

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

December 2003 Page 1/3

THE OFFICE OF THE PRESIDENT/CEO

This has been a challenging year for many parts of the tourism industry as we strive to return to our pre-September 11th levels. The Ontario Tourism Marketing Partnership Corporation (OTMPC) has established many strong partnerships with industry, and we look forward to building more in 2003. To ensure up-to-date communications with the industry we will be issuing *Marketing Update* on a monthly basis with additional research information. Two issues of *Consumer Response Update* are attached - we hope they will assist in your marketing plans. On behalf of the staff at the OTMPC, I would like to wish all of our partners and tourism operators a Happy Holiday Season and a prosperous New Year.

Sincerely,
Bill Kenny

ONTARIO CANADA *Tourism Partners*

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

CONTACT

Bill Kenny
Acting President and CEO
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Email:
bill.kenny@mczcr.gov.on.ca

MARKETING AND SALES

The winter program is now underway. The *Winter Events Guide* has been distributed to Travel Information Centres and is available through 1-800-ONTARIO and our consumer web site. A 32-page newspaper insert will drop on Saturday January 4, 2003 supported by a four-week, province-wide television campaign.

As we approach the busy Holiday Season, we would like to remind you that it is time to start planning for the spring and summer seasons. The OTMPC has developed some new sales opportunities to help drive customers to your businesses for this spring and summer. If you are interested in the following opportunities, please contact Brynda Browning. For more detailed information on the AAA Cooperative Magazine Program, please contact Sandra Rice.

<u>Deadline for Submission</u>	<u>Publication</u>	<u>Season</u>
Late January, 2003	<i>Summer Experience Guide</i>	SUMMER
Late January, 2003	AAA Magazine Cooperative	SPRING
Mid-February, 2003	Web Banner Renewals/Postings	SPRING/SUMMER

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

MORE INFORMATION

www.ontariotravel.net

CONTACT

[www.tourismpartners.com/
opportunities](http://www.tourismpartners.com/opportunities)

Sales opportunities contact:
Brynda Browning
Sales Support Manager
Tel: 1-888-365-4422
416-314-6314
Email:
otmp.sales@mczcr.gov.on.ca

Sandra Rice
U.S. Travel Trade/
Auto Clubs Director
Tel: 519-873-4487
Email:
Sandra.rice@mczcr.gov.on.ca

CEO BOARD AND COMMITTEE NEWS

The Nominations Committee of the OTMPC Board of Directors is **seeking new volunteers to sit on its industry-led working committees**. Volunteers contribute to the development of marketing strategies and work with staff on tactics and other partnership activities. Committee members also work with the most-up-to-date tourism research information and meet with other leaders in the tourism industry.

CONTACT

Vanine Yee
Corporate Secretary
Tel: 416-314-7107
Email:
vanine.yee@mczcr.gov.on.ca

CEO BOARD AND COMMITTEE NEWS

Nominations are being sought for three product committees: City, Touring and Outdoor. The Nominations Committee, chaired by Bruce Walker, appoints committee members from tourism businesses and organizations across Ontario. Terms run for a two-year period with possible extension of one to two years. Committees meet quarterly prior to the OTMPC Board Meetings. New member terms will begin in April/May 2003. Volunteers are reimbursed for their travel expenses. If you are interested, please send a letter of interest, resume and references to:

Chair, Nominations Committee, c/o The Ontario Tourism Marketing Partnership Corporation, 10th Floor, Hearst Block, 900 Bay Street, Toronto ON M7A 2E1. Or via e-mail: otmp.committees@mczcr.gov.on.ca

CONTACT

Vanine Yee
Corporate Secretary
Tel: 416-314-7107
Email:
vanine.yee@mczcr.gov.on.ca

More information available at:
www.tourismpartners.com/aboutotmp/committees

TRADE OPPORTUNITY

Just a reminder that you can still register for the AAA Travel Trade Marketing Program targeting more than 5 million AAA members in the border states. The marketplaces will be held in two series:

Series One

March 5 Chicago, IL
March 6 Detroit, MI

Series Two

March 10 Buffalo, NY
March 11 Syracuse, NY
March 12 Pittsburgh, PA
March 13 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 \$1900 to participate in all shows in Series 1 and 2. Motor Coach transportation will be provided at a minimum cost.

