

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✦ Events ✦ Business Opportunities

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OFFICE OF THE PRESIDENT/CEO

We have had a busy, and what appears to be a very positive start to the new year. Our new fully integrated winter campaign is underway and we are hearing that it is generating great results for many tourism partners. The weather has been cooperating in many areas of the province producing good snow conditions for winter activities.

The OTMPC's restructuring plan has been approved by the board and will be implemented in the spring. The plan organizes the OTMPC in three major divisions, Corporate Services, Marketing, and Partnership Development and Sales.

William Allen Appointed Deputy Minister of Tourism and Recreation January 21, 2003. Mr. Allen most recently served as the Deputy Minister of Citizenship, Deputy Minister Responsible for Seniors and Deputy Minister Responsible for Women's Issues. He was formerly the Deputy Minister of Citizenship, Culture and Recreation.

ONTARIO CANADA *Tourism Partners*

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

CONTACT

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WINTER CAMPAIGN FOR 2003

The winter insert was distributed on January 4 in 19 daily newspapers across Ontario, reaching approximately 1.2 million households. The new 32-page, full-colour advertorial piece highlights Ontario winter getaway experiences. It showcases Resorts, Spas, Country Inns, Outdoor Adventures & Experiences, Urban Activities, Winter Events and Festivals. This brochure was developed in partnership with 46 advertising partners from Ontario's tourism industry.

Ontario's winter campaign also consists of four-week television advertising, which started the week of January 6 running to February 1. The new 1:30 second spot has 150 GRPs per week. It is branded with the Ontario logo and features a strong call-to-action to 1-800-ONTARIO. 40,000 copies of the insert were also distributed January 15 and 16 at Union Station in Toronto. New for 2003 is a dedicated Internet site offering prizes and direct links to partner web sites as well as to www.ontariotravel.net

Together in Toronto Update

The "Together in Toronto" winter program in partnership with Tourism Toronto, 26 hotels, Visa Canada, Via Rail, the City of Toronto and approximately 15 other industry partners (attractions, restaurants and entertainment companies) is running until March 2003. The program consists of radio, direct mail, on-line promotions, newspaper ads and a fulfillment piece. As of January 17, the program had sold 2,300 packages, booking 4,000 room nights.

CONTACT

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TCIS UPDATE

More than 1,800 Ontario tourism businesses have registered on the partners' site since the Tourism Consumer Information System (TCIS) launch on October 18 and the number continues to grow everyday! Tourism suppliers should be sure to participate in this new 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. 12,000 travellers have registered on the consumer site of which 7,000 have given the OTMPC permission to send them additional travel information.

2003 Attractions Ontario Passport

Attractions Ontario in partnership with the OTMPC will be producing and distributing a 56-page, full-colour advertorial focusing on the wide variety of attractions that Ontario has to offer. 1.5 million copies will be distributed in 14 Ontario and four U.S. border markets in May. The piece will also be distributed through **1-800-ONTARIO**, the Travel Information Centres, regional travel centres, hotels and other tourism sites. For booking, please contact Pam Versteeg at Attractions Ontario. **Booking deadline is February 7, 2003.**

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TORONTO JAZZ LIVE LAUNCHED

The OTMPC launched **Toronto Jazz Live**, a new product alliance on January 8, 2003 with the assistance of Ted O'Reilly, voice of Jazz in Toronto for 35 years and Joan Culliton, Chair of the OTMPC's City Committee. More than 150 people attended the launch. The event was held in conjunction with the International Association of Jazz Education Conference, which attracted more than 7,000 delegates to Toronto. Industry partners for the new product alliance included Top of the Senator, Montreal Bistro, The Rex, Rhodes, The Reservoir Lounge, Via Rail, Tourism Toronto, six jazz festivals and various hotels. Overnight packages start at \$249 and are available until March 31, 2003.

Toronto Jazz Live will attempt to use the performance of live jazz music in Toronto as the anchor to attract and deliver a new and additional Toronto experience to the visitor market. It is being promoted in the domestic, near-border and long haul U.S. and international markets. For more information please visit www.torontojazzlive.com

CONTACT

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IPPP DEADLINE FOR APPLICATIONS

Industry Partnership Proposal Program (IPPP) Deadline for Applications

The OTMPC encourages the development of new co-operative marketing opportunities to promote Ontario as a four-season destination, extend visitor length of stay, and generate increased tourism revenues. The Industry Partnership Proposal Program (IPPP) is a marketing initiative developed to support and extend the marketing efforts of the OTMPC in domestic markets. Application deadline for summer and fall initiatives is January 31, 2003. Please contact Narvin Singh, Partnership Coordinator for more information.

