

ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

Marketing Update

Spring 2005



Arowhon Pines Resort

ONTARIO
More to discover

Marketing Update



Message from the President & CEO

Since joining OTMPC in November, I have had the opportunity to meet with many of our tourism partners to discuss issues and identify opportunities to further strengthen and grow Ontario's tourism economy. 2004 showed signs of recovery and by working with our industry partners, I am confident that in 2005, we will continue to build on this positive momentum.

In this *Spring 2005 "Marketing Update"*, I would like to take the opportunity to share with you OTMPC's 2005/2006 marketing priorities which have been developed in consultation with industry and are consumer focused and research driven.

OTMPC will leverage its resources and the Ontario brand with a more integrated and co-ordinated approach between: Research, Brand Marketing, Media, Travel Trade, MCIT, Interactive, Experiential and Destination Partner Marketing, Sales, Ontario Travel Information Centres and Northern Ontario initiatives.

Ontario as a destination is facing increased competition from other jurisdictions not only from those within North America but also around the world. I have recently returned from International Tourismus Boerse (ITB – Germany), the largest travel show in the world. We were fortunate to have had Minister Jim Bradley with us at ITB to meet with the press and travel trade to help raise Ontario's profile and demonstrate Ontario's commitment to the industry and the German market.

Given the increased competition and consumer perceptions that Ontario is not a "must see" destination, we will develop an **Ontario tourism brand** that positions Ontario as a unique and relevant destination that engages the consumer and establishes a strong emotional connection.

We will continue to focus on our key Ontario market while taking a more strategic approach to attracting visitors from Quebec and the U.S. Our primary Overseas markets (U.K., Germany, Japan) present tremendous opportunity as well as growing secondary markets – Mexico, Australia, South Korea. We are also very excited and eager to develop closer relationships in China given the recent announcement of Canada's Approved Destination Status.

In 2005/2006, OTMPC will provide the "best of class" customer service through an enhanced consumer friendly www.ontariotravel.net site that provides relevant information, experiential packages and easy access to partners for booking.

OTMPC will build on the successes of the industry partner programs and remains committed to working in partnership with industry in developing strategic, innovative and effective marketing programs that result in incremental tourism revenues.

As many of you know, Anne Marshall will be stepping down as OTMPC Chair to take on responsibilities as Chair of Resorts Ontario. On behalf of Minister Jim Bradley, Deputy Minister Bill Allen, the OTMPC Board of Directors, Committees and staff, I would like to thank Anne for her leadership, dedication and contribution to OTMPC and tourism in Ontario. We wish her all the best!

Sandra McInnis,
President and CEO



New for Summer

SPRING 2005

Ontario

This summer, OTMPC has an exciting *new* advertising campaign to promote the variety of experiences and destinations that Ontario has to offer. The campaign includes:



Summer Issue of Ontario

- Four new television spots featuring family fun – beaches, resorts, urban nightlife and Niagara Falls which will begin to air in May
- Partner co-op newspaper advertising in various markets across Ontario supporting television
- Summer edition of “Ontario Magazine” which will be poly-bagged and distributed with LCBO’s FOOD & DRINK magazine and a special distribution at Union Station in Toronto
- Interactive web promotion supporting the television themes and the Summer “Ontario Magazine” with a call to action being: www.ontariotravel.net/summer
- OTMPC will continue to promote Northern Ontario and the Outdoor experience this summer

We received copies of OTMPC's Ontario Spring magazine issue and what a feast for the eyes!!! This is so well done you and your team must be very proud of this issue – I am!

Eileen Lum,
Manager of Tourism,
Northumberland Tourism

“OTMPC's Co-Op newspaper program was definitely instrumental in significantly increasing the number of 2-night packages sold in our city.”

Ian McMillan,
Director of Tourism
Sault Ste Marie

Quebec

OTMPC is developing a customized marketing campaign that is based on Quebec's consumer insights, perceptions and interests. The campaign will include newspaper, radio, “Ontario Magazine” and interactive featuring Ontario's family attractions and city getaways. The Quebec summer program will be developed by our advertising agency's Montreal office.

Detroit, Cleveland, Buffalo, Rochester, Syracuse and Minneapolis with a tailored message to the needs and interest of each individual market. Major themes include Niagara Region, urban nightlife, family attractions, resorts and outdoors.

