

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✳ Events ✳ Business Opportunities

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OFFICE OF THE PRESIDENT & CEO

On Thursday October 23, 2003, the Honourable Jim Bradley, MPP for St. Catharines was appointed Minister of Tourism and Recreation. The OTMPC Board and Staff would like to congratulate Minister Bradley on his appointment and we look forward to working with him to promote tourism in Ontario. You can view Minister Bradley's official biography on the Ministry website, at www.tourism.gov.on.ca

We have posted our first *OTMPC Sales Calendar* on the partners website at www.tourismpartners.com. The new calendar provides a full range of marketing opportunities including buying advertising in publications, travel trade opportunities, co-operative ventures, and expanding your listing on the web. This will be a valuable tool in helping you plan your marketing budget and in reaching new markets.

A number of improvements to the search engine on our consumer site, www.ontario-travel.net, and on our partners site, www.tourismpartners.com, have recently been completed. I encourage you to log-in and check it out.

I have attached a copy of the September *Consumer Response Update*. September was the second highest month for registrations on the web and requests for fulfillment pieces such as brochures and guides jumped 55 % over September 2002.

ONTARIO

More to discover

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

CONTACT

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OTMPC'S WINTER AD CAMPAIGNS

OTMPC's new winter ad campaign will include 19 Ontario markets and Montreal with 1/2 page ads in daily newspapers, a 30-second television spot, interactive campaign including e-mail, microsite, contest and online advertising. The campaign will also include a *Winter Resort Escapades Guide* and a *Winter Events Guide*. The new program will begin in November.

Other winter partnership campaigns beginning in November include:

- ✳ **Niagara Falls** - showcasing attractions and the casino in the domestic and near border markets.
- ✳ **Fort Erie** - first partnership with Fort Erie highlighting duty free shopping, local attractions and the province's friendly nature in the near border states.
- ✳ **Southern Ontario Tourism Organization (SOTO)** - promoting *Shopping Secrets* distribution in *Toronto Life Magazine*, in the *Buffalo News* and in the *Detroit Free Press*
- ✳ **It's Time for a Little T.O.** - with 52 tourism suppliers including Toronto hotels, attractions, events and some retail shopping centres to promote a hard sell late fall and winter campaign

CONTACT

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ADVERTISING OPPORTUNITIES

Winter will be featured on the OTMPC web site, as a new microsite highlighting winter activities and interests. The new winter marketing campaign will drive consumers to the new site. Micro site buy-in opportunities are available until November 19, so please book early.

This is a reminder that the deadline is fast approaching for the *2004 Fishing Ontario Guide*. *Fish Ontario* is the main fulfillment guide for the new avid angling campaign. The deadline for full colour advertisements is November 7.

Looking ahead, the *Spring Experience Guide* for the first time will also include spring events. More comprehensive event listings will be available on-line. Please register your event at www.tourismpartners.com. The *Spring Experience Guide* will be supported by a spring advertising campaign targeting domestic and U.S. near border consumers. It will be distributed via the 1-800-ONTARIO, on-line and at the Travel Centres. Booking deadline is December 5, with materials to the agency by December 12.

If you are interested in receiving a hard copy of the new Sales Calendar, please contact Brynda Browning, Partnership Development and Sales Assistant.

This year all tourism businesses listed on the web site will also be listed FREE of charge in the *Resource Guide*. Make sure that you register before the November 24 deadline at www.tourismpartners.com

If you are already registered PLEASE VERIFY YOUR LISTING ON THE SITE www.tourismpartners.com before the November 24 deadline.

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ONTARIO IS REVAMPING ITS OUTDOOR MARKETING STRATEGY!

The OTMPC Outdoor Committee is re-evaluating our strategy for marketing Ontario's outdoor experiences. In September, the OTMPC Board approved a new framework for marketing Ontario's experiences. Part of the approach includes 3 components for Outdoors: "soft outdoors" (e.g. paddling, fishing, and snowmobiling). When complete, the new plan will be an integrated 4-season programme targeting outdoor enthusiasts and potential converts, with links between image and lure to customized tactics along with partnered opportunities to "close the sale". The plan will be developed jointly with the new OTMPC Northern Tourism Marketing Committee, with input from the North America Committee.

CONTACT

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OVERSEAS UPDATE

Asia-Pacific Market

OTMPC and Tourism Toronto hosted the Board of the Japanese Association of Travel Agents (JATA) in Toronto October 11 to 15. JATA is one of the most influential travel associations in Japan representing more than 1,000 travel agencies.

Following JATA's official visit to Ontario, Carol Maxwell, Advertising Director and Harvey Hamazaki, Travel Trade Manager attended Osaka, Korea and Kanata tradeshows. Harvey and Carol will be working on firming up seven joint marketing agreements with Asian tour operators.

