

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✦ Events ✦ Business Opportunities

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OFFICE OF THE PRESIDENT & CEO

The Ontario Tourism Marketing Partnership Corporation (OTMPC) works collaboratively with the tourism industry to build marketing partnerships. Since its inception in 1999, the OTMPC has held Partnership Forums across the province each year. These meetings are intended to keep industry informed of our future marketing plans, programs and buy-in opportunities, as well as, to consult with you on your point of view and incorporate your ideas to enhance our marketing initiatives. Our Partnership Forums will begin in April and continue into May. I encourage you to participate this year. It's a great opportunity to meet with OTMPC staff and to network with your tourism colleagues.

COMING SOON! 2004 Partnership Forums

The annual OTMPC Partnership Forums are coming to a city near you. In response to your feedback last year, we are holding our partnership forums earlier this year. The dates are:

April 20	Orillia	April 30	Sault Ste. Marie & Kitchener
April 21	Toronto & North Bay	May 7	Niagara Falls
April 22	Sudbury	May 10	Brockville
April 23	Timmins	May 11	Ottawa
April 27	Dryden	May 13	Peterborough
April 28	Windsor & Thunder Bay	May 14	Owen Sound
April 29	London		

For more information, visit our partners site at www.tourismpartners.com to view updates as they become available or contact Kelly Johnston, Partnership Development & Sales Coordinator at 416-325-6823, kelly.johnston@mtr.gov.on.ca

ONTARIO

More to discover

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

CONTACT

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INTERACTIVE MARKETING

NEW OUTDOOR Site Live - Check It Out !

OTMPC's new outdoor microsite www.ontariotravel.net/outdoor was launched in March. This site will be supported by marketing initiatives to drive traffic to the site including direct mail, online advertising, e-mail campaign and participation at adventure shows. The "Adventure of A Lifetime" contest - a fully guided 8-day adventure for two sponsored by Canoe Frontiers - runs until August 1. The site integrates close to 200 pages of content including 105 packages provided by industry available for sale to consumers. The project was guided by the OTMPC Outdoor Committee.

OTMPC Web Site Registrations

Approximately 5,400 partners are registered on the industry web site, www.tourismpartners.com. More than 120,000 consumers are registered on the consumer web site, www.ontariotravel.net 60% of whom have made requests to receive future communications from OTMPC.

CONTACT

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INTERACTIVE MARKETING

"How Well Do You Know Ontario?" Contest

OTMPC's *Toronto Star* advertising campaign, *How Well Do You Know Ontario?* is supported by an online contest component (www.ontariotravel.net/starcontest) and runs until April 2, 2004. The online contest promotes registration on the ontariotravel.net web site and provides data collection for future marketing opportunities by OTMPC. Contest registrations for the first three weeks numbered 3,000. For contest information, visit ontariotravel.net/starcontest

Snowmobile Campaign

The snowmobile campaign has now ended and generated a total of 17,977 registrations on the consumer web site. This was an **increase of 125%** over last year!

Winter Microsite "Family Theme" For March

The winter micro site www.ontariotravel.net/winter launched its 4th and final theme in March with a focus on family. This site integrates with OTMPC's marketing campaign for winter events and an e-mail campaign was deployed in March to drive consumers to the site. Contest registrations total over 21,000 to-date and user sessions on the site were over 100,000 by mid-March.

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ADVERTISING OPPORTUNITIES

Spring/Summer Opportunities

Partner buy-in opportunities are now available on the new **Outdoor micro site**. This site is the call-to-action for the Spring and Summer Outdoor Campaign including direct mail, direct email, on-line advertising and promotion at outdoor adventure shows. Visit www.ontariotravel.net/outdoor to view this new site, and to understand how you can promote your outdoor tourism products.

Fall Opportunities

The inaugural edition of *inOntario*, OTMPC's new magazine, is designed to inspire travelers to experience firsthand Ontario's extraordinary travel experiences. Components include: letters to the editor; seasonal experiences; what's new; a sampling of Ontario's major seasonal events; long and short feature articles that provide inspiration for vacation ideas; sample itineraries/packages; a preview of the upcoming season; Ontario trivia; a classified section, and more.

The theme of the 2004 fall edition is **Fall Colour Splendour/Romance**. Fall editorial highlights will include: golf; vineyards/culinary; Halloween festivities; migration; fall events; fall colours and touring routes; fall theatre; and muskie fishing. **Advertising opportunities are available now.**

Travel Trade

Advertise in *Group Tour Magazine*, the only magazine specifically dedicated to the group tour market. As with all OTMPC trade opportunities, the ads will be supported with Ontario branding. Partners must advertise in all the following four issues: July 2004, October 2004, January 2005 and April 2005. If you would like a copy of our

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ADVERTISING OPPORTUNITIES

Sales Calendar, we would be happy to send you one. Please contact Brynda Browning at 1-888-365-4422 or visit the partners web site at tourismpartners.com for updates on all buy-in opportunities.

