

Ontario Tourism Marketing Partnership MARKETING UPDATE

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OFFICE OF THE PRESIDENT & CEO

Marketing in today's environment is a considerable challenge. Generalised "same old" advertising approaches are not breaking through in this new tourism paradigm. At OTMPC over the last year, we have been implementing more direct mail, e-marketing, on-line contests and retail-oriented packaging strategies to generate visitation and stimulate consumer interest. In addition, more emphasis has been placed on promotional events as a means of generating unpaid media coverage. The Fall issue of our new consumer magazine 'inOntario' is another progressive marketing strategy to motivate travel decisions to our province.

Indications about how the summer season is shaping up is mixed across the province. A number of tourism operators are reporting that advanced bookings are down. This is in line with an overall recent trend towards last minute bookings.

Now more than ever, it is important for the tourism industry to work together in partnership to win back lost business.

Our Summer Campaigns are now in full swing and with a little help from the weather, we are optimistic that tourism business will improve significantly over last year.

ONTARIO

More to discover

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

CONTACT

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ADVERTISING OPPORTUNITIES

Summer Micro Site

Advertise your business or area on OTMPC's summer micro site. The summer micro site will be the 'call to action' for OTMPC's 'Ontario' branded ads in the *Toronto Star Saturday* "Travel Section" in June and other summer marketing initiatives. Opportunities exist for partners to buy banner/button ads on the summer micro-site to promote their destinations, experiences and products this summer.

FREE Package Listing - Summer Micro Site

Tourism businesses are invited to submit a package listing, with an overnight component, on OTMPC's Summer micro-site at NO CHARGE. This site is the primary 'call to action' for our summer marketing campaign. Overnight packages falling under the following themes/experiences are welcomed for submission: resorts/golf, outdoor family fun/outdoor recreation, summer family attractions and fishing. For a package submission form, contact us at otmp.sales@mtr.gov.on.ca

TVOntario Promotional Opportunity

There are still opportunities available for the 2004-2005 TVO two-minute educational 'shorts' or vignettes where you can promote your region or experience. These vignettes will air 25 times from July 2004 to July 2005 during viewership high traffic times.

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ADVERTISING OPPORTUNITIES

NEW 'inOntario' Magazine - 2004-2005 Winter Edition

Don't miss out on this exciting advertising opportunity in the Winter Edition of 'inOntario', our new travel magazine for promoting travel in December, January and February targeting couples and families. Editorial will highlight experiences such as: resorts, snowmobiling, ice fishing, skiing, winter carnivals and festivals, parks in winter, city culinary/cultural experiences, March break ideas and more...!

Outdoor Micro-Site

Banner ad spaces are still available on the new "Outdoor" micro site which can be viewed at www.ontariotravel.net/outdoor. We are also interested in receiving Outdoor themed packages with an overnight component for this site for Fall/Winter 2004-2005. To receive a copy of the criteria for the packages and a submission form, please contact Kendra Adema at kendra.adema@mtr.gov.on.ca **Deadline for submissions is June 30.**

Looking Ahead ... Partner Opportunities

Look for partnership and marketing opportunities coming your way soon - Union Station Domination for Fall/Winter, Angling micro site, Fall/Winter banner advertising on www.ontariotravel.net. For more information, please contact us at 1-888-365-4422 or otmp.sales@mtr.gov.on.ca.

OTMPC Partnership Opportunities Calendar

If you would like a copy of our Partnership Opportunities Calendar, we would be happy to forward one to you. Please contact Brynda Browning at 1-888-365-365-4422 or visit the partners web site at tourismpartners.com for updates on all buy-in opportunities.

2004 OTMPC Partnership Forums

The OTMPC has just concluded its 2004 Partnership Forums held in 16 cities around Ontario. For the first time ever, two Francophone Forums were held in Sudbury and Timmins. The theme of this year's forums was 'Strengthening Our Partnerships'. OTMPC staff highlighted our marketing objectives and strategies for 2005-2006, informed industry attendees of how they can get involved with OTMPC in partnership and advertising programs and also heard from DMOs and local industry businesses about partnerships happening in their cities/regions. For a copy of our presentations, please visit www.tourismpartners.com

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OTMPC JOINT MARKETING INITIATIVES

Chrysler Partnership

Roger Media Group provided OTMPC with an opportunity to partner with Chrysler on 4 inserts. The 4-16 page insert themes are family, golf, outdoor and urban. Each insert will be distributed in key Rogers magazines with target groups that have the highest propensity of interest in each category. Magazines include: *Maclean's*, *Canadian Business*, *MoneySense*, *PROFIT*, *Chatelaine* and *Today's Parent*. Family insert will run in *Chatelaine*, *Today's Parent*, and *Macleans*. It will include an additional 8 pages of perfect Attractions Coupons (from Attractions Ontario Passport Coupon Book). Attractions Ontario has agreed to partner with OTMPC on this Family insert. Circulation: approximately 1,075,000 per insert.

