monitor tour campaign in March that will provide destination and product support during primary travel planning periods.

The campaign features several lifestyle themes to encourage spring/summer visitations by high-yield travellers, and will be supplemented with a second wave of advertising and testimonial editorial during the spring of 2003.

Internationally, media and public relations successes for Ontario included:

- The BBC's venerable *Antiques Roadshow*, with an audience of 10 million people in Britain alone, visited Toronto and Ottawa with our support. The Ontario episodes have aired across the United Kingdom and Canada, and may also be broadcast in Australia, Japan, France and Germany.
- In Germany, we launched a highly integrated trade and consumer promotion campaign featuring a 24-foot "rolling billboard" motor home and three Toronto moose. The campaign, supported by trade partners DER Tour and Rewe, is targeted to reach more than 4 million consumers.
- At the *Corroborees* and *Canada Calls* trade shows in Australia and New Zealand, we made presentations to more than 1400 trade representatives in eight cities.
- Nagoya TV Japan, Chia Tai TV China and Australia's *Today Show* all showcased core Ontario tourism products in programs that reached more than 36 million viewers.



Japan launch ad

New Products and Services

Our partners rose to the creative challenge of 2001-2002 by developing a range of tempting new packages that we were happy to support.

Just the Ticket combines great theatre with fine dining and unique accommodations to create memorable weekend getaway packages. Created in partnership with 19 members of *Theatre in Ontario Alliance* across the province, the pilot phase in April of 2001 resulted in the sale of more than 1,200 packages. Based on this success, *Just the Ticket* will be launched as an on-going program in late April, 2002.



Winter Solstice in the Ottawa region packaged high-quality cultural experiences with accommodation, shopping and dining. *Winter Solstice* was promoted Canada-wide with OTMPC investing \$54,500 and local partners contributing \$26,050.

Through our Tourism Event Marketing Partnership Program, we partner with local organizers to increase their marketing power. Since the program was created 1998, it has assisted a total of 237 events and festivals with over \$6.2 million.

This year we worked with local partners to market 93 events province-wide, a 41 per cent increase over last year.

Events in 2001-2002 included the *CKCU Ottawa Folk Festival*, the *Festival National de L'Humour* in Hearst, Upper Canada Village's *Alight At Night*, the Grand Bend *Motorplex* and *Concerts at the Barn* in Campbellford.

Drawing more visitors through e-service integration

For many tourism operators, the click of a visitor's computer mouse is turning into the ring of a cash register. In 2001, travel became the number one consumer retail e-commerce category on the Internet.

We will be investing \$16.2 million over the next three years to meet the growing demand of these surf-before-they-visit consumers. The Tourism Consumer Information System (TCIS) will combine and integrate our call

centre, fulfillment centre, customer services database, business-to-customer (B2C) and business-to-business (B2B) web sites.

New offerings tempt niche markets: Focus group research confirms that visitors are searching for experiences that are familiar but different.



Uncle Tom's Cabin, the book that helped inspire the underground railroad, was published exactly 150 years ago.

To mark this historic occasion and educate visitors about its impact on Canada, the *Underground Railroad Alliance* has come together to jointly promote black heritage sites in Buxton, Sandwich, Chatham, Owen Sound and other communities.

The *Muskie Alliance* brought together 21 operators from Kenora, Parry Sound and the Kawarthas to jointly promote catch-and-release packages for the shoulder season.



Adding more marketing oomph! to grassroots events

Festivals and special events are age-old tourism lures that remain as effective as ever in the 21st century.

OTMPC at your service

General information:

800 263-7836

Sales and marketing opportunities:

416 314-6314

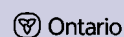
Tourism industry information:

www.tourismpartners.com

Consumer travel information:

www.ontariotravel.net

The Ontario Tourism Marketing Partnership Corporation (OTMPC), established in 1999, is a public-private sector collaboration focused on marketing Ontario worldwide as a four-season, "must-see" tourism destination. OTMPC is an agency of the Ontario Ministry of Tourism, Culture and Recreation.



Ontario Tourism Marketing Partnership Corporation