

Ontario Tourism Marketing Partnership MARKETING UPDATE

News ✶ Events ✶ Business Opportunities

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MESSAGE FROM THE PRESIDENT & CEO

The Meetings, Conventions and Incentive Travel (MC&IT) industry is an extremely lucrative market. Business visitors and convention delegates contribute significantly to Ontario's economy, encourage additional leisure travel and represent high yield spending. The industry is rebounding and there is increased investment in marketing activity by Ontario destinations dedicated to pursuing the MC&IT market.

OTMPC has been actively working with these destinations to profile their products and facilities in key U.S. and Canadian markets. We recently coordinated the participation of destination partners under the "Ontario" banner at four key industry trade shows from July through October. Through a partnered approach, we maximized their exposure through brand identity and coordinated activities including direct mail, on-site promotional activity and sponsorship opportunities to facilitate face-to-face interaction with planners and decision makers. With the assistance of our MC&IT Sub-Committee, the OTMPC developed an MC&IT positioning statement to incorporate in future marketing and trade activity - "For extraordinary success, try an extraordinary place - Ontario".

OTMPC is currently developing a new M&C publication for distribution in early February. The publication will feature high level destination information, as well as, leisure product highlights to encourage pre-post visits. Additionally, we will be upgrading the MC&IT web site <http://www.meetinontario.com> with an expected launch date of February. In addition to featuring destination and key meeting information, the site will have strong pre/post and leisure experience representation. If you are interested in participating with OTMPC in this strategy, please contact Vicki Owen, our MC&IT Coordinator.

ONTARIO

More to discover

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

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CONGRATULATIONS TO OTMPC'S NEW CEO & PRESIDENT

On October 14, 2004, the Minister of Tourism and Recreation, Jim Bradley announced the appointment of Sandra McInnis as the new Chief Executive Officer and President of the Ontario Tourism Marketing Partnership Corporation effective November 15, 2004. Sandra has held a number of senior executive positions including President and CEO, Rogers-Ad Check; Vice President, Rogers Marketing Solutions at Rogers Media Publishing; Vice President, Marketing and Sales at the Ontario International Trade Corporation and Senior Director and General Manager, Leisure Travel Division at American Express.

"McInnis' role will be to strengthen ties with industry stakeholders to reinforce Ontario as a strong tourism economy and a premier, four-season travel destination in North America," said Anne Marshall, Chair of the Board of Directors, OTMPC.

As Acting President and CEO, Bill Kenny has led the OTMPC through challenging times over the past two years. Ms. Marshall also expressed, "Bill has been responsive, diligent and hardworking on our behalf and a real champion for tourism in Ontario."

WINTER CAMPAIGN IS ON THE GO!

Outdoor Fun In Ontario ... *Winter Snow Guide* (OSRA)

Your complete *Winter Snow Guide* to outdoor fun in Ontario this winter is now available at <http://www.ontariotravel.net/outdoor>, 1-800-Ontario and all our tourism travel centres. From places to go for downhill skiing, boarding, tubing, cross country skiing, snowshoeing to dogsleding including great places to stay from resorts to lodges to yurts to winter camping!

NEW Snow Adventure at <http://www.ontariotravel.net/outdoor>

The Winter version of our Outdoor web site went live at the time of the opening of the Toronto Ski Snowboard and Travel Show. Take a browse at our NEW *Snow Adventures* and *Winter Highlights*!

InOntario Magazine ... Got A Great Idea ?

Our Winter issue of *inOntario* magazine will be distributed at a Union Station event on November 10, 2004 and will be available at LCBO stores, 1-800-ONTARIO and <http://www.ontariotravel.net>. It features many great ideas on how to enjoy winter in Ontario with family and friends. Editorial calendars are constantly evolving and we are always looking for your ideas. Right now, we are preparing for winter assignments for articles to appear in the Winter 2005-2006 issue of *inOntario*. Please submit your ideas to Nicole Leaper at nicole.leaper@mtr.gov.on.ca

'Get To Toronto' Campaign

OTMPC, in partnership with Tourism Toronto and Air Canada have launched the "Get To Toronto" tour bus campaign from October 12 to November 12 that will visit 16 Ontario and U.S. cities including Chicago, Washington D.C., Erie, Pennsylvania, Buffalo, Rochester and Syracuse. "This promotional road show will help bring tourists to the area", said tourism and recreation minister, Jim Bradley. "Tourism is an important contributor to building strong and prosperous communities." Ontario cities include Ottawa, Kingston, Peterborough, Hamilton, Kitchener/Waterloo, London, Barrie, Sudbury and Sault Ste. Marie. With a team of 20, the tour includes live radio promotions, contests, hotel packages and discounts for attractions.