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JOINT MARKETING INITIATIVES

Canadian Golf Tourism Alliance (CGTA)

Once again, OTMPC will partner with CGTA and Ontario Golf partners to promote Ontario as a golfing destination to U.S. border markets. The campaign will include: direct mail, magazine advertising, promotions and events.

Conan O'Brien Promotion and "Time for a Little T.O." Getaway Packages

OTMPC, in partnership with the O3 Alliance, launched a promotional campaign in near U.S. border cities using the taping of the Conan O'Brien Show in Toronto from February 9 to 13. During the week the show aired, U.S. sales of the "Time for a Little T.O." packages **increased by 67%**. The consumer web site received over 16,000 contest entries for the three-week period.

Toronto-Niagara Gateway

A tourism promotion initiative inviting Americans to the Toronto-Niagara tourism gateway was launched in early March in partnership with Tourism Toronto and Niagara Falls Tourism. **Nine million** full-colour, 16-page booklets are being inserted in the April editions of the following eight upscale U.S. magazines, with an **estimated readership of 40 million**: *Condé Nast Traveler*, *Gourmet*, *Architectural Digest*, *National Geographic Traveler*, *Travel and Leisure*, *Vanity Fair*, *Town and Country* and *Vogue*.

CONTACT

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TOURISM PARTNER NEWS

Congratulations St. Lawrence Parks Commission !

On February 4, the St. Lawrence Parks Commission was awarded with two Certificates of Recognition at the Economic Developer's Council of Ontario. A Certificate of Recognition was presented in the *Tourism - Specialty Brochure/Map/Guide* category for the 2003 Upper Canada Village lure brochure and in the *Tourism Technology* category for the development of the Commission's web sites. The attraction web sites are now available in both English and French.

You can visit the web sites at: www.uppercanadavillage.com; www.forthenry.com; www.stlawrenceparks.com; www.uppercanadagold.com; www.cryslerparkmarina.com

Delta Foods Partners With St. Lawrence Parks Commission !

To increase tourism activity during the shoulder season in Eastern Ontario, the Chrysler Park Maple Sugar Bush was re-opened by the St. Lawrence Parks Commission near Morrisburg, Ontario. Delta Foods International Limited of Brockville has provided sponsorship to the Sugar Bush Program. For further information, please call 1-800-437-2233 or visit www.cryslerparksugarbush.com

CONTACT

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CONTACT

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Upper Canada Village
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TOURISM PARTNER NEWS

More Water For Niagara Falls !

Construction of a new 10,000-square-meter aquarium is expected to start in April by Ripley Entertainment Inc. and will be built next to a new 404-room lodge. More than 4 million litres of water will be poured into the new aquarium. It will be the second-largest single development the city has ever seen. The project will take about two years to complete and will be similar to Ripley's two other aquariums in the U.S.

North Bay Tourism Week !

The North Bay and District Chamber of Commerce are finalizing plans and activities for Tourism Week which will be held from May 15 to 22. "We are hosting this week to bring awareness of how important this industry is to the region and what it's all about," said Tim Bertrand, Chairman of Tourism Week.

CN Tower Honoured !

The CN Tower and 360 Restaurant (and its wine cellar) have recently been honoured with 8 awards which include: Wine Spectator Magazine Best of Award of Excellence (recipient since 1999); DiRoNA (recipient since 1997) and Toronto Sun Reader's Choice Gold Award for Ontario Attraction (10th consecutive year since 1994). This "must see" attraction is visited by 2 million people each year. For CN Tower ticket information, please call 416-868-6937 or visit the CN Tower web site at www.cntower.ca

Come See The (Fascinating) Mess !

The Royal Ontario Museum (ROM) invites you to Come See The (Fascinating) Mess, new guided tours exploring the history of current status of Renaissance ROM, the Museum's expansion and restoration project. Included in these tours are two current exhibitions on Renaissance ROM. For more information, members of the public are invited to attend a series of public forums. Seven public forums will take place between January 11 and April 18, 2004. Visit www.rom.on.ca for further details.

TICO Town Hall Meetings

The Ministry of Consumer and Business Services (MCBS) has released a draft regulation under the new *Travel Industry Act 2002* for public comment. It can be viewed at www.cbs.gov.on.ca/mcbs/english/5WZRPK.htm The Travel Industry Council of Ontario (TICO) will be holding Townhall Meetings from March 30 to April 22 and is encouraging stakeholders to provide comments by April 30.