UK & German Sales Mission 2004

The OTMPC is currently planning Sales Missions in the UK & Germany tentatively scheduled to take place the last 2 weeks in June 2004. OTMPC will target tour operators in England, Scotland, Germany and Switzerland. Each mission will last approximately 1 week and will cost \$5,000 including airfare, ground transportation, hotels and meals. OTMPC is encouraging the participation of Destination Marketing Organizations and Ontario suppliers that have export ready product for these markets. Deadline to receive this information is January 9th, 2004. If you are interested in participating, please forward an email to diane.helinski@mczcr.gov.on.ca and indicate if you are interested in the UK, Germany or both missions.

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NATIONAL TOUR ASSOCIATION UPDATE

The National Tour Association (NTA) is a member-based association with over 4,000 industry members across North America. It is considered to be one of the most influential associations to reach the U.S. Market. In November 2004, the OTMPC is partnering with the CTC and Tourism Toronto to host the NTA Convention in Toronto.

More than 100 Ontario tourism businesses have registered to attend the NTA Convention being held November 14 to 18 in Charlotte North Carolina. Ontario and its tourism partners will have an opportunity to establish new relationships and participate in educational seminars and other functions throughout the week. The purpose of the NTA Convention is to develop stronger partnerships with American Tour Operators to bringing new business into Ontario.

The final evening gala is being hosted by Ontario Tourism/CTC/Tourism Toronto. Over 1300 buyers and suppliers from across North America will attend the gala, which will showcase Toronto and Ontario encouraging delegates to come to Toronto in 2004.

CONTACT

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NORTH AMERICA MEDIA PROGRAM GETS LOCAL RECOGNITION

The Brockville Chamber of Commerce honoured Helen Lovekin, North /America Media Coordinator and Mark Stanton from the television series Divers Down. Helen and OTMPC publicist Susan Baumgartner worked for the last two years pitching Mark Stanton's program on filming the shipwrecks in the Brockville area. The OTMPC coordinated a media visit in July 2002, which resulted in two programs that will air this year to an audience of five million people in the states of Massachusetts, Vermont, New Hampshire and Maine. The media value of this activity is estimated to be worth \$500,000 U.S. dollars.

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PARTNERSHIP NEWS

ROM AND AGO Launch joint Marketing Campaign

The Royal Ontario Museum (ROM) and the Art Gallery of Ontario (AGO) are working together for the first time to launch a joint marketing campaign to promote their fall/winter exhibitions - **Art Deco 1910-1939** and **Degas Sculptures** - to tourism markets in the U.S. border states, Quebec, Ottawa and Southwestern Ontario.

Hamilton Tourism Hosts Successful Marketplace and Economic Summit

On September 17, over 120 members of the local tourism industry supported collective education and marketing initiatives by attending the 2003 Fall Tourism Summit and Networking Marketplace in Hamilton. Delegates learned how to position their organization to offer premier customer service both for the recently held World Cycling Championships and beyond. Keynote speakers included Shelle Rose Charvet, President of Successful Strategies, and Tim Terciera, Vice President of Operations for Marriott Hotels of Canada.

Tourism Hamilton also hosted a gala evening where Business and Achievement Awards were presented to local companies, attractions and various individuals who provided superior quality service. The Tourism Media Award was presented to Mary K. Nolan, Hamilton Spectator Staff Reporter. For more information, please visit www.hamiltonundiscovered.com or contact Ted Flett at Tourism Hamilton.

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HAVE YOUR SAY!

Please direct feedback and comments 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, Partnership Development and Sales Assistant 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

September 2003: Issue N^o19

HIGHLIGHTS

- In September, registrations with OntarioTravel.net were the second highest ever seen in a single month! Also, September 18 recorded the highest number of registrations for one day ever!
- In September, fulfillment requests jumped 55% over September 2002!
- To date, 39,400 consumers have opted to receive e-marketing material from OTMPC!

WEB SITES

CONSUMER SITE – www.OntarioTravel.net

- In September, 108,700 user sessions were recorded at OntarioTravel.net. Though a lower level than recorded last year (-16%), September 2002 posted an unusually high level of user sessions due to testing of, and work on, OntarioTravel.net in preparation for its official launch in October 2002. Because this was a stand-out month, when looking prior to it, September's user sessions were 74% greater than in September 2001 and 126% greater than in September 2000!
- User sessions, averaging 3,600 per day in September, were highest on the 17 (5,800 user sessions) and 18 (6,000 user sessions). Fall direct mail postcards and Fall and Snowmobile e-mails, all urging consumers to visit OntarioTravel.net's contest sites, would have been received by consumers on, and around, these days.
- After the homepage at OntarioTravel.net in September, the Snowmobile (5,300 user sessions) and Fall (2,500 user sessions) contest sites were the most popular pages.
- For the period January to September 2003, user sessions were up 7% over the same period last year.