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SALES OPPORTUNITIES

On our Web Site ...

The new **Winter micro site** <http://www.ontariotravel.net/winter> will launch November 10, and will promote winter activities and experiences. Deadlines for banner ads are: **Nov. 8 to book** and **Nov. 15 for materials**.

Homepage and category banner advertising opportunities are available on the following OTMPC micro sites:

Fishing micro site <http://www.ontariotravel.net/gofish>
Outdoor micro site <http://www.ontariotravel.net/outdoor>
Snowmobile micro site <http://www.ontariotravel.net/snowmobile>

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SALES OPPORTUNITIES (continued)

In our Publication ...

2005 inOntario Summer magazine advertising opportunities deadlines have been extended to **Nov. 26 to book** and **Dec. 3 for materials**. Editorial highlights for this issue include: canoeing/Temagami; family resorts; Ontario Parks/beaches; Toronto patio scene; Polar Bear Express; fishing; summer theatre; whitewater rafting; Prince Edward County; houseboats/Lake of the Woods; Manitoulin Island; Bruce Trail; events and more. Opportunities vary from small Units such as classified ads to double page spreads.

At Union Station ...

The popular Union Station brochure distribution is **sold out for winter!**

2004-2005 Fishing Co-op Print Advertising Opportunity ...

Partners can buy into co-op advertising with OTMPC in the domestic and U.S in such popular magazines as *Ontario Out of Doors*, *Field and Stream* and *In Fisherman*. Ads will highlight three angling themes including: *Fly-In Fishing*, *Family Fishing* and *Bass/Urban Fishing*.

Winter Multi Media Advertising Campaign ...

Advertising opportunities are available in **newspaper** ads and our **new 2004 Winter micro site** <http://www.ontariotravel.net/winter>. The campaign will be supported by television and the winter issue of the new *inOntario* magazine.

For further information about these and other OTMPC opportunities, visit the partner web site at <http://www.tourismpartners.com>.

CONTACT

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OVERSEAS UPDATE

United Kingdom

A joint consumer advertising campaign with Tourism Toronto and key tour operators launched October 1, 2004 in the United Kingdom. The 3-week campaign is designed to influence short break trips to Ontario in the October to January period. It included a 16-page newspaper insert, half page newspaper ads and radio.

World Travel Market

Ontario will participate at World Travel Market in London, England from **November 8-11, 2004** jointly with Tourism Toronto under the Canada Banner. This is the second largest trade show in the world and largest in the UK!

CONTACT

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ONTARIO TO HOST NTA CONVENTION

Ontario will host the National Tour Association (NTA) Convention in Toronto from **November 12-16, 2004**. NTA is the premier U.S. packaged group and independent travel (FIT) sector organization with over 4,000 members across North America. Over 100 Ontario partners will attend this convention and have access to the tour operators through pre-scheduled and timed appointments. Pre and post fairs and sightseeing tours will showcase the Province. **On November 13**, the icebreaker reception will kick off the convention with a "Canada Street Party" theme with an emphasis on all Provinces.

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DESTINATION ONTARIO - Marketplace

OTMPC and the Ontario Motor Coach Association (OMCA) have worked together to develop "Destination Ontario" which is the amalgamation of *Prospect Ontario* with the traditional *OMCA Marketplace*. It will take place in Toronto from **November 7-10, 2004**. Approximately 100 buyers are currently registered to attend. Registered suppliers include a total of 437 suppliers. The number of appointments for each supplier has increased since 2003, with Ontario suppliers receiving, on average, approximately 47 appointments each during the convention.

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STUDENT AND YOUTH MARKET

OTMPC attended the Student Youth Travel Association (SYTA) convention for the first time on September 17-22, 2004. The focus of this convention is the student and youth market. 35 Ontario partners participated in this show and over 70 tour operators attended looking to increase their product knowledge on student friendly destinations. It is estimated over 70% of all schools in Canada sponsor at least one school based trip per year at an average of \$139.00 CAD per traveller per day (average trip in Canada is 3 nights, 4 days.) The average student tour operator in Canada works with 14,875 young travellers each year and reports an average of **\$4.6 million in revenue**. OTMPC continues to work with this growing market and supports Ontario partners actively pursuing the student and youth market.

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MARKET DEVELOPMENT

Toronto Ski Snowboard and Travel Show

OTMPC was present at the October 14-17, 2004 Toronto Ski Snowboard and Travel Show leading an *Ontario Winter Getaways* aisle in partnership with the Ontario Ski Resorts Association (OSRA). With over 32,000 winter enthusiasts in attendance, this was one of the most successful shows ever!

UPCOMING SHOWS ... We'll See You There !