CONTACT

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OTMPC PRODUCT ALLIANCES

Call for New Members

The OTMPC's **Arts in the Wild**, a product alliance of 23 arts organizations and tourism operators is looking for new members. The National Gallery of Canada and the McMichael Canadian Art Collection recently joined the alliance. In 2002 paid advertising for the program reached more than 2 million readers. For more information on how to get involved in this exiting new product alliance please visit www.artsinthewild.com

Paddling Ontario, developed in 2000, is an alliance of 23 Ontario based outfitters and tourism operators. It promotes new water adventures with exciting day, weekend and weeklong trips throughout Ontario. Partners promote kayaking, canoeing, adventure and outdoor outfitting. Recent members include the Canadian Canoe Museum, Horizon Adventures, Goldseekers Outfitting and Nova Craft Canoe. For more information on becoming a member of Paddling Ontario, please contact Scott Card and visit www.PaddlingOntario.com

Muskie Ontario, initiated in 2001, is an alliance of 20 lodges and resorts promoting the quality catch and release muskie fishing in three regions of Ontario including the Kawarthas, Georgian Bay/Nipissing and Northwestern Ontario. Members offer fishing packages with accommodation, American Plan or housekeeping cottages and guides (if requested). For more information on becoming a member of Muskie Ontario, please contact Gerry Cariou or visit www.muskieontario.com

If you have any additional questions regarding these Outdoor Product Alliances, please contact Steve Bruno, the OTMPC's Outdoor Product Facilitator at 519 622-6469 or via e-mail at sbruno@golden.net

The **Journeys of Discovery** product alliance is developing a marketing plan for 2003 and will launch later this year. This touring alliance has been a year in the making and includes 11 heritage sites. The objective is to create a multi-supplier heritage learning getaways for the independent traveller. For more information on the product and supplier criteria, please visit: www.journeysofdiscovery.ca or contact Marie Cheesman.

CONTACT

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CONTACT

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CONTACT

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MC & IT

Meetings Convention and Incentive Travel (MC & IT)

The OTMPC is continuing to develop the Meetings, Convention and Incentive Travel market (MC&IT) with industry partners from London, Muskoka, Niagara Falls, Ottawa, Sault Ste. Marie, Sudbury, Thunder Bay, Toronto, Windsor and Resorts Ontario. For more information on the new program and the MC&IT market please visit www.meetinontario.com or contact Patti Nichol, Product Facilitator.

CONTACT

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CEO/BOARD/COMMITTEE NEWS

The next board meeting will be held in Toronto at the Royal Ontario Museum on Bloor Street West on February 12 and 13.

EVENT MARKETING

FREE Event Listing with OTMPC

Time to start thinking summer. Please make sure that your **summer 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. Just a reminder that 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 summer event published in the OTMPC Summer Events Guide, you must submit your information by March 1, 2003. Summer Events includes events between the dates of June 1 and August 31. In summary:

<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

A reminder to DMOs and VCBs that events listings will increase your region's presence on the web site and in the publications.

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SALES AND MARKETING

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 or target market.

We would like to remind you of upcoming deadlines for spring and summer partnership opportunities with the OTMPC:

January 31, 2003	2003 Summer Experience Guide
February 7, 2003	2003 AAA Spring Series - Magazine Cooperative
February 7, 2003	2003 Spring/Summer Web Banner Renewals/New Postings
February 14, 2003	<u>French Opportunity</u> - Venez Chez Nous (Summer Experience Guide in French)

Special Winter Promotion - The tourism industry can still purchase banner ads for increased exposure on the consumer site until **February 28, 2003** at a 50% reduction.

CONTACT

www.tourismpartners.com/opportunities

Sales opportunities contact:
Brynda Browning
Sales Support Manager
Tel: 1-888-365-4422
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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 Brynda Browning, Sales Support Manager, Tel: (416) 314-6314, fax: (416) 314-6976 or email: brynda.browning@mczcr.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.

CONSUMER RESPONSE UPDATE

December 2002: Issue N^o10

IN THIS ISSUE...

- Visits to the B2C and B2B sites in 2002 increased 59% and 91%, respectively, over 2001!
- As of December 31, the Snowmobile Campaign drove 5,000 registrations to OntarioTravel.net.
- Calls to the Call Centre in 2002 dropped 17% over 2001 as consumers are using the web site far more for travel planning.

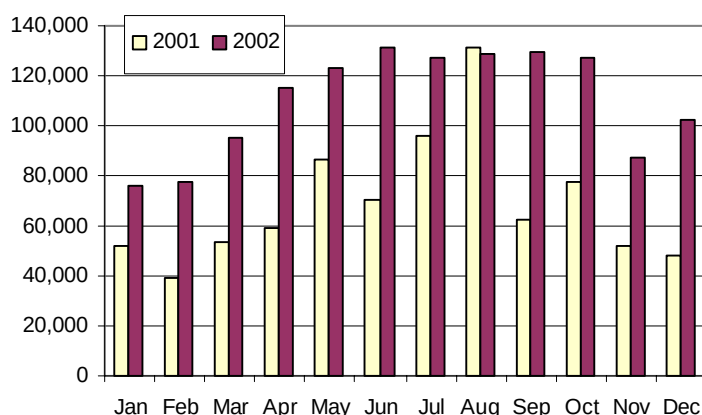
WEB SITES

OTMPC has four web sites – an information portal for consumers (B2C site) in English and in French and a portal to communicate with the tourism industry and partners (B2B site) in English and in French.