If you would like to participate, **you must register by January 31, 2003**. Please contact Sandra Rice, U.S. Travel Trade/Auto Clubs Director.

CONTACT

Sandra Rice
U.S. Travel Trade/
Auto Clubs Director
Tel: 519-873-4487
Email:
Sandra.rice@mczcr.gov.on.ca

TCIS WINS AWARD

The OTMPC has won the advertising industry's Lotus Award for Merit recognizing the new consumer web site as outstanding. Browse the web site at www.ontariotravel.net.

More than 1,300 Ontario tourism businesses have registered on the partners' site since October 18 and this number grows everyday! Registration for tourism suppliers is **FREE** so be sure to register your organization on the OTMPC partners' web site at www.tourismpartners.com.

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 per cent reduction for the winter months.

This special promotion will run until February 28, 2003.

CONTACT

Julia Holliday
Content Lead
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Julia.holliday@mczcr.gov.on.ca

Sales opportunities contact:
Brynda Browning
Sales Support Manager
Tel: 1-888-365-4422
416-314-6314
Email:
otmp.sales@mczcr.gov.on.ca

NEW PRODUCT ALLIANCES

Nutcracker Launched and Jazz to Come!

Frank Klees, Minister of Tourism and Recreation launched the OTMPC's new Nutcracker Neighbourhood Alliance at Toronto's St. Lawrence Market on November 28, 2002. Former prima ballerina Karen Kain and representatives from the St. Lawrence Market BIA, and local businesses assisted him. Approximately 200 tourism industry suppliers and media attended the event. This new alliance targets visitors from the domestic and near-border U.S. markets and was developed under the direction of the OTMPC's City Committee.

The new Toronto Jazz Live Product Alliance will be launched on January 8, 2003 at the 30th Annual International Jazz Educators' Conference. Approximately 7,000 people are expected to attend the conference from January 8 to 11, 2003.

CONTACT

Jim Valentine
OTMPC City Product Facilitator
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Email: jimv@inforamp.net
www.nutcrackerneighbourhood.com

CONTACT

Richard Innes
OTMPC City Product Facilitator
Tel: 905-274-0364
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richard.innes@sympatico.ca
www.torontojazzlive.com

EVENT MARKETING - FREE EVENT LISTING WITH THE OTMPC

Time to start thinking spring. Please make sure that your spring events and those in your community are available on www.ontariotravel.net.

Our seasonal event listings are completely **FREE**, and appear on both our consumer web site and in our quarterly printed events guides.

To have your event posted on the consumer web site, 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. This information will then appear on our consumer web 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>
March 01, 2003	June - August	SUMMER
June 01, 2003	September - November	FALL
September 01, 2003	December - February	WINTER
December 01, 2003	March - May	SPRING

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.

CONTACT

Nicole Leaper
Publications Coordinator
Tel: 416-314-7378
Email:
nicole.leaper@mczcr.gov.on.ca

Sandra Nunes
Web Content Coordinator
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Sandra.nunes@mczcr.gov.on.ca

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 Coordinator, 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.

CONSUMER RESPONSE UPDATE

October 2002, Issue N°8

HIGHLIGHTS

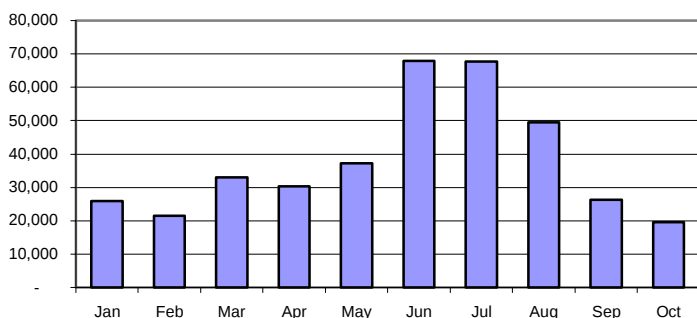
- Calls to 1-800-ONTARIO totalled nearly 20 thousand – an increase of 25% over October 2001!
- By the end of October, a 2% response rate – greater than the industry norm (1.5%) – was achieved by OTMPC's Fall Postcard Campaign.
- Versus October 2001, user sessions at the consumer and partners sites increased 64% and 30%, respectively.

CALL CENTRE

Call centre data reports activity on the 1-800-ONTARIO line and 1-888 lines. This activity covers all calls that enter the Interactive Voice Response (IVR) system, whether they are handled by an automated response or directed to an agent.