New York Outdoor Show

Building on the success of several Ontario entrepreneurs and CTC, OTMPC will also be at the New York Outdoor Show January 7-9, 2005. 15,000 to 35,000 consumers are expected to visit this show which brings together between 350 and 500 exhibitors from around the world.

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MARKET DEVELOPMENT (continued)

Advil Outdoor Adventure Show

OTMPC, in partnership with Ontario Parks, will be present at the upcoming Advil Outdoor Adventure Show in Toronto February 25 –27, 2005 where we will be focusing on getaways, week-end destinations and family adventures in the great outdoors. This show brings together over 700 exhibitors from across Canada. Come see us at the Ontario Getaways and Adventures Pavilion. For more information contact Steve Bruno at steve.bruno@mtr.gov.on.ca

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NORTHERN ONTARIO MARKETING !

Snowmobile Paradise Ontario (SPO) Campaign

The new Snowmobile Paradise Ontario (SPO) campaign is in market now, in perfect time for the snowmobile trip-planning season. The new SPO micro site was launched October 1 with a second phase to follow later in October. OTMPC worked closely with key industry partners, including the OFSC, to focus the campaign to snowmobile enthusiasts. All media drives traffic to the SPO site <http://www.ontariotravel.net/snowmobile> with an ultimate snowmobiler's prize package contest as the perfect motivator. The site also offers sales opportunities, please contact brynda.browning@mtr.gov.on.ca

An aggressive U.S. show campaign is well underway with the presence of SPO at 8 U.S. shows. In partnership with some DMOs, the program ensures the presence of industry experts at all shows. Look for the new SPO booth at the following shows:

Big East Snowmobile Show	Syracuse, NY	Oct. 1 – 3
Snowmobile USA	Milwaukee, WI	Oct. 8 – 10
PSSA Snowmobile Show	York, PA	Oct. 8 – 10
Grand Rapids Snowmobile Show	Grand Rapids, MI	Oct. 8 – 10
Salon des Sports Recreatifs Motorises	Quebec, QC	Oct. 15 – 17
Toronto International	Toronto, ON	Oct. 29 – 31
2004 Supertrax Snowmobile & Powersports Show	Blaine, MN	Oct. 29 - 31
Snowmobile USA	Novi, MI	Nov. 5 – 7
Snowmobile USA	Green Bay, WI	Nov. 11 – 13
Winter Sport Show	Minneapolis, MN	Nov. 13 – 16

Our Ontario lures are getting rave reviews! With so much feedback from the industry, the new approach is to make it easy for consumers to get what they are looking for. Our *new* CD ROM profiles Ontario as the snowmobile haven, as well as, the *new* "Ultimate Tour Planner" resource guide, which gives snomobilers the answers to every question in a practical format. Our regional partners are referenced in all our productions, so that they close the sales.

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PARTNER NEWS

It's A Wrap! Invigorating Season for King's Wharf Theatre

Another successful season when the curtain came down on the final performance of *Leader of the Pack: The Ellie Greenwich Musical* at the historic King's Wharf Theatre in Penetanguishene. "This show was a perfect fit with our audience," says Alex Mustakas, Artistic Director of Drayton Entertainment. "People were dancing in the aisles and singing the tunes as they left the theatre. It was a terrific way to end the season." Drayton Entertainment will entertained close to **180,000 theatregoers** at its five venues which included *Fiddler on the Roof*, *Tons of Money*, *Swing* and *Leader of the Pack* during its 13-week season. A survey prepared by the Ontario Arts Council estimates that for every dollar spent at the Box Office, an additional seven dollars is spent in the community - providing a tremendous economic spin-off for the local community and community-at-large. **2005 season tickets** will go on sale in November. For more information, please call the Box Office at 705-549-5555 or toll free at 1-888-449-4463.

CONTACT

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TOURISM REVITALIZATION PROGRAM

As project proposals continue to be submitted, many applications are being approved for grants from the Tourism Revitalization Program's two funds, the Event Marketing and Development Fund and the Destination Marketing Partnership Fund. Review meetings are being held on a regular basis and we continue to encourage all potential applicants to submit their projects.

The Program is currently scheduled to sunset on March 31, 2005. Now is the time to submit proposals and applications for upcoming Winter and early Spring campaigns.

For additional information about the Tourism Revitalization Program, please visit <http://www.tourism.gov.on.ca/english/about/revitalization.htm> or contact us at the Tourism Revitalization Office at 416-212-6754.

CONTACT

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HAVE YOUR SAY!

Please direct feedback and comments about *Marketing Update* to Marie Hewak, OTMPC Corporate Communications..

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.