B2C Site – www.OntarioTravel.net

- Nearly 103,000 user sessions were made to the B2C site in December, up 114% over December 2001. Representing the largest year-over-year increase in 2002, December user sessions averaged over 3,300 per day.
- Over 1.3 million user sessions in 2002 boosted user sessions 59% over those in 2001. User sessions averaged over 3,600 per day in 2002.

Growth in Visits to OntarioTravel.net: 2002 over 2001



Banner Advertising

- In December, close to 100 banner ads were purchased on the B2C site by partners following

the launch campaign. Via Rail Canada and Blue Mountain ads were clicked on most by consumers.

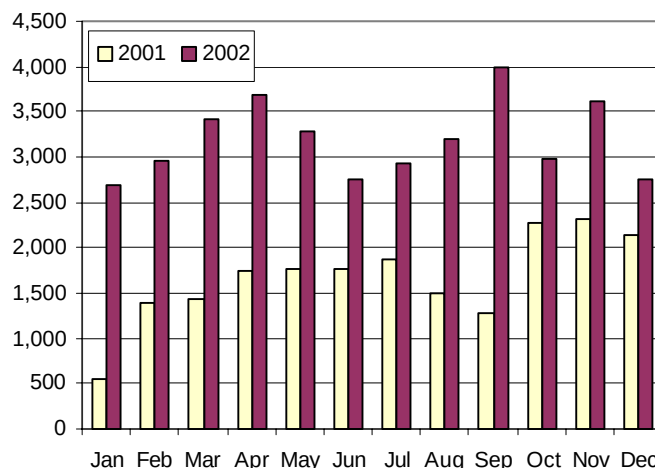
Registered Consumers

- As of December 31, approximately 12,000 consumers had registered with the B2C site. Nearly 7,000 had opted for further e-mail contact to receive marketing material.

B2B Site – www.TourismPartners.com

- Almost 3,000 user sessions were made in December to the B2B site, an increase of 29% over December 2001. User sessions to the site in December averaged 89 per day and were approximately 25 minutes in length. In December, the Tourism Event Marketing Partnership Program (TEMP) Application Form was the most downloaded file.
- User sessions in 2002 averaged 115 per day and grew to over 38,000 - a 91% increase over 2001.

Growth in Visits to TourismPartners.com: 2002 over 2001



Registered Partners

- As of December 31, approximately 1,700 partners had registered with the B2B site.

MARKETING CAMPAIGNS

Current Campaigns

2002-03 Snowmobile Campaign

- In mid-November, OTMPC distributed 125,000 direct mail Snowmobile Postcards in its near US markets, which featured a contest to drive online registrations to OntarioTravel.net through a MicroSite.
- The Contest MicroSite featured on the Postcard was the most popular page on the B2C site, after the home page, in November and December.
- As of December 31, 5,000 consumers had registered for the contest and over 7,000 had visited the site – 10% more than last year. 60% of the contestants were American and 40% were Canadian.
- In November and December, the B2C site's most downloaded file was OTMPC's 2002-2003 Snow Country Ontario Guide.

Upcoming Campaigns

Consumer Launch Test

- OTMPC is planning to test its online consumer campaign in the Ontario and US markets in February 2003. The test consists of e-mail to targeted consumers via purchased e-mail lists from outside suppliers and banner ads. It will also include a sitelet, contest, and online promotions. All knowledge gained from the test will be used in OTMPC's domestic Spring Campaign.

CALL CENTRE

Call Centre data reports activity on the 1-800-ONTARIO 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 in December dropped slightly (-1%) over December 2001. Call volume in the fourth quarter of 2002, while at a level 12% greater than that in the fourth quarter of 2001, was 8% below that of the fourth quarter in 2000.
- Weak second and third quarter performance in 2002 left calls for the year slightly below 400,000 and 17% lower than in the 2001 year. The drop in

OTMPC's call volume is not unique – a similar trend is being observed across North America as consumers continue to shift their preference and usage of the phone to the web.

- Of calls in December, 82% originated in Canada.

FULFILLMENT CENTRE

The Call Centre and B2C site take requests for literature and fulfillment kits and report the distribution to OTMPC.

- In December, over 9,000 pieces of literature were distributed to consumers. Of this amount, 55% were requested by Canadians and 40% by Americans.
- Throughout 2002, well over 200,000 fulfillment kits and pieces were ordered by consumers. OTMPC's Ontario Road Map, Summer Postcard Kit, and 2002 Ontario Reference Guide were most popular among requests by Canadians and Americans.

TCIS SERVICE LEVELS

As per OTMPC's contract with EDS, OTMPC requires TCIS service levels to be at, or exceed, predetermined levels.

Call Abandonment

Service Level Criteria: Average monthly abandonment rate of less than 5%.

- From May to December 2002, abandoned calls averaged 4%.

Average Speed to Answer

Service Level Criteria: Of the calls answered by EDS, at least 80% are to be answered within 30 seconds.

- On average between May and December 2002, calls were answered in 12 seconds!

TCIS System Availability

Service Level Criteria: Less than three hours of down time per month.

- Between May and December 2002, down time averaged less than one hour per month.