United States

With input from OTMPC's North America Committee and a special U.S. sub-committee Task Force, our U.S. campaign will be more targeted and consumer driven. The summer campaign will be fully integrated across key communications media including TV, newspaper, interactive, media/public relations, travel trade targeting

Overseas

Ontario will host the final Rendezvous Canada (RVC) evening event in Saskatoon on May 11, 2005 in partnership with Tourism Toronto. RVC is the key travel trade and media marketplace for developing international business to Canada. From April 22-26, 2006, Ontario will host Rendezvous Canada in Toronto which affords us a great opportunity to showcase our province to key tour operators and media influencers.

Asia Mission

OTMPC will be supporting a team of high-level stakeholders in an upcoming visit to China in the wake of the recent announcement of Approved Destination Status (ADS) for Canada. In view of the enormous potential of this market and its Ontario-based linkages, the timing of this mission is critical to building relationships with China's tourism officials. The mission also includes visits to Japan and South Korea.

Co-Op Newspaper Advertising



New Innovations

SPRING 2005



OTIC Atrium Toronto

Ontario's Tourism Brand

OTMPC will develop a global Ontario tourism brand with a distinct and dynamic image for Ontario. As part of the process, we will be reviewing the Canadian Tourism Commission's and Tourism Toronto's branding market intelligence to avoid duplication and ensure an integrated approach. Ontario's Tourism Branding will be a collaborative process with industry input and will be completed by Summer, 2005.

Ontario Tourism Summit

OTMPC will work with partners to host the first Ontario Tourism Summit this Fall, an opportunity to offer conference program, seminars, and an awards program that will showcase and recognize industry leaders and innovators.

Ethnic Markets

A first-time advertising campaign targeting Ontario's ethnic markets. OTMPC will undertake in-depth analysis to better serve and understand the consumer and their travel needs.



New U.S. City Promotions

In addition to the Core campaign, OTMPC is going to take the "Ontario Experience" to key border cities: Detroit, Cleveland, Buffalo and Rochester, in Fall 2005. We will be pre-promoting the event, inviting our U.S. friends (consumer, trade, media) to come and experience "What's New and Exciting in Ontario" – spas, resorts, live theatre, wine and culinary products, cultural and historical experiences, golf, festivals & events, attractions, and a taste of the great outdoors (fishing, canoeing, camping, snowmobiling, ATV etc.).

Ontario Travel Information Centres (OTICs)

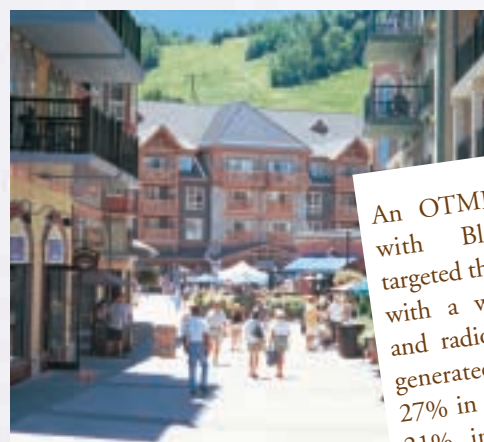
The 18 provincial Travel Information Centres are expanding their services by offering various lines of merchandise. Additional services will include GST rebate and foreign currency exchange services. Newly designed OTICs in Fort Erie, Toronto's Atrium on Bay centre and Sarnia will provide enhanced services and a more welcoming environment for visitors.

Small Business Initiative

Addressing the challenges and supporting the needs of small business, OTMPC will work with industry partners to develop a Small Business Program that will assist small operators/DMOs in their marketing and promotional efforts including: interactive marketing, developing strategic partnerships, database marketing, effective advertising and promotions.

Experiential/Destination Partnerships

OTMPC is committed to working in partnership with industry in developing consumer focused programs supporting OTMPC's overall strategy, priorities and campaigns. OTMPC will work in collaboration and in partnership with its various Industry Committees: Outdoor, Town & Country/City, Northern, Overseas, MC&IT, North America to develop and deliver Ontario's best-in-class experiential and destination partner marketing programs.



An OTMPC partnership with Blue Mountain targeted the Detroit market with a winter newspaper and radio campaign. This generated an increase of 27% in U.S. visitors and a 21% increase in unique user website visitations from Michigan.