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RESEARCH UPDATE

Border Crossings: August

U.S. BORDER CROSSINGS

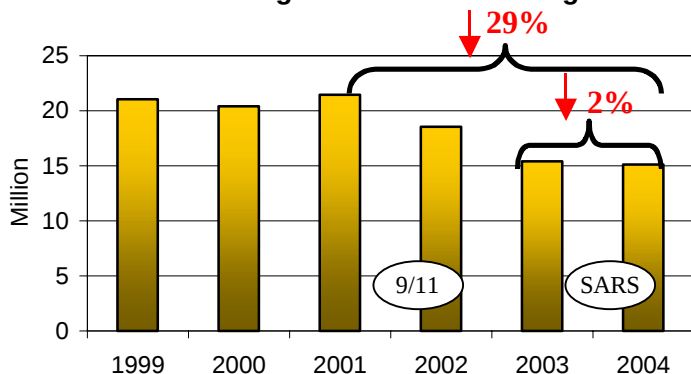
▪ In August 2004, U.S. overnight entries into Ontario were 1% below August 2003 levels and 18% below August 2002. On August 1, 2004, the U.S. government raised the threat level to Code Orange, which likely contributed to this decline.

▪ It was the overnight auto segment that suffered most, declining by 7%. In fact, overnight non-auto entries representing 26% of total U.S. overnight border crossings to Ontario increased by 24% over August 2003. It seems that travellers are willing to accept security measures as part of air travel rather than face potentially long waits when crossing the border by car.

▪ U.S. same day border crossings to Ontario continued to decline and were 12% below August 2003. This decline comes on top of the 15% decrease experienced a year ago, leading to the lowest level of U.S. same day border crossings into Ontario in the last 6 years.

▪ For the period of January to August 2004, U.S. border crossings into Ontario declined by 2%. This decline was driven by same day entries (-8%). For the same period, overnight entries increased by 12% over 2003.

U.S. Border Crossings to Ontario: Jan-August 00-04



OVERSEAS BORDER CROSSINGS

▪ Overall, overseas entries into Ontario grew by 43% over August 2003. Ontario has recovered losses suffered last year but overseas entries into the province were 4% below August 2001.

ACCOMMODATIONS

▪ In August 2004, hotel occupancy rates for Ontario increased from 67% to 71% over August 2003 but were 6 percentage points below August 2001.

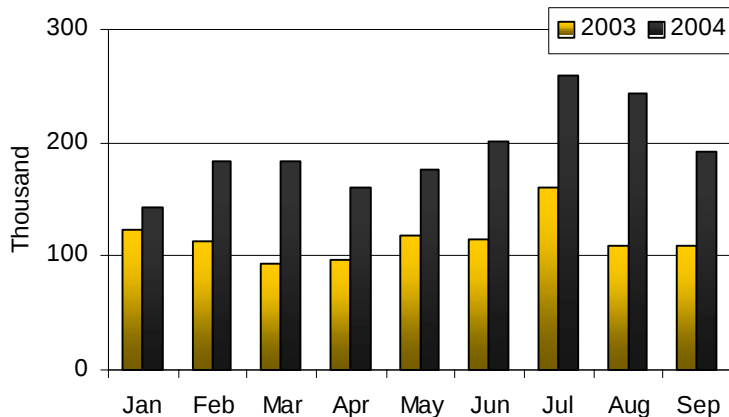
▪ The average daily room rate in Ontario increased by 8% in August 2004 as compared to August 2003.

Consumer Response: September

CONSUMER WEB SITE www.ontariotravel.net

▪ User sessions at ontariotravel.net in September were at 192,800 an increase of 77% over September 2003.

User Sessions at ontariotravel.net



▪ OTMPC's live contests for Fall, Angling, and Snowmobiling in September, as well as, e-mail and on-line advertising supporting these campaigns, encouraged 6,900 consumers to register with ontariotravel.net.

PARTNERS WEB SITE www.tourismpartners.com

▪ User sessions at tourismpartners.com were 6,200, a significant increase of 65% over September 2003. In part, this was a result of the recently completed database merger between the Ministry of Tourism and Recreation and OTMPC.

▪ As of September 30, 9,812 partners were registered with tourismpartners.com.

CALL AND FULFILLMENT CENTRES

▪ In September, 22,300 calls were received at the Call Centre, a drop of 6% over September 2003.

▪ In September, 11,150 fulfillment pieces were distributed to residents of Canada (77%), the U.S. (18%), and overseas (5%).

ONLINE PUBLICATIONS

▪ The most downloaded files at ontariotravel.net were: Fall Colour Report (29,100), Summer/Fall Festival & Events Guide 2004 (6,300) and Golf Guide 2004 (4,400).