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OTMPC JOINT MARKETING INITIATIVES

OTMPC and Canadian Tourism Commission (CTC) Partnerships

* 'Get Going Canada' / Toyota Partnership Canada Program

This campaign includes television and *Canada's Best Drives* guide featuring two of Ontario's touring routes – Niagara Wine Route and Lake Superior Touring Route.

* CTC Quebec Newspaper Partnership

OTMPC purchased ½ page, four-colour ads x 6 insertions. The ads will appear late May in major Montreal newspapers both in English and French.

* Pure Canada Magazine

OTMPC purchased one-page advertising space in the CTC's fulfillment, *Pure Canada* magazine, North American version, both U.S. and Canada. Circulation 250,000 copies.

* CTC Near Border U.S. Campaign

OTMPC is participating in the CTC near border U.S. newspaper campaign in partnership with Niagara Falls Tourism in Detroit (2 insertions) and Cleveland (1 insertion) started in May.

Muskoka Partnership

OTMPC has partnered with Muskoka Tourism in a multi-media campaign to stimulate travel to the Muskoka region. The Muskoka Golf Campaign will run through the summer starting the week of May 24 and into the fall season and utilize a combination of print, radio, on-line and promotions to drive sales to the region. Our primary target for this campaign will be the Greater Toronto Area. The strategy around the campaign is rooted in rewarding you for something you love to do already ... golf, a "Magically Muskoka" golfing experience. OTMPC is currently creating a micro site with a contest component with limited time offers for golf packages that will be the primary call to action for all media. Launch is scheduled for June 9.

The Mounties Are Coming

OTMPC in partnership with Tourism Toronto and the City of Toronto is launching a Toronto Summer retail promotion to showcase the city's exciting summer events and attractions and to help increase visits from targeted U.S. markets. Visitors will be provided with an incentive to actively tour Toronto ... and meet a Mountie! A Mountie Tour Schedule and Mountie Maps are currently under development. Mounties will stop at various attractions/neighbourhoods, festivals/events on week-ends throughout July and August. The interactive component of this campaign will be a micro site with an on-line contest using the very recognizable Canadian icon of the Mountie. The site will feature Tourism Toronto packages and a mapping utility to allow consumers to locate and track our Mounties in the city.

Festivals and Events Ontario

The OTMPC is pleased to have partnered with Festivals and Events Ontario (FEO) to develop and produce the 2004 Summer/Fall Events Guide. The guide is distributed through, 1-800-ONTARIO, the Ministry of Tourism and Recreation's Travel Information Centres, Regional Travel Information Centres, Destination Marketing Organizations (DMOs) and is also available in PDF on www.ontariotravel.net and on the FEO web site, www.festivalandeventsontario.ca.

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CONTACT

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MEDIA RELATIONS

2004 GoMedia Canada Marketplace

The very first GoMedia Media Marketplace (GMCM) was held in Montreal on May 4-6 where influential tourism media from Canada and overseas met with the tourism industry. This event expanded upon the international trade media that already attend Rendez-vous Canada 2004 adding more consumer media, including Canada to the list. Partners were positive about the event in terms of the quality of media and the quantity of scheduled appointments.

CONTACT

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IN-MARKET REPRESENTATION

OTMPC is pleased to announce the appointment of London based McCluskey International to spearhead trade marketing and public relations efforts in the United Kingdom. Ontario will have a dedicated manager for the OTMPC account, namely Tanya Carey, who will be responsible for delivery of the program, with support at every level from a team of professionals within McCluskey.

The Mangum Group, a leader in marketing and PR consultancy services throughout Europe with head offices in Munich, has been appointed as In-Market Representative in Germany and priority German speaking European countries. Ralf Lieb will be Ontario's dedicated account manager and he will have support at every level from a team of professionals within Mangum.

CONTACT

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PRODUCT NEWS

"Savour Ontario" Partners with LCBO

OTMPC's newest product alliance, "Savour Ontario", has embarked on an exciting new initiative with the LCBO to explore the pleasures of Ontario's regional cuisine. The partners offer culinary vacations celebrating Ontario wines and innovative regional cuisine amid Ontario's most distinctive inns. Six of our notable chefs will preview the "Savour Ontario" experience at cooking classes offered at LCBO locations in Toronto, Burlington, St. Catharines, Sarnia and Ottawa until the end of June. Check out the LCBO's educational guide, in stores now or visit www.savourontario.ca for a full menu of tempting getaways.