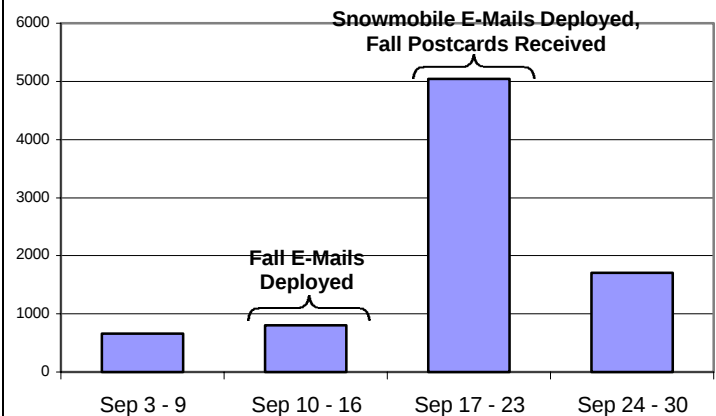
REGISTERED CONSUMERS

- In September, registrations with OntarioTravel.net totalled 8,300. Registrations have only ever been higher for a single month once, in June 2003, when three contests (Summer, Angling, Adventure) were running.
- Registrations to OntarioTravel.net were higher than normal in September because of OTMPC's Fall contest and popular Snowmobile contest, which encouraged

consumers to register for their chance to win a prize. Of registrations in September, 55% were generated by the Snowmobile contest and 35% by the Fall contest!

- September also saw the highest number of registrations for one day ever! On September 18, 1,300 registrations were made with OntarioTravel.net. The majority of these registrations (87%) were made in response to the Snowmobile contest; most (54%) were initiated by the Snowmobile e-mails distributed to consumers on September 17.

Registrations with OntarioTravel.net: Sep-03



- To date, 64,100 consumers have registered with OntarioTravel.net! Of these, 39,400 have opted to receive e-marketing material from OTMPC!

PARTNERS SITE – www.TourismPartners.com

- In September, user sessions at TourismPartners.com dropped 6% over September 2002. As with the consumer site, the drop came over a month with an unusually high level of user sessions, logged in preparation for the site's official launch.
- For the period January to September 2003, user sessions were up 18% over the same period last year.

REGISTERED PARTNERS

- To date, 3,500 partners have registered with TourismPartners.com.
- Registrations, which averaged 315 per month

CONSUMER RESPONSE UPDATE

September 2003: Issue N^o19

following the launch of the site in October 2002 to March 2003, started to slow in the Spring, averaging 177 per month for the period April to September 2003. Registrations in September (150) were the lowest received for a single month since the site launched.

CALL CENTRE

- Calls to the Call Centre in September, totalling 21,100, dropped 20% over September 2002. For the period January to September 2003, call volume has dropped, on average, 22% per month versus last year. The drop, in part, can be attributed to the shift in the call-to-action used in OTMPC advertising (from phone line to Web site) over the past year.

- Of calls to the Call Centre in September, OTMPC's Fall and Patriotic TV spots, running in Ontario during the month, generated nearly 400. In both spots, the call-to-action to 1-800-ONTARIO was secondary, and displayed only at the very end of each.

- 300 calls came into the Call Centre in September in response to Fall Postcards dropped September 12 (in Ontario) and 15 (in Montreal). As with OTMPC's TV spots in September, the call-to-action to 1-800-ONTARIO was secondary to the Web site on the postcards. Last September, 2,500 calls came into the Call Centre in response to Fall postcards, which, last year, displayed 1-800-ONTARIO as the primary call-to-action.

- Calls offered to agents in September were greatest in volume on the 2nd. Calls typically increase in volume the day following a statutory holiday (in this case, Labour Day Monday).

- Of calls to the Call Centre in September, the majority (87%) came from Canada and the remainder (13%) from the U.S. Of Canadian calls, 90% originated in Ontario. Of American calls, 63% originated in Ontario's 7 border states. The percentage of calls coming from Canadians versus Americans was unchanged over September 2002.

FULFILLMENT CENTRE

- Fulfillment requests reached 27,800 in September and grew 55% over September 2002!

- September's growth in fulfillment requests seems to have occurred because of the ability consumers now

have to order fulfillment online. In September, 10,100 fulfillment pieces were ordered through OntarioTravel.net. Without these online fulfillment orders, requests would have been flat over September 2002.

- Requests for Fall travel planning tools were among the top fulfillment requests in September. In September, Fall direct mail postcards, a Fall TV spot and Fall Francophone newspaper ads all urged consumers to order their free Fall Getaway Packages. More than double the amount of Fall Experience and Events Guides were ordered this September versus last.

Top 5 Fulfillment Requests: September 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	4,954
2	Fall Experience Guide	3,926
3	Fall Events Guide	3,706
4	Ontario Reference Guide	2,369
5	Ontario Adventure Guide	1,566

- As well, consumers are already showing an interest in snowmobiling. More Snowmobile Guides were ordered in September than in October and November 2002 combined. OTMPC launched its Snowmobile campaign earlier this year than last, deploying approximately 30,000 direct e-mails mid-September to consumers who opted in with OntarioTravel.net. E-mail was not used as a tactic in last year's campaign.

ONLINE PUBLICATIONS

- In September, the top downloaded publications from OntarioTravel.net were as follows:

Top 5 Online Publications: September 2003

	Online Publication	Quantity Downloaded
1	Fall Colour Report	21,383
2	Fall Events Guide	19,777
3	Fall Experience Guide	12,304
4	Ontario Reference Guide	4,129
5	Ontario Adventure Guide	3,315