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CONTACT

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CONTACT

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CONTACT

Tel.: 905-624-6241 or
1-888-451-TICO
or web: www.tico.on.ca

TOURISM RECOVERY UPDATE

Recent Projects:

The Grey-Bruce Travel Challenge through the Destination Marketing Partnership Fund launched a campaign on "New Day" December 10, 2003. The New Day program was broadcast from the deck of the Chi-cheemaun in downtown Owen Sound and aired on the New NX, the New PL and the New WI. The show highlighted information about the travel challenge to potential visitors across major portions of Southern Ontario. Since the launch, organizers of the Travel Challenge have received over 300 inquiries from

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TOURISM RECOVERY UPDATE

tourists interested in the themed itineraries that make up the program and include the Grey County Waterfall Tour and Grey Bruce Snowmobile Tour.

The Superior Snow Loop Challenge received funding from the Destination Marketing Partnership Fund to encourage snowmobiling enthusiasts to discover the exquisite northern Ontario recreational trails during winter through 4 to 5 day snowmobile experiences. Organizers report that this year has been better than most in terms of visitation to the area for snowmobiling with many more bookings and queries coming in from potential visitors. When asked, some U.S. visitors said that they decided to visit after seeing materials and advertisements about the snowmobiling experiences that are being promoted.

We welcome your feedback to *Tourism Recovery Update*, as well as, the Tourism Recovery Program. Please forward comments to Alicia Tonks, Tourism Recovery Office, 880 Bay Street, 5th Floor, Toronto, Ontario M7A 1N8.

The following table provides a description of the Tourism Recovery Programs including contact information and web sites:

Program	Description	Contact
Destination Marketing Partnership Fund	Helps communities revitalize tourism industries and attract new visitors. Supports collaborative efforts to promote Ontario destinations domestically, in the U.S. and internationally.	www.tourismpartners.com Tel.: 416-212-6754
Event Marketing and Development Fund	Supports marketing campaigns aimed at boosting attendance at events and festivals.	www.tourismpartners.com Tel.: 416-212-6754
Convention Development Fund	Assists Ontario cities to attract new convention business.	www.tourism.gov.on.ca Tel.: 416-325-7426
Cultural Tourism Marketing Fund	Helps cultural attractions, events and festivals carry out increased marketing activities to reassure patrons and rebuild audiences.	www.culture.gov.on.ca Tel.: 416- 314-7645

CONTACT

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HAVE YOUR SAY !

Please direct feedback and comments about *Marketing Update* to Marie Hewak, Corporate Communications at 416-314-7566 or email marie.hewak@mtr.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@mtr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.

CONSUMER RESPONSE UPDATE

February 2004: Issue N^o24

HIGHLIGHTS

- User sessions with ontariotrail.net totalled 184,043 in February, a growth of 62% over 2003. The growth is likely a result of OTMPC's advertising activity and online contests.
- With four live contests, nearly three times more consumers registered with ontariotrail.net in February than in the same month last year. A total of 12,942 people have registered at ontariotrail.net in February.
- To-date, 72,004 consumers have opted to receive e-marketing materials from OTMPC, more than 5 times the number than a year ago.
- User sessions with tourismpartners.com grew 54% over February 2003.
- To-date, a total of 5,389 partners registered with tourismpartners.com.

CONSUMER WEBSITE – www.ontariotrail.net

User Sessions

- In February 2004, 184,043 user sessions were recorded at ontariotrail.net, a growth of 62% over February 2003. The jump in user session volumes is likely a result of OTMPC's radio and newspaper advertising and four online contests in February.

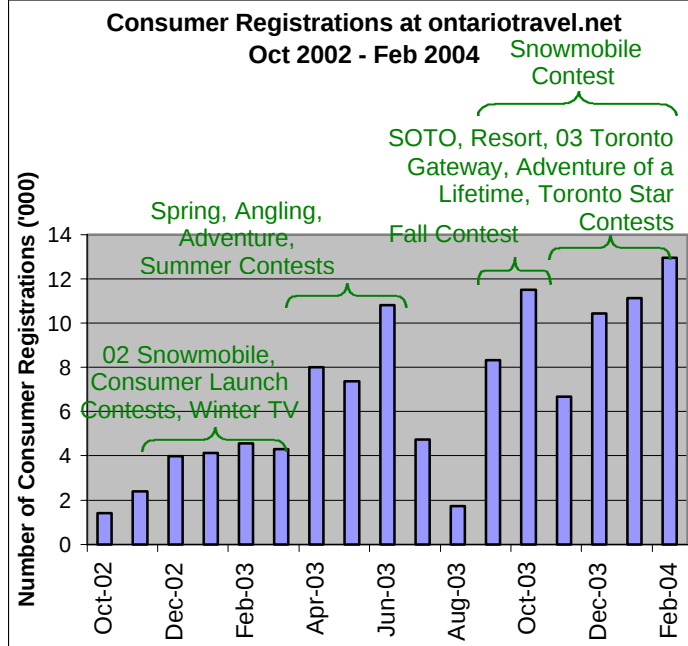
- User session with ontariotrail.net was highest in volume on February 4th, when "It's Time for a Little T.O." (Toronto Gateway) radio advertising began to air, directing listeners to the contest site.