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A One of a Kind Trip ... For Adventure Collectors

ATV Ontario will launch its first of many new and exciting experience-based products. On June 4-5 the "Rails, Trails & Rivers" package will be launched to the media in Cochrane. This guide led, multi-adventure product combines the thrill of a northern train ride, ATV touring, one night out on the trail, paddling, hiking, Hudson's Bay history, aboriginal story telling and more! Visit www.atvontario.com for more information.

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"Family Adventure In Ontario Parks Contest"

Paddling Ontario Alliance, has partnered with Ontario Parks to offer a thrilling "Family Adventure In Ontario Parks Contest". The grand prize includes: winners choice of one of three family vacation packages of 4-5 days hosted in an Ontario Park with a tour operator of the Paddling Ontario Alliance. Approximate retail value of the prize is \$2,500. For more information, visit www.ontariotravel.net/outdoor

PRODUCT NEWS

New Approach for ATVOntario

ATVOntario in partnership with OTMPC announced an exclusive partnership with Arctic Cat. The goal of the partnership is to promote a series of destination based All Terrain Vehicle (ATV) riding areas and have cross marketing and product distribution at 90 Arctic Cat dealerships in Ontario including a passport program which encourages movement to all five ATVOntario destinations, as well as, a contest to win a 2005 Arctic Cat.

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RENDEZ-VOUS CANADA 2004

Rendez-vous Canada 2004, the key travel trade marketplace for Canadian tourism suppliers recently held in Montreal (May 2-6) was a great success. There was a definite "buzz" in the air about Canada being "back". Tour operators expressed a strong interest in new product to showcase in their upcoming brochures. OTMPC had a full schedule of meetings with tour operators, CTC reps, and media. We continued to forge ahead and plan joint marketing agreements with some of our key tour operator partners in our primary markets, UK and Germany.

OTMPC and Tourism Toronto hosted the 1st "Rendez-vous Idol" at the Ritz Carlton Hotel. A mix of tour operators and Ontario suppliers attended the event. Our congratulations to our 1st "Idol" winner, Anna Pierce of Niagara Helicopters, who WOWed the crowd by winning the singing competition with a great rendition of "My Heart Will Go On" by Celine Dion. Canadian Idol, Ryan Malcolm took to the stage and rocked the crowd for 45 minutes! Alas the Leafs lost the play off bid that night, but Ryan won the crowd's heart and affection!

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TOURISM REVITALIZATION UPDATE

Since June 2003, over 200 projects have been submitted to and reviewed by the Tourism Revitalization Program Office leading to numerous successful outcomes. Many projects from across Ontario have received funding for enhanced marketing initiatives that have helped to stimulate the tourism industry!

The program office is accepting new projects for review during regularly scheduled GTA and Non-GTA review committee meetings. Why not start thinking about submitting your proposals for Fall-Winter 2004? Guidelines for both the "Event Marketing Development Fund" and the "Destination Marketing Partnership Fund" are available online at www.tourismpartners.com.

For more information about Tourism and Economic Revitalization in Ontario, please visit www.tourism.gov.on.ca/english/about/revitalization.htm

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HAVE YOUR SAY !

Please direct feedback and comments regarding *Marketing Update* to Marie Hewak, OTMPC 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

April 2004: Issue N°26

HIGHLIGHTS

- User sessions with ontariotravel.net totalled 160,478 in April, an increase of 66% over the same month last year.
- With three contests live online, over 17,000 consumers registered with ontariotravel.net, the highest registration volume in a single month since the new site launched in October 2002!
- OTMPC's Angling and Adventure contests worked well at generating US consumer registrations with ontariotravel.net. In April, 55% of total consumer registrations with the consumer website were from the US!
- By the end of April 2004, 147,696 consumers have registered with ontariotravel.net. Of these, 93,264 have opted to receive e-marketing material from OTMPC.
- User sessions with tourismpartners.com totalled 7,553 in April.
- To date, a total of 5,731 partners have registered with tourismpartners.com.

CONSUMER WEB SITE – www.ontariotravel.net

User Sessions

- 160,478 user sessions were recorded with ontariotravel.net in April 2004, an increase of 66% over April 2003.
- The boost in user sessions seems likely a result of OTMPC's Adventure online advertising and the Angling e-mail, which promoted the Angling and the Adventure contests with ontariotravel.net.
 - For the period in which Adventure online advertising was in-market (April 19 – 30), user sessions averaged 6,405 per day, an increase of 38% over the period prior to the online advertising.
 - User sessions with ontariotravel.net were heaviest in volume on April 27, when 2004 Angling e-mails were deployed one day earlier.

Consumer Registrations

- 17,660 consumers registered with ontariotravel.net in April 2004, an increase of 120% over the same month last year.
- Registrations with the consumer web site in April 2004 was the largest amount ever since the launch of the new web site in October 2002, largely due to OTMPC's contests live online in April.
- In April 2004, three OTMPC's contests ran online, compare to only one contest live in April 2003.

