

Ontario Tourism Marketing Partnership MARKETING UPDATE

News * Events * Business Opportunities

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NEW PARTNERSHIP FORUMS

The OTMPC will be holding Partnership Forums throughout Ontario this Fall. The Forums formerly called Townhalls have been renamed to emphasize that these meetings are to be partnership meetings with two-way dialogue between the OTMPC and the tourism industry.

This year the corporation will present a draft 2003/04 marketing strategy and the tourism industry will be encouraged to bring forward their ideas and opportunities. Following the Partnership Forums, industry input will be reworked into the strategy and a marketing plan will be printed and distributed. The OTMPC will be hosting these meetings in partnership with local Destination Marketing Organizations throughout Ontario. Minister Jackson will attend some of these sessions.

The following are the dates and locations of the Partnership Forums:

October 7 - Chatham-Kent	October 23 - Peterborough
October 8 - Kitchener	October 24 - Belleville
October 9 - Burlington	October 28 - Toronto
October 10 - Owen Sound	October 31 - Thunder Bay
October 15 - GTA (Concord)	November 1 - Kenora
October 16 - Niagara Falls	November 4 - Kaladar
October 17 - North Bay	November 8 - Sudbury
October 18 - Ottawa	November 15 - Brockville (revised)
October 21 - Resorts (Bracebridge)	November 27 - Timmins
October 22 - Barrie	November 28 - Sault Ste. Marie

The OTMPC encourages all members of the tourism industry to come and participate in the Partnership Forums. These meetings will be a great opportunity to meet other tourism stakeholders, learn about the government's investment and strategy for tourism marketing and to provide your input into the planning process for 2003/04.

ONTARIO CANADA *Tourism Partners*

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

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ADVERTISING/SALES/ TRADE OPPORTUNITIES

In conjunction with government's process of competitively reviewing agencies, the OTMPC has retained the services of FUEL as its publication's agency and has selected FCB Canada (Foote, Cone, Belding) to provide advertising services worldwide.

Ontario's new fall advertising campaign is underway. On September 7 and 8, 2002, the OTMPC distributed 1.8 million copies of the new 28-page insert in major daily newspapers in Ontario, Montreal, Buffalo, Rochester, Syracuse and Detroit. During the week of September 16, the OTMPC dropped a Direct Mail postcard targeting 250,000 households in Ontario and Montreal. The new Direct Mail piece invites recipients to call for

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the new *Fall Experience Guide*, *Fall Events Guide* and an Ontario Road Map. Quarter page newspaper ads also ran in Franco-Ontarian newspapers the weeks of September 2 and 16 featuring French publications available for Fall.

The OTMPC has printed 100,000 copies of the *Fall Experience Guide* in English and 25,000 in French to be distributed in response to visitor inquiries at 1-800-ONTARIO, via the website and at the Travel Information Centres throughout Ontario. Other tactical campaigns are also being investigated with industry partners for mid-October to highlight special off-season promotions.

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TOURISM CONSUMER INFORMATION SYSTEM

OTMPC's new Tourism Consumer Information System, TCIS, a fully-integrated multi-channel system will be launched in English and French on October 18, 2002 in Ottawa. The new system will act as an information portal for consumers and the industry to promote Ontario's brand worldwide. The system involves OTMPC's Call Centre, Fulfilment Centre, new Partner and Consumer Web sites, and an extensive Database on the backend. At the Tourism Federation of Ontario's AGM this spring, participants were able to see an early prototype of the new site and obtain information on how to participate in this leading edge initiative. Members of the tourism industry are encouraged to visit the partners' website at www.tourismpartners.com and browse the new consumer website at www.ontariotravel.net.

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OTMPC WANTS YOUR STORY!

The Media Relations team at OTMPC is publishing a Spring Story Ideas newsletter for our media contacts. We are looking for new and unique story angles and/or newsworthy products that would be of interest to both domestic and international media. Please E-mail, fax or phone the information in and it may be included in the newsletter. Thanks!

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MEETINGS, CONVENTION, AND INCENTIVE TRAVEL (MC&IT)

The OTMPC worked with Tourism Toronto and other partners in hosting the Meeting Planners' International (MPI) Conference in Toronto in late July. Approximately 3000 people from all over North America including overseas markets attended the conference. MPI continues to demonstrate its success and the next steps in the MC&IT strategy are rolling along. The conference was not intended to be the end of the work but rather the beginning in an on-going relationship with this key constituency. To this end, the first Ontario-wide MC&IT fulfillment piece (designed to be used as both a brochure and a direct mail piece) arrives this month - OTMPC lead with our partners from CTC. Sales efforts, led by Tourism Toronto, are underway to close 10 pieces of new business by fiscal year-end.

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CONSUMER RESEARCH

Results are in from our first wave of Spring/Summer tracking with solid performance from the television commercials which featured Karaoke and the More to discover themes.

Perhaps as a result of World Youth Days (WYD) in Toronto, which attracted hundreds of thousands of people, the month of July closed on a positive note. Over one million US overnight auto entries were made into Ontario during the month; a 6% increase over July 2001. Total U.S. traffic to Ontario reached 1.4 million entries, an increase of 4% over July 2001. Overnight overseas traffic to Ontario remained flat over July 2001, ending the 15-month downturn in overseas overnight travel.

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CEO/BOARD/COMMITTEE NEWS

At the Board Meeting held in Niagara Falls on September 13, 2002, it was decided that the Domestic and U.S. Marketing Committees would be amalgamated into one North American Marketing Committee. It was also decided that the European and Asian Marketing Committees would be amalgamated into one Overseas Marketing Committee. The MC&IT working Group will become a subcommittee that will report to the new Americas Committee.

Staffing Changes

Iain Klugman has completed his secondment with the Ontario Tourism Marketing Partnership as President and CEO, and is returning to his home ministry, the Ministry of Citizenship, as an Assistant Deputy Minister, where he will contribute his impressive marketing expertise to a number of initiatives. The OTMPC and the Ministry of Tourism and Recreation would like to thank Iain for his work on this assignment.

Bill Kenny, who is currently the VP of Partnership Development and Sales, has been appointed the acting President and CEO. Bill assumed his new responsibilities as of September 19, 2002. Bill brings solid experience and expertise in partnership development with OTMP. He was instrumental in the formation of the OTMPC and had many outstanding successes in product development and other key aspects of OTMPC's core businesses.

Cheryl Row was hired as Vice President Marketing in August. Cheryl brings a wealth of executive marketing experience, including 13 years at Proctor and Gamble. She has also held VP of Marketing positions with Sunquest Vacations, and C.I. Mutual Funds.

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EVENT MARKETING - FREE EVENT LISTING WITH OTMPC

Time to start thinking Spring. The Winter Events publication has gone to print. So, please make sure that your Spring event and those in your community are registered with www.ontariotravel.net. Our seasonal event listings are completely FREE, and appear on both our consumer site and in our quarterly events guide.

To access the web listing and the events guide, you must register your organization with our industry web site at www.tourismpartners.com. Once you have registered and have received confirmation of your registration, you will be able to submit your event listing for your organization. This information will then appear on our consumer site at www.ontariotravel.net.

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:

<u>Deadline for Submission</u>	<u>Includes Events During</u>	<u>Event Season</u>
December 01, 2002	March May	SPRING
March 01, 2003	December February	SUMMER
June 01, 2003	September November	FALL
September 01, 2003	December February	WINTER

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

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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.

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[www.tourismpartners.com/
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FEEDBACK

Please direct feedback about Marketing Update to Tom Boyd, Corporate Communications, Tel: 416-212-0757, Email: tom.boyd@mczcr.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@mczcr.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.