

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

February 2003 Page 1/3

OFFICE OF THE PRESIDENT & CEO

Premier Eves appointed the Honourable Brian Coburn as Minister of Tourism and Recreation on February 25, 2003. Minister Coburn was the Associate Minister for Rural Affairs prior to his appointment as Tourism and Recreation Minister. He also served as the Mayor of Cumberland from 1989 to 1999. He has been involved in municipal politics for 18 years. For more information visit www.gov.on.ca

In April, OTMPC will take over responsibility for marketing Northern Ontario from the current interim office. We are still working through the transition plan to ensure a smooth transfer of responsibilities. We look forward to promoting the north as a four-season, year-round vacation destination and strengthening tourism in northern communities.

Please note there will be a new section in *Marketing Update* called Partner News. I would like to encourage you to provide new information that you would like shared with the tourism industry to Tom Boyd.

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
Tel: 416-314-7550
Email:
bill.kenny@mczcr.gov.on.ca

CONTACT

Tom Boyd
Corporate Communications
Tel: 416-212-0757
Email:
tom.boyd@mczcr.gov.on.ca

CONTACT

Narvin Singh
Partnership Coordinator
Tel: 416-325-2761
Email:
narvin.singh@mczcr.gov.on.ca

CONTACT

www.tourismpartners.com

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

NEW NORTHERN TOURISM MARKETING INITIATIVE

On January 31, 2003, former Tourism and Recreation Minister Frank Klees, and Northern Development and Mines Minister Jim Wilson announced a new marketing model that will integrate northern tourism marketing with the OTMPC. The new model was developed following extensive industry consultation held in late 2002. For the period of April 1, 2003 to March 31, 2004, the government will invest \$5 million in tourism marketing activities and up to \$600,000 in the six Northern Ontario Travel Associations to support their key role in developing grassroot partnerships. The new model will also include the creation of a permanent OTMPC Northern Marketing Committee, with broad representation from the northern tourism industry, creation of a northern office, in Sault Ste. Marie and northern representation on the OTMPC Board of Directors with three positions. For more information visit: www.tourism.gov.on.ca; www.mndm.gov.on.ca

MARKETING OPPORTUNITIES TO REACH POTENTIAL TRAVELLERS

Promote your summer vacation product to more than 175,000 consumers daily in partnership with the OTMPC, as we execute **Union Station Domination** in Toronto throughout May. The OTMPC will literally take over the GO Transit concourse level of Union Station and brand the location with floor graphics, wall posters, banners, and escalator wall panels, showcasing the *More to discover* theme promoting Ontario vaca-

MARKETING OPPORTUNITIES TO REACH POTENTIAL TRAVELLERS

tion opportunities. The OTMPC and its partners will have a presence on-site and will be distributing travel information to the lucrative Toronto area commuters on selected days.

Union Station Domination should be highly successful given the results of the trial campaign in 2002 when a total of 73,385 pieces of collateral were distributed over two days. We also had the greatest number of callers to the 1-800 number (1,200) and the greatest number of user sessions recorded on the OTMPC web site (5,200) in a single day following the promotion.

If you would like to partner with OTMPC, book your space with us early and get your brochures ready as participation is limited. It is recommended that you have approximately 30,000 brochures for distribution.

2003 Spring and Summer Banner renewals and new postings on the web are still available - This is a great opportunity to reach a worldwide audience with an average of 100,000 users per month.

CONTACT

www.tourismpartners.com

Sales opportunities contact:

Brynda Browning

Direct Sales Assistant

Tel: 1-888-365-4422

416-314-6314

Email:

otmp.sales@mczcr.gov.on.ca

NEW 2003-2004 MARKETING PLAN NOW AVAILABLE

Outlook, OTMPC's new 2003-2004 marketing plan has just been published. The new plan provides an overview of today's economy and tourism travel trends, highlights of all OTMPC programs, a market overview outlining the major goals and strategic marketing priorities in the Domestic, U.S. and Overseas markets. The document also explains the Product Development strategies and tactics in the outdoor, city, and touring segments. *Outlook* is being distributed to all tourism operators who attended the Partnership Forums in the fall of 2002. It will also be posted on the partners' web site at www.tourismpartners.com in early March. If you would like a copy, please contact Lisa Rennie.

