

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

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OFFICE OF THE PRESIDENT & CEO

After months of uncertainty in the tourism sector, we are very encouraged by the high number of OTMP web site user sessions in June. Other positive news is noted in the *Consumer Response Update*, attached to the *July Marketing Update*. Our analysis indicates there is pent-up demand in the domestic market. We are anticipating that tourism operators will see this come to fruition in the latter half of the summer with increased visitation and spending. OTMPC has invested heavily in the domestic market this summer to generate as much business as possible to help with Ontario's tourism recovery.

Consumer research still indicates that generating U.S. visitation will be a challenge. However, we are encouraged by our current partnership campaigns in border states which are tactical with strong retail components. We will continue to monitor these very closely in terms of ROI.

The OTMPC has been undergoing a program evaluation for the past few months. This is part of the province's review of all programs and services. OTMPC was the first agency of the Ministry of Tourism and Recreation to undergo the review. Many staff, board members, committee members and operators have been interviewed as part of the process. Results of the review are expected in the fall.

I would like to welcome our three new board members from Northern Ontario, Edward Meijer, Donna Hanson and Virginia McKenzie. Our staff are looking forward to working with the new members.

ONTARIO

More to discover

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

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TOURISM RECOVERY UPDATE

On July 3, Minister Coburn announced a new Tourism Recovery initiative, the **Event Marketing and Development Fund**. This new \$5 million fund supports marketing campaigns that attempt to increase visitor spending by boosting attendance at events and festivals. The new program will be delivered by the OTMPC and the Tourism Recovery Office. Details and application forms for this new program and the **Marketing and Development Fund** are listed on www.tourismpartners.com. The OTMPC will continue to administer the **Tourism Event Marketing Partnership Program (TEMPP)** and the **Industry Partnership Proposal Program (IPPP)** designed to support regular marketing activities.

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CELEBRITY CAMPAIGN LAUNCHED!

Print and television ads featuring Canadian actors **Colin Mochrie** from "Who's Line Is It Anyway?" and **Leslie Nielsen** from "Naked Gun" and hockey legend **Wayne Gretzky** are now running in the domestic market as part of our "Time for a Little T.O." campaign. The ads are running in 18 markets throughout Ontario and in Montreal. The packages were developed by Tourism Toronto and include 60 hotels, 32 attractions and 30 restaurants. Response to the campaign has been very positive - Tourism Toronto's call centre received a 44% increase in inquiries within the first 24 hours of the campaign.

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U.K. AND GERMAN SALES MISSIONS

Diane Helinski led a travel trade sales mission to the U.K. and German markets with partners from Resorts Ontario, Tourism Toronto, Oh Canada eh, Niagara Helicopters, Niagara Falls VCB and Delta Hotels. The U.K. group met key clients in Dublin, Glasgow, Edinburgh and London June 15 to 20. Meetings were held with Thomas Cook, Globespan, Travel 4, Travel Pack, American Holidays, Travel 2/4 and Canadian Affair.

The German group met key accounts in Zurich, Dusseldorf, Hamburg and Frankfurt, June 23 to 27. Meetings were held with Sky Tour, Kuoni, TUI, FTI, Canusa, CRD, Meier's Weltreisen, Explorer Fernreisen and Dertour. While in Frankfurt and Hamburg, press lunches were also held with travel trade and consumer media.

Partners discussed Joint-Marketing Agreements with tour operators in both markets. Partners have been reporting some immediate increases in business following the mission.

CONTACT

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E-MARKETING SUCCESSES

As of July 15, consumer registrations to www.ontariotravel.net were 50,000, an increase of 6,000 in two weeks. OTMPC domestic advertising campaigns including on-line promotions have contributed to this growth. You can extend exposure for your business, through OTMPC's consumer web site by registering for a FREE listing at: www.tourismpartners.com

More and more consumers are choosing to order OTMPC publications on-line from www.ontariotravel.net.

The e-marketing campaigns are fully integrated with the seasonal and vertical advertising campaigns. For instance, the summer contest and micro-site were developed as on-line components to support the Summer Campaign. Approximately 5,350 entries in the summer contest were generated. 65 per cent of these have given OTMPC permission to communicate about other upcoming campaigns. This will help the OTMPC build its database and cross-market Ontario tourism product.

CONTACT

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OTMPC NORTH AMERICA MEDIA RELATIONS UPDATE

Media Staff have had some good media results during the months of June. Highlights of recent media coverage includes a Summer long Ontario feature in the *Toronto Star*, a feature story about the Haliburton Forest by Laszlo Buhasz in the *Globe and Mail*, June 7, a feature story about Niagara's wineries by Linda Kay in the *Montreal Gazette* on July 12, and a story about a Yonge Street road trip on CTV's Canada AM, July 15.

Total value of editorial coverage in the U.S. market pre-SARS was approximately \$8 million. Since SARS, staff worked closely with PR representatives on a variety of tactics to reassure visitors about visiting Ontario. One release reached the media just hours before the WHO travel advisory was lifted, generating positive media stories in several publications including the *Wall Street Journal*, *National Geographic Traveller*, *Frommers' Online*, the *Chicago Tribune* and the *New York Times*.

