

Ontario Tourism Marketing Partnership MARKETING UPDATE

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NEW PARTNERSHIP FORUMS

The OTMPC is winding down its Partnership Forums with the final three remaining sessions being held later this month in Brockville (November 15), Timmins (November 27) and Sault Ste. Marie (November 28).

The meetings have been a great opportunity to meet tourism stakeholders and to obtain input into the marketing planning process for 2003/04. OTMPC staff have met with approximately 800 tourism operators in communities throughout the province.

Feedback and comments have been obtained and are being used to finalize the 2003/04 Marketing Plan. The new plan should be available in early 2003. It will be available in paper copy and will be posted on the partners' web site. Look for more information in the December *Marketing Update*.

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

Marketing Communications staff have had a busy fall working on the 2003/04 marketing plan, conducting media and trade tours, and planning the winter advertising campaign. The winter campaign is being finalized and will begin in January.

The snowmobile marketing partnership with the Ontario Federation of Snowmobile Clubs and Ministry of Northern Development and Mines' Northern Ontario Interim Marketing Office has also been finalized. The campaign started in September. It consists of a multi-media campaign which includes snowmobile shows, TV advertising on the specialty networks, magazine ads, a fulfillment piece direct-mail and on-line programming.

The "Together in Toronto" winter program in partnership with Tourism Toronto and its members has also been finalized. This program started in mid-October and will run until March 2003. It consists of radio, direct mail, on-line promotions, newspaper ads and a fulfillment piece.

A marketing partnership with the Art Gallery of Ontario (AGO) promoting the Gauguin to Matisse Exhibit was also completed. This cultural-tourism promotion began on October 13 in border city newspapers.

The Travel Trade Staff hosted the Ontario/Quebec Marketplace in Huntsville September 29 to October 31, 2002 in partnership with 90 tourism suppliers. Approximately 80 international tourism buyers and 20 international travel trade media

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ADVERTISING/SALES/ TRADE OPPORTUNITIES CON'T

attended the event. Harvey Hamazaki, Travel Trade Coordinator, Asia Pacific Market, attended the Showcase Marketplace in Bangkok in early October. Harvey met with 60 international buyers from Taiwan, Korea, Hong Kong and other areas in Southeast Asia. Following Showcase, Harvey attended the Kanata Marketplace in Japan with tourism partners from Delta Hotels, Jonview, Niagara Falls Tourism, Niagara Helicopters, Resorts Ontario and Tourism Toronto. They promoted extended-stays, Ontario in the spring and new products to more than 60 buyers at the marketplace. The OTMPC and its Kanata partners met with another 60 key buyers at a special event, which was sponsored by the Canadian Tourism Commission in Tokyo.

The dates and locations for the American Automobile Association (AAA) Marketing Program for 2003 have been selected. This is an excellent opportunity to market in the border states and to meet with pre-qualified AAA staff. All designated cities for the AAA marketplaces will include round-table destination workshops, training for AAA staff, distribution of an Ontario Suppliers Book to be used as a reference manual with key Ontario product and destination information. Some key travel agencies such as Carlson Wagonlit, Collette Tours and American Express will also be invited to participate in the program. Dates and locations of the AAA marketplaces are as follows:

Series 1

March 5, 2003 - Chicago, IL
March 6, 2003 - Detroit, MI

Series 2

March 10, 2003 - Buffalo, NY
March 11, 2003 - Syracuse, NY
March 12, 2003 - Pittsburgh, PA
March 13, 2003 - Cleveland, OH

The cost to participate varies; \$350 per individual show, \$650 for both shows in Series 1, \$1250 for all four shows in Series 2, or \$1950 to participate in both Series 1 and 2. Motor Coach transportation will be provided at a minimum cost.

Space is limited so please contact Sandra Rice, U.S. Travel Trade/Auto Clubs Director ASAP.

Helen Lovekin, Media Relations Coordinator, North America developed a radio promotion with Gene Burns, one of the most popular travel radio talk show hosts in the U.S. The "Travel to Ontario" show was broadcast from San Francisco on ABC Radio, promoting the Niagara Wine Route, the Shaw Festival, The Stratford Festival and cultural-tourism products. The one hour of airtime, excluding commercials and news breaks provided 37 minutes promoting Ontario vacation opportunities in this emerging long-haul market. Pre and post web site promotions were also developed by the station to stimulate visitor interest.

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TOURISM CONSUMER INFORMATION SYSTEM

The new Tourism Consumer Information System, TCIS, was launched in Ottawa on October 18, 2002. A video excerpt of Minister Klees launching the new site can be viewed on www.tourismpartners.com.

Approximately 900 Ontario tourism businesses have registered on the partners' site and the number is growing everyday! Tourism suppliers should be sure to participate in this leading edge initiative. Members of the tourism industry are encouraged to visit the partners' web site at www.tourismpartners.com and browse the new consumer web site at www.ontariotravel.net.

Special Winter Promotion - The tourism industry can also purchase banner ads for increased exposure on the consumer site. These are currently being offered at a 50% reduction for the winter months.

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NUTCRACKER NEIGHBOURHOOD TO BE LAUNCHED THIS MONTH!

A new tourism partnership between the OTMPC and the Nutcracker Neighbourhood Alliance. This new product initiative includes the St. Lawrence B.I.A., The National Ballet of Canada, the Toronto German Christmas Market, Tourism Toronto and several suppliers in the St. Lawrence Market neighbourhood. It will be launched on November 28, 2002. The new alliance has been developed under the direction of the OTMPC's City Committee. It aims to increase visitation to the St. Lawrence Neighbourhood catchment area from the domestic and near-border U.S. markets. The tourism partnership has developed a brochure and has committed to marketing the program for the next three years.

CONTACT

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ARTS IN THE WILD CALL FOR NEW MEMBERS

The OTMPC's Arts in the Wild, a product alliance of some 23 arts organizations and tourism operators is looking for new members. This year the National Gallery of Canada and the McMichael Canadian Art Collection joined the alliance. 65,000 copies of the Arts in the Wild brochure were distributed throughout Ontario this year and paid advertising reached more than 2 million readers. Please contact the group for more information on how to get involved in this exiting new product alliance or visit the web site at www.artsinthewild.com

CONTACT

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CEO/BOARD/ COMMITTEE NEWS

The next board meeting will be held at the Millcroft Inn on November 13 and 14th. December's *Marketing Update* will provide more information.

CONTACT

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EVENT MARKETING - FREE EVENT LISTING WITH OTMPC

Time to start thinking Spring. Please make sure that your Spring events 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 received confirmation, 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	June - August	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 heightens your region's presence on the web site and in the publications.

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CHECK OUT SALES AND MARKETING OPPORTUNITIES WITH OTMPC!

Details about OTMPC partnership and advertising opportunities are online at www.tourismpartners.com. Partnership opportunities help your business grow - search by product type, price range and /or target market.

Make sure that you buy into the new 2003 Reference Guide before the deadline of December 15, 2002. The cost is \$150. This includes a special listing on our web site, www.ontariotravel.net, and publication in the directory listing Ontario tourism businesses. The Reference Guide will be distributed via 1-800-ONTARIO and at the Travel Information Centres.

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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 Ambas, Assistant Marketing Co-ordinator, Tel: 416-314-7377, Fax: 416-314-7574 or email: liz.ambas@mczcr.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.