CONTACT

Lisa Rennie

Administrative Assistant

Tel: 416-325-9823

Email:

lisa.rennie@mczcr.gov.on.ca

TMAC ANNUAL GENERAL MEETING

On February 10, 2003, OTMPC sponsored the closing night gala dinner for the Travel Media Association of Canada (TMAC) AGM in Niagara-on-the-Lake. Other partners included Vintage Inns as well as a dozen Niagara wineries. Minister Frank Klees was the keynote speaker, highlighting the new partner web site and its use as a research tool for the travel media. OTMPC attended the TMAC marketplace on February 9, promoting vacation opportunities. More than 240 media and industry attended this three-day event. OTMPC is planning another event with the Ontario chapter of TMAC in June.

CONTACT

Rey Stephen

Media Relations Assistant

Tel: 416-314-7330

Email:

rey.stephen@mczcr.gov.on.ca

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. 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 the 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.

CONTACT

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

Sandra Nunes
Web Content Coordinator
Tel: 416-314-7367
Email:
sandra.nunes@mczcr.gov.on.ca

PARTNER NEWS

The Tourism Committee of the Economic Developers Council of Ontario (EDCO) encourages all Destination Marketing Organizations (DMOs) to attend the upcoming seminar, *Tourism, the Economic Development Approach*, on the importance of tourism as an economic engine, being held on Tuesday, March 25 from 11:30 a.m. - 2:30 p.m. at the Casino Rama Hotel in Orillia during the Annual Tourism Federation of Ontario (TFO) Forum. For more information, please contact Patti Watson EDCO Tourism Committee Chair. For TFO event details visit www.ontarioaccommodation.com

CONTACT

Patti Watson
Director of Tourism,
Durham Region
Tel: 905-723-0023
Email: patti.watson@region.durham.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. If you are currently receiving this information by fax and would prefer e-mail, or if you would like other changes to your contact information, please contact Brynda Browning, Direct Sales Assistant, tel: (416) 314-6314, fax: (416) 314-6976 or email: brynda.browning@mczcr.gov.on.ca

CONSUMER RESPONSE UPDATE

January 2003: Issue N^o11

HIGHLIGHTS

■ 2003 began positively! January consumer response at OTMPC's Web sites and Fulfillment Centre increased over January 2002 as follows:

Consumer Response: Jan 2003 vs. Jan 2002

	Jan 2002	Jan 2003	Change
User Sessions: ontariotravel.net	75,974	123,545	+63%
User Sessions : tourismpartners.com	2,684	3,238	+21%
Kits: Fulfillment Centre	2,869	3,242	+13%
Calls: Call Centre	25,848	18,484	-29%

■ While calls to the Call Centre dropped 29% over January 2002, the drop is not unique to OTMPC. A similar trend is being observed across North America as consumers continue to shift their preference and usage of the phone to the Web.

FULFILLMENT CENTRE

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

■ With the same amount of fulfillment kits available this January as last, requests were well above January 2002 levels. In January, 13% more kits were ordered by consumers than in January 2002.

■ With nearly 20,000 publications in total ordered by consumers in January alone, the majority (67%) was requested by Canadians. U.S. and overseas residents requested 26% and 7%, respectively.

■ Publications downloaded via ontariotravel.net were extra to those ordered through the Fulfillment Centre. In January, with 20 posted on the Web, more than 14,800 publications were downloaded.

WEB SITES

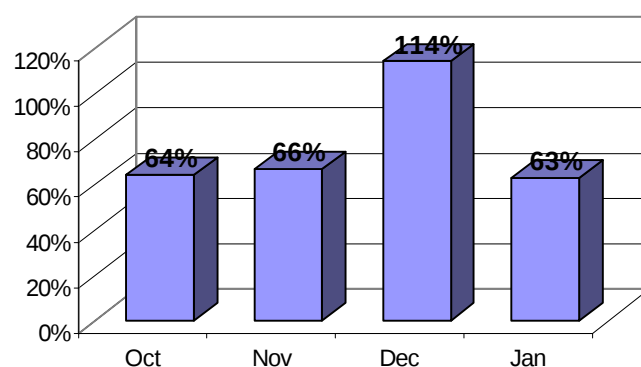
OTMPC has four web sites – an information portal for consumers (B2C site) in English and in French and a portal to communicate with the tourism industry and partners (B2B site) in English and in French.

B2C Site – www.ontariotravel.net

■ In January, user sessions at ontariotravel.net totalled nearly 124,000 – growth of 63% over January 2002. User sessions averaged nearly 4,000 per day.