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NORTHERN MARKETING UPDATE

Northern Board Members Appointed!

On July 11, Minister Coburn announced that Edward Meijer, Donna Hanson and Virginia McKenzie were appointed as representatives from Northern Ontario to the OTMPC Board of Directors.

Edward Meijer is currently the Managing Director and joint owner of Valbay Hotel Limited, which is operating as the Valhalla Inn. He has held many other roles with the Valhalla Inn including President, Vice President, General Manager and Vice-President of Hotel Operations. Edward is a member of the Tourism Advisory Committee for the City of Thunder Bay, and the Policy Advisory Council for the Ministry of Tourism and Recreation.

Donna Hanson, is a long-time advocate and volunteer for the tourism industry in Northern Ontario. In addition to more than 20 years as a lodge operator, Donna's experience includes serving as a Director of the Northwest Ontario Tourism Association and Ontario's Sunset Country Travel Association.

Virginia McKenzie has vast experience in regional, national and international eco-tourism and economic development. She has been active in the industry for over 15 years and is the creator and owner/operator of the Temagami Anishnabi Tipi camp. Virginia is currently president of the Northern Ontario Native Tourist Association (NONTA).

Staff for the New Northern OTMPC Office Hired!

Recruitment for the new office in Sault Ste. Marie is now complete. Ted Day, Director of the Northern Marketing Office will soon be joined by Administrative Assistant Julie Larstone and Partnership Coordinators Claude Aumont and Jim Grayston. Julie comes from FedNor's International Trade and Tourism Division in Sault Ste. Marie. Claude has

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NORTHERN MARKETING UPDATE

been serving as the District Manager for the Ontario Federation of Snowmobile Clubs' Timiskaming and Abitibi Trail Association. Claude was a founding member of Destination Nord in Kapuskasing. Jim brings a wealth of marketing experience, having worked with the Ministry of Natural Resources, NOTO, and more recently as the V.P. of Product Development, Partnership and Sales for NTMC. The new northern office should be fully operational in about two weeks.

NEW Northern Partnership Campaign

The OTMPC also recently partnered with Fort William Historic Park and other tourism operators in the Thunder Bay region to distribute the *Advocate* newspaper insert. This targeted households in the Minneapolis-St. Paul area. Fort William's *Advocate* was distributed with the *Minneapolis Star Tribune*, reaching 744,900 households on June 29.

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PARTNERSHIP NEWS

Lynn Cox of Canoe Frontier Expeditions, a member of the OTMPC's Paddle Ontario Product Alliance has been informed that their Sea Kayak Winisk Polar Bear Tour was chosen by National Geographic Adventure as one of the 25 best international trips for 2004. *Paddler Magazine* will also carry a story about the tour this winter.

CONTACT

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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 emails or fax information contact Brynda Browning, Direct Sales Assistant (A) at 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

June 2003: Issue N^o16

HIGHLIGHTS

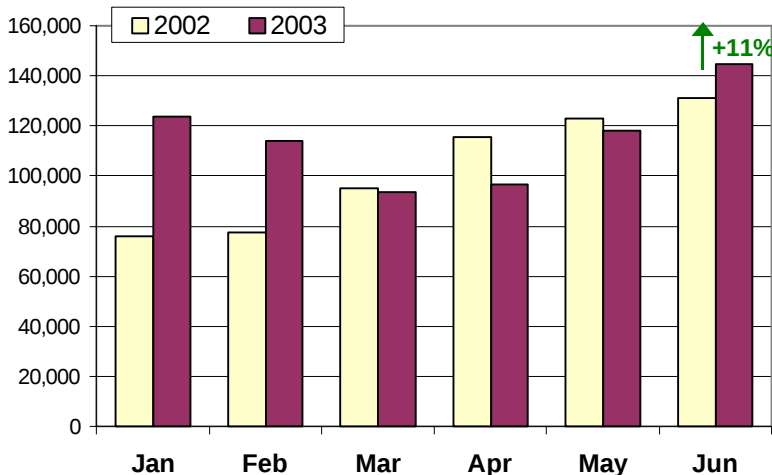
- User sessions at OntarioTravel.net reached an all-time high level in June, rising 11% over June 2002.
- To date, 49,500 consumers have registered with OntarioTravel.net! 31,200 have opted in!
- User sessions at TourismPartners.com grew 61% in June over June 2002.
- Consumer requests for fulfillment jumped 66% over June 2002!

WEB SITES

CONSUMER SITE – www.OntarioTravel.net

- June results at OTMPC's consumer Web site provide reason for cheer!
- Following 3 consecutive months of year-over-year drops in user sessions amid SARS and War, user sessions grew 11% in June over June 2002 to total 145,000. Even better, user sessions at the site have never before been this high!

**User Sessions Increase in June:
Jan - Jun, 2003 vs. Jan - Jun, 2002**



- It seems likely that the following factors got consumers thinking once again about travel in Ontario, motivating user sessions in June:
 - The weather became summer-like across Ontario after a long, cold winter.
 - OTMPC's Summer 'Signs' and 'Rush Hour' Television spots and full-page Summer Newspaper ads, primarily

directing consumers to OntarioTravel.net, ran domestically. Summer advertising last June primarily directed consumers to 1-800-ONTARIO.