Consumer Registrations

- Consumer registrations with ontariotrail.net reached 12,942 in February, nearly three times the amount that registered in February 2003.
- In February 2004, four contests were driving registration: the Snowmobile contest, the Resort contest, the Toronto Star contest and the Adventure of a Lifetime contest. In comparison, only two contest (the 2002 Snowmobile contest and the Consumer Launch contest) drove registrations in February 2003.

- The Resort contest generated 8,868 registrations in February, the Snowmobile contest generated 2,629, the Toronto Star contest generated 1,811 and the Adventure of a Lifetime contest generated 12.

- Most registrations with ontariotrail.net were generated when online contests were available to consumers.



- To-date, over 72,000 consumers (62% of all registered consumers) opted to receive e-marketing materials from OTMPC.
- In February 2004, 71% of consumer registrations were from Canada and 28% were from the U.S. The relatively high proportion of U.S. consumer registrations is likely a result of OTMPC's February radio and newspaper advertising which advertised the online contests in the U.S.
- Of consumers registered with ontariotrail.net in February, 61% were female.

PARTNERS WEBSITE - www.tourismpartners.com

User Sessions

- In February, 5,491 user sessions were recorded at tourismpartners.com, an increase of 54% over February 2003.

ONTARIO
More to discover

CONSUMER RESPONSE UPDATE

February 2004: Issue N°24

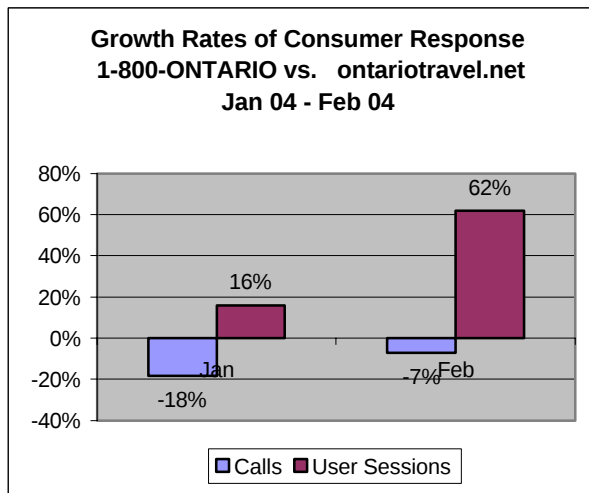
- The most downloaded file from tourismpartners.com in February 2004 was OTMPC's Marketing Program 2004 – 2005 (1,432 downloads).

Registered Partners

- In February 2004, 384 partners registered with tourismpartners.com, bringing the total number of registered partners to 5,389, 2.6 times of the number of partner registered than we had a year ago.

CALL CENTRE

- Calls to the Call Centre in February 2004 totalled 15,690, a drop of 7% over February 2003.
- Of calls to the Call Centre in February, 80% originated from Canada, 20% came from the U.S. The relatively high proportion of U.S. calls can be attributed to OTMPC's advertising campaign in the U.S., which included both radio and newspaper.
 - 83% of Canadian calls originated in Ontario
 - 58% of U.S. calls originated in the Border States
- To date, user sessions at ontariotravel.net are 38% higher than in the same months in 2003, while call volume is 13% lower than in 2003.



FULFILLMENT CENTRE

- In February 2004, 17,193 fulfillment pieces were requested by consumers, a decrease of 5.3% over February 2003.

- Of fulfillment pieces distributed in February, 69% were ordered by Canadians, 25% by U.S., and 6% by overseas residents.

Top 10 Fulfillment Requests: February, 2004

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map 2003	2978
2	Ontario Reference Guide 2004	2292
3	Adventure Guide 2003	1313
4	Winter Events Guide 2003	1059
5	Back Roads & Getaways Guide 2003	875
6	Winter Getaway Kit - CDN	736
7	Ontario Parks Guide 2003	642
8	Summer Experience Guide 2003	603
9	Snowmobile Paradise Ontario 2003/2004	589
10	Resorts Ontario Winter Escapes 2004	515

ONLINE PUBLICATIONS

- In February, consumers downloaded 12,691 publications via ontariotravel.net.
- The 2003 Reference Guide was the most popular downloaded online document in February. A total of 4,556 Reference Guides were downloaded.

Top 5 Online Publications: February, 2004

	Downloaded Files	Downloads
1	2003 Reference Guide	4,556
2	2003 Snowmobile Guide	2,655
3	2004 Winter Events Guide	1,980
4	2003 Adventure Guide	1,271
5	2004 Fishing Ontario	1,148