New Tourism Partnerships

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In addition to the many OTMPC/partner programs, OTMPC will be supporting a number of *new* tourism initiatives such as:

- Mirvish Production's Lord of the Rings, based on the massively popular trilogy, this opulent theatrical production will have its world premier in Toronto in February 2006
- Great Drives touring routes and the CTC's Get Going Canada initiative take inquisitive travellers through Ontario's undiscovered travel treasures
- A new U.S. and Domestic marketing plan for hunting will have a strong web base focus allowing all Ontario hunting operators the opportunity to list packages
- An OTMPC partnership with Canadian Golf Tourism Alliance will promote Ontario's premier golf experiences
- In partnership with Attractions Ontario, OTMPC negotiated the distribution and promotion of the Attractions Ontario coupon booklet through Pizza Pizza
- Forward-looking initiatives include an advertising partnership with the Canadian Tourism Commission and Tourism Toronto that will target U.S. Gay and Lesbian travellers.
- A new 32-page Meeting & Convention Guide, scheduled for March 31st, will be distributed at Canadian/U.S. trade shows and sales missions
- OTMPC is currently meeting with many partner organizations to discuss their 2005 programs including: London, Hamilton, Muskoka, Kingston/1000 Islands/Prince Edward County, Ottawa, Niagara, Fort Erie, Toronto, Windsor, Blue Mountain/Georgian Bay, SOTO, Attractions, Resorts, Spas, Theatres, Wine and Culinary, NOTO, FedNor, Destination Nord, Aboriginal Tourism, NOTAPS, Paddling Ontario, CTC, Festivals and Events and many others.



"We greatly value our relationship with the OTMPC. Staff at OTMPC have been our champions and we look forward to continuing to work with them on the continued success of the Passport."

Lou Seiler,
President, Attractions Ontario



New Meeting & Convention Guide



OTMPC at Your Service

SPRING 2005

Sales Opportunities

The OTMPC has a number of exciting advertising opportunities for partners, including the Ontario Travel Discoveries magazine, newspaper ad campaigns, Union Station events, micro sites and more. For further information please contact us at otmp.sales@mtr.gov.on.ca or www.tourismpartners.com or 416-314-6314 or toll free at 1-888-365-4422.

Research

For border crossing monthly updates please contact us at www.tourismpartners.com

Consumer Travel Information

www.ontariotravel.net or call 1-800-ONTARIO

Ontario Travel Discoveries Magazine

For editorial enquiries, please contact us at Nicole.leaper@mtr.gov.on.ca or (416) 314-7378.

OTMPC's Call Centre

OTMPC provides the opportunity for industry partners to brief the 1-800-ONTARIO call centre staff. Please contact us at 416-325-6846 for more information.

OTICs

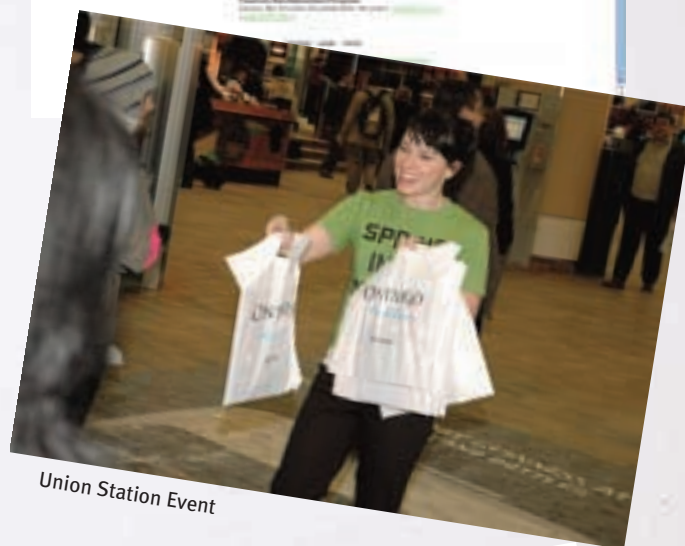
For brochure distribution opportunities at select Ontario Travel Information Centres contact us at 416-325-6656.

Free Web Listing Opportunities

If your business is involved in the Ontario Tourism Industry, register now and take advantage of a free listing on OTMPC's consumer website www.ontariotravel.net. In addition you can also submit tourism related festivals and events to be displayed on the events calendar. Visit www.tourismpartners.com and select **Register Now**.

General Inquires about OTMPC

Call 1-800-263-7836



Union Station Event

Of promotional activities, OTMPC's Union Station event continues to be a great success.

"Each time we participate, the response gets even stronger. The Spring 2004 Union Station Domination generated hundreds of phone calls and thousands of web hits the same day from visitors seeking further information on . . . the event we featured that day."

Janice Thomson,

Executive Director Niagara-on-the-Lake CC and VCB