■ Since the official launch of ontariotravel.net in October 2002, user sessions have increased as follows:

Growth in User Sessions at ontariotravel.net: Oct 2002 - Jan 2003 versus Previous Year

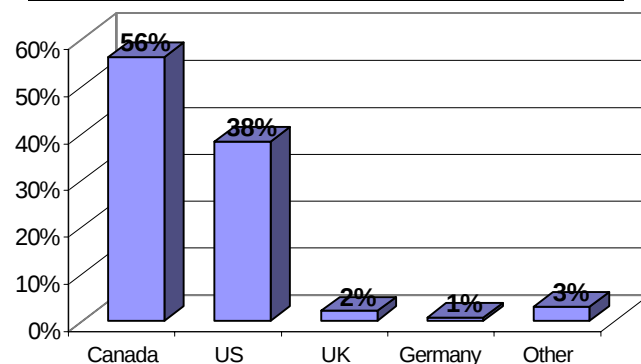


Registered Consumers

■ To date, more than 14,500 consumers have registered with ontariotravel.net.

■ Of registered consumers, 98% are English and 2% are French. Nearly 9,000 (62%) registered consumers opted to receive e-mails from OTMPC. The majority (62%) of registered consumers are male, and as follows, approximately half (56%) are Canadian.

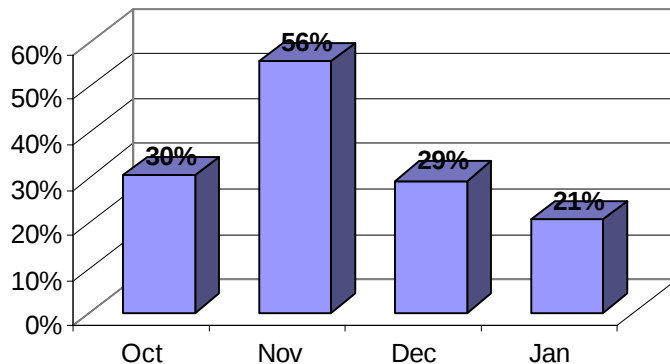
Origin of Registered Consumers: Jan 2003



B2B Site – www.tourismpartners.com

- In January, user sessions at tourismpartners.com grew 21% over January 2002. User sessions averaged more than 100 per day.
- Since the official launch of tourismpartners.com in October 2002, user sessions have increased as follows:

User Sessions at tourismpartners.com: Oct 2002 - Jan 2003 versus Previous Year



Registered Partners

- To date, more than 2,000 partners have registered with tourismpartners.com.
- Of registered partners, nearly all (99%) are English; 1% is French.

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 January totalled nearly 18,500 – a drop of 29% over January 2002.
- Of calls in January, 82% originated in Canada, of which the majority (88%) came from Ontario. 18% of calls were from the U.S., of which the majority (61%) originated in Ontario's seven U.S. Border States.

MARKETING CAMPAIGNS

2002-03 Snowmobile Campaign

- As of January 31, the Snowmobile Campaign drove more than 6,800 registrations to ontariotravel.net through the Contest MicroSite.
- Perhaps because of a strong U.S. focus within the campaign, approximately half of all registrations were made by Americans (54%). 46% of registrations were made by Canadians.

- According to registered users, most registrations were generated by online and magazine ads – 22% and 20%, respectively.

- Versus last year, this year's Snowmobile Campaign involved greater activity, a larger investment, and was in-market earlier. Perhaps as a result, consumers ordered more than twice as many Snowmobile Kits by the end of January as were ordered during the same period last year. On top of Kits - which each contained a Snow Country Ontario Guide – more than 2,500 Snow Country Ontario Guides were ordered by consumers.

- In addition, the online Snow Country Ontario Guide was downloaded over 11,100 times between November and January on ontariotravel.net.

2002-03 Winter Campaign

- January user sessions at ontariotravel.net peaked on the 8th, the day that saw the drop of OTMPC's Winter Getaway Guides in Oshawa, Whitby, and Clarington newspapers, and followed the weekend drop of Guides in 17 additional Ontario newspapers.

- In January, the online Winter Getaway Guide was the most downloaded file from ontariotravel.net. During the month, the Guide was downloaded more than 5,500 times.

- At the Call Centre in January, nearly 550 callers sourced their call to the Ontario Winter TV ads versus only 129 in January 2002.

- At the Fulfillment Centre, more than 1,000 Winter Getaway Kits were requested by Canadians (89%), Americans (10%), and overseas (1%) residents in January. In addition to the Kit, more than 700 Winter Getaway Guides were ordered in January.

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%.

- For January, abandoned calls averaged 3%.

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 in January, calls were answered in 11 seconds.