- OTMPC's Angling, Adventure and Summer contests ran with OntarioTravel.net through the first 3 weeks of June.

▪ A high-profile 'Concert for Toronto', announced by the Ontario government and created to promote Toronto's tourism in the face of SARS, occurred on June 21.

- The last probable case of SARS in Toronto was detected and immediately isolated.

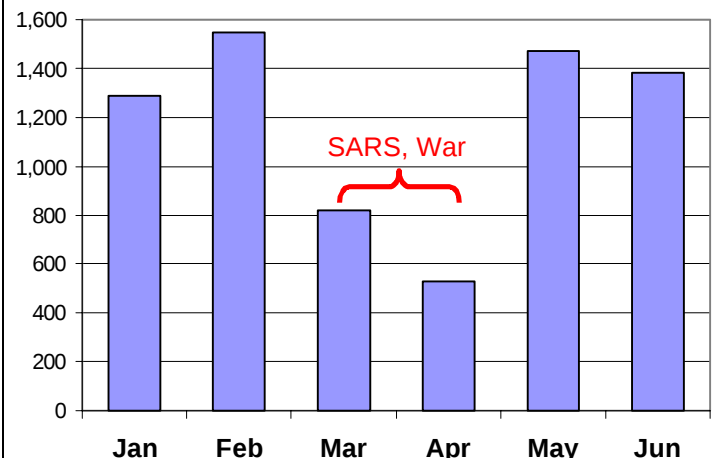
REGISTERED CONSUMERS

- From the 2002 site launch to July 2, 49,500 consumers across the world registered with OntarioTravel.net! Nearly a quarter of these registrations (22%) were generated in June.

- Most registrations, to date, are from Canadians (74%) and Americans (23%).

- American registrations, averaging 1,400 per month in January and February, dropped to average just half of that in March and April amid SARS, War and a weak U.S. economy. Since, American registrations have returned to average 1,400 per month in May and June.

**U.S. Registrations With OntarioTravel.net
January – June, 2003**



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- January to May, 5% of user sessions, on average, resulted in consumer registrations. 8% of user sessions in June resulted in registrations. The greater proportion of registrations in June was a likely result of OTMPC's Angling, Adventure and Summer Campaigns, which encouraged consumer registrations with the site through contests.

- Of consumers registered with OntarioTravel.net, 31,200 have opted to receive e-marketing material from OTMPC!

PARTNERS SITE –www.TourismPartners.com

- In June, user sessions at TourismPartners.com grew 61% over June 2002.

- The increase in user sessions is likely owed to OTMPC's June Partnership Forums and Minister Coburn's June 19 announcement launching a \$5 million Destination Marketing Partnership Fund, designed to help communities across Ontario revive their tourism industries and draw new visitors.

- User sessions, averaging 149 per day in June, more than doubled on June 19 with the Minister's announcement. Both the Partnership Forums and the Minister directed the industry to TourismPartners.com.

- The most downloaded files from TourismPartners.com in June were OTMPC's 2003 Marketing Plan (1,803 downloads) and the submission guidelines for the Destination Marketing Partnership Fund (1,563 downloads).

REGISTERED PARTNERS

- From the site launch to July 2, 3,000 partners registered with TourismPartners.com.

CALL CENTRE

- Calls to the Call Centre in June dropped 27% over June 2002 to total 49,300.

- The drop in calls has been occurring over the past few years as consumers are increasingly choosing the Web over the phone when seeking travel information.

- It also seems likely that the drop in call volume in June is tied to marketing. Last June, 600,000 Summer

postcards were delivered domestically listing 2 lines at 1-800-ONTARIO as the primary calls-to-action.

- Calls in response to the June 2002 Summer postcards were over 20,000. Calls this June were lower by almost exactly this much.

- OTMPC's 2003 Summer postcards dropped earlier than last year and primarily directed consumers to a contest site with Ontario Travel.net.

- In June, 88% of calls to 1-800-ONTARIO came from Canadians. 12% came from Americans.

FULFILLMENT CENTRE

- In June, consumer requests for fulfillment jumped 66% over June 2002.

- 73,100 pieces were requested by Canadians (88%), Americans (11%) and overseas residents (1%).

- Growth in fulfillment requests likely came from consumers' new ability, versus last June, to order fulfillment pieces online at OntarioTravel.net. Fulfillment ordered online in June totalled 25,100 pieces and comprised 34% of pieces distributed.

- As well, OTMPC's Summer Newspaper ads and TV spots running in June primarily directed consumers to the Web to order Summer guides.

Top Five Fulfillment Requests: June 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	11,400
2	Summer Experience Guide	10,522
3	Summer Events Guide	9,683
4	Ontario Reference Guide	8,375
5	Ontario Parks Guide	5,080

ONLINE PUBLICATIONS

- OTMPC's Summer Experience (16,919 downloads) and Events (11,918 downloads) Guides were the most downloaded publications from OntarioTravel.net in June.