Growing year-over-year for the first time in five months, calls to 1-800-ONTARIO in October surged 25% over October 2001. Despite the month's growth, however, call volume year-to-date is 18% lower than that generated over the same period in 2001.

Monthly Call Volume Year-to-Date 2002



The majority (80%) of calls originated in Ontario – mostly Toronto (37%), London (4%), and Kitchener-Waterloo (3%) – where Fall Postcards and Inserts were dropped. Of all calls, 7% originated in the US Border States.

OTMPC'S FALL CAMPAIGN

Call Response to OTMPC's Fall Campaign; 2002 vs 2001

	2001	2002
Total Fall Postcard	6,261	5,121
English	6,261	4,173
French	n/a	948
Fall Franco Ontario Newspaper	6	0
Fall Toronto Sunday Sun Ad	n/a	84

Calls in response to OTMPC's Fall Postcard Campaign accounted for 13% of calls to the Call Centre in October.

By the end of October, a 2% response rate was generated by the 175 thousand English and 75 thousand French Fall Postcards in-market – 60% on September 19th and 40% September 25th.

In 2001, a 3% response rate was generated by the end of October from the 200 thousand Fall Postcards in-market on August 20th, 2001.

WEB SITE

OTMPC maintains two web sites – one that provides planning information for consumers and the other that communicates with the tourism industry and other partners. Activity is reported in terms of user sessions, as this indicator is the most accurate reflection of site usage based on the number of visitors.

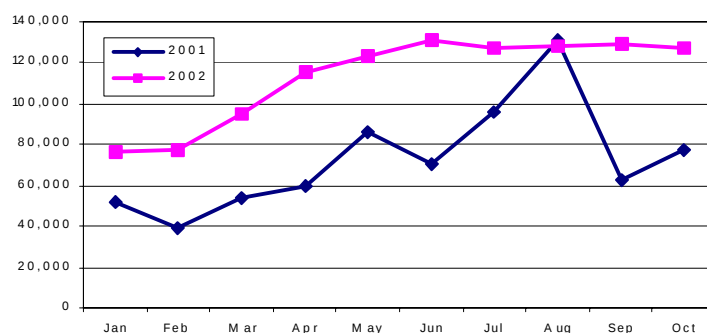
Consumer Site – www.ontariotravel.net

In October, user sessions increased 64% over October 2001 and 55% year-to-date versus the same period last year.

The official launch of the consumer and partners sites on October 18th likely aided in keeping October's user sessions at a level virtually unchanged from those in the summer months. It is also possible that OTMPC's Fall Insert, that directed consumers to the web site, helped lift user sessions.

The Fall Colour Report and the 2002 Fall Experience Guide were the two most popular downloads in October.

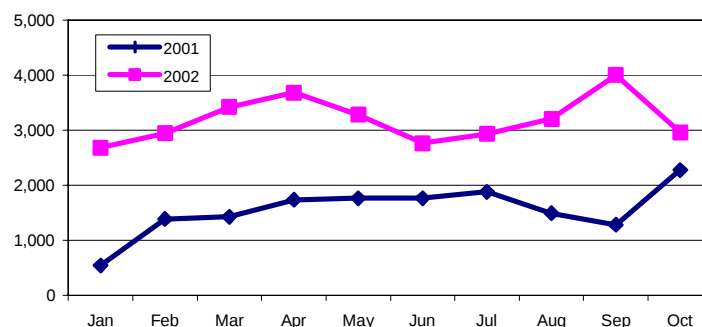
User Sessions at OntarioTravel.net; 2002 vs 2001



Partners Site – www.tourismpartners.com

In October, users sessions jumped 30% over October 2001 and 105% year-to-date over the same months last year.