Contest Registrations in April 2004

Contest	Contest Date	Regist'n in April
Spring	Feb 21 - Apr 2	78
Adventure	Feb 18 – (runs to Aug 1)	7,598
Angling	Mar 31 – (runs to Jun 30)	8,835

- The majority of consumers registered with ontariotravel.net were English-speaking (98%) and male (61%).
- 55% registrations with the consumer web site were made by Americans in April 2004. It is the first time that the US consumer registration volume weighted heavier than Canadians in a single month since the new web site launch in October 2002, largely due to OTMPC's Angling and Adventure contests live in April. 44% consumer registrations were made by Canadians in April.
 - OTMPC's Angling contest mainly targeted the US market, starting March 31. In April, 5,748 (65%) registrations with the Angling contest were from the US.
 - The Adventure contest was strongly advertised in the US market. 3,747 (49%) US consumer registrations were recorded with the Adventure contest in April 2004.

CONSUMER RESPONSE UPDATE

April 2004: Issue N^o26

- April registrations brought the total number of consumers who opted to receive e-marketing material from OTMPC to 93,264.

PARTNERS WEB SITE - www.tourismpartners.com

User Sessions

- In April, 7,553 user sessions were recorded at tourismpartners.com, a growth of 134% over April 2003.
- The most downloaded file from the partners web site in April was OTMPC's Partnership Planning Calendar (3,698 downloads.)

Registered Partners

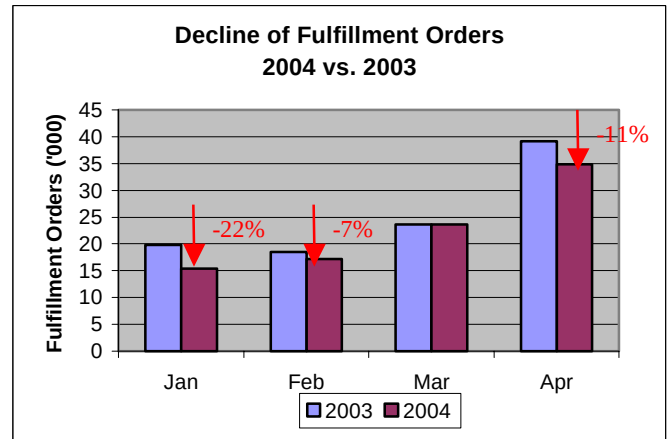
- A total of 5,731 partners registered with tourismpartners.com from the partners web site launch in October 2002 to April 2004.

CALL CENTRE

- Calls to the Call Centre in April 2004 totalled 24,039, an increase of 6% over the same month last year.
- Of calls to the Call Centre in April, 72% originated from Canada, 28% were from the US.
 - 77% of Canadian calls originated in Ontario.
 - 77% of US calls originated in the Border States.
- The relatively high proportion of US calls was likely a result of OTMPC's Angling and Adventure contests which advertised 1-800-ONTARIO as a secondary call-to-action.

FULFILLMENT CENTRE

- In April, 34,880 fulfillment pieces were ordered by consumers in Canada (74%), US (23%) and overseas (3%), a decline of 11% over April 2003.
- Fulfillment orders declined in January, February and April over the same months last year. The drop seems to be the consequence of consumers increasing fear of terrorism and less fulfillment pieces available this year than the same period a year ago.



- 10,313 (30%) fulfillment pieces distributed in April were ordered online at ontariotrail.net.

Top 10 Fulfillment Request: April, 2004

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map 2003	5,035
2	Ontario Resource Guide 2004	3,604
3	KIT: Spring Travel Kit - CDN	2,742
4	Ontario Parks Guide 2004	2,595
5	Backroads & Getaways Guide 2004	2,207
6	Attractions Ontario Passport 2004	1,780
7	KIT: Fishing Kit - USA	1,749
8	Spring Experience Guide 2004	1,591
9	Adventure Guide 2003	1,568
10	Doors Open Ontario 2004	1,419

ONLINE PUBLICATIONS

- In addition to requests for printed publications, 23,717 online publications were downloaded via ontariotrail.net in April 2004.



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- The most popular downloaded online publication in April was the 2004 Spring Experience Guide (8,564 downloads).

Top 10 Online Publications: April 2004

	Downloaded Files	Downloads
1	2004 Spring Experience Guide	8,564
2	2004 Resource Guide	7,182
3	2004 Fishing Ontario	3,933
4	2003 Adventure Guide	1,314
5	2004 Spring Experience Guide_FR	925
6	Wine Culinary Book	667
7	2003 Snowmobile Guide	455
8	1999 Cruise Ontario	250
9	Fall Colour Report	232
10	2004 Winter Events Guide_FR	59