2002 Monthly User Sessions at TourismPartners.com



CONSUMER RESPONSE UPDATE

November 2002, Issue N^o9



Ontario

Ontario Tourism
Marketing Partnership
Corporation

HIGHLIGHTS

- **Calls to the Call Centre were up 5% over November 2001.**
- **A response rate exceeding the industry norm was achieved by OTMPC's 2002 Fall Postcard Campaign, and more (17%) Fall Travel Kits were ordered this year than last.**
- **Call Centre agents received their largest volume of calls for the month on November 25 following the drop of OTMPC's Snowmobile Postcards.**

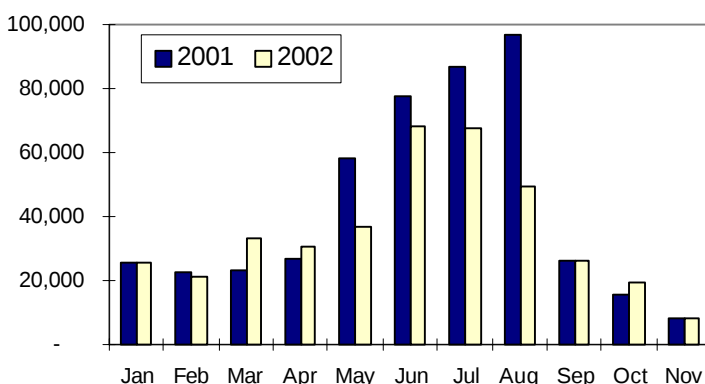
CALL CENTRE

Call centre data reports activity on the 1-800-ONTARIO line and 1-888 lines. This activity covers all calls that enter the Interactive Voice Response (IVR) system, whether they are handled by an automated response or directed to an agent.

Calls to the Call Centre were 5% greater in volume than in November 2001. Calls, year-to-date in November, were 17% below levels achieved during the same months in 2001. Notably, however, there was a particularly heavy volume of calls during the summer months in 2001 versus the same months in previous years.

The majority (78%) of calls to the Call Centre originated in Canada, 85% of which came from Ontario. The remainder (22%) originated in the US, with the majority (56%) coming from the Border States.

Call Volume Year-to-Date: 2002 versus 2001



OTMPC'S FALL CAMPAIGN

In November, calls continued to be received in response to OTMPC's domestic French and English Fall Postcards dropped in late September. Nearly 300 calls in November brought total call volume in response to the Fall Postcards to 5,600 – a 2.2% response rate exceeding the industry norm (1.5%).

By the end of November, nearly 6,700 Fall Travel Kits had been ordered by consumers in Canada (89%), the US (9%), and overseas (2%), representing a 17% increase over the same period last year. Additionally, almost 3,500 Fall Experience Guides and over 2,900 Fall Events Guides were ordered by consumers by the end of November 2002.

OTMPC'S SNOWMOBILE CAMPAIGN

Following the staggered drop of OTMPC's Snowmobile Postcards in Ontario's near US markets in the third week in November, agents at the Call Centre received their largest volume of calls for the month on November 25th – the day postcards were expected in the hands of consumers. Calls and fulfillment orders that week, on average, were greater in volume than during the previous two.

In November, nearly 250 Snowmobile Kits and over 700 additional Snow Country Ontario Guides were requested by consumers. A later campaign in 2001 in December also generated nearly 250 kits within the first month.

TOGETHER IN TORONTO

Consisting of radio, newspaper banner ads, direct mail, and a web site, the Together in Toronto program, formerly known as the Toronto Mix 'n' Match program, was in-market mid-November.

Achieving, to this point, similar results as last year's program – which also began in November – Together in Toronto has thus far generated over 1,500 bookings, 2,700 room nights, and \$350 thousand in hotel room rate and ticket revenues.

TRAVEL INFORMATION CENTRES

There are 18 Travel Information Centres (TICs) across Ontario, all but two – Eaton Centre and Barrie – are located near borders with the US, Manitoba, and Quebec. Eleven of the larger volume Centres operate through the winter. Activity at the TICs is measured in terms of enquiries and visitors.

In September, enquiries at and visits to Ontario's TICs declined 2% and 6%, respectively, over September 2001.

Enquiries at the Eaton Centre and Sault Ste. Marie TICs – Ontario's most attended – increased 4% and 1%, respectively, over September 2001. While visitation to Ontario's Sault Ste. Marie TIC increased 6% over the same month last year, it dropped 17% over September 2001 at the Eaton Centre TIC.

For the period not affected by the Ontario Public Sector labour dispute - June to September 2002 – visitation to and enquiries at TICs are down 12% and 9%, respectively, versus the same period last year.

Brooke Bateman, 416-314-7551
Source: EDS, TraveLinux, IDO, Tourism Toronto

ONTARIO
More to Discover

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Please Note: Web data is not available at this time.