

2009 YORK REGION TOURISM MARKETING PROGRAM

Target Audience	% of Marketing Dollar Spend	Target Audience	% of Visitation to York Region	Market Segment	Geographic Location	Creative Message	Marketing Collateral		
Leisure Consumer	89%	Overnight Visitors	30%	Adult Explorers	Ontario	- Distinctive Getaways - Great Drives - Golf	- Discovery Guide - Getaways Magazine - Direct mail Postcard		
					GTA				
					Quebec				
				Visiting Friend and Relative	Ontario			- "In your backyard" Experiences - Family Adventure	- Discovery Guide - Direct mail Postcard
					GTA				
				Families	York Region				
					GTA				
				Same day Visitors	70%			Families	York Region
		GTA							
		Visiting Friend and Relative	York Region						
			GTA						
		Adult Explorers	GTA						
			York Region						
		Corporate Group	9%	Meeting Planners	unknown	Corporate Meetings	GTA	- Location - Added value -Venue options -Quality services	- Meeting and Conference Guide - Discovery Guide
Executive Assistants	Conferences			York Region					
Associations	Conventions			Ontario					
Leisure Group	2%		unknown	Students	GTA York Region Ontario	-Diversity of experiences -Recreation facilities	- Sport Tournament Guide - Student and Group Tour Flyer -Discovery Guide		
				Adult Explorers					
				Sports Groups					

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ADVERTISING AND PROMOTIONS**

Leisure Consumer	Overnight Visitors <i>Audience:</i> Adult Explorers, Visiting Friend and Relative, Families <i>Geographic Market:</i> Ontario, Quebec, Greater Toronto Area		
Overnight Visitors Overall Reach = 19,034,353 Total marketing \$ = \$305,695 % of marketing spend = 59%	Tactic	Consumer Reach	Estimated Cost
	PRINT		
	York Region Getaways Publications	100,000	\$40,000
	Attractions Ontario Magazine	30,000	\$1,250
	Festival & Events Ontario	250,000	\$4,815
	Wine Council of Ontario	600,000	\$3,450
	Toronto Star - Zone 9	1,555,063	\$23,500
	OTMPC	300,000	\$30,000
	LCBO - Food & Drink Magazine	1,000,000	\$17,910
	CTM	80,000	\$27,000
	CAA	3,072,856	\$26,750
	Globe & Mail Explore Ontario	2,823,900	\$30,000
	Harvest Ontario	60,000	\$1,250
	Francophone Tourism Information Guide	80,000	\$325
	City Magazines <i>East of the City</i> <i>West of the City</i> <i>Centre of the City</i>	100,000	\$16,695
	Suburban Life Magazine	300,000	\$14,000
	ONLINE		
	Online Campaign - Integrated Media	7,500,000	\$25,000
	CHFI <i>Loyalty Club</i>	250,000	\$20,000
	Help! We've Got Kids	350,000	pd
	Globe & Mail eblast	292,534	\$5,000
	Integrated Media - MSN Newsletter	50,000	\$15,000
	RADIO		
	CHFI <i>Wise Guy Contest</i>	250,000	\$3,750
	OTHER		
	Union Station Domination	20,000	events \$
Same Day Visitors Overall Reach = 2,670,000 Total marketing \$ = \$154,693 % of marketing spend = 30%	Same Day Visitors <i>Audience:</i> Adult Explorers, Visiting Friend and Relative, Families <i>Geographic Market:</i> Greater Toronto Area, York Region		
	Tactic	Consumer Reach	Estimated Cost
	PRINT		
	2009 Discovery Guide	100,000	\$90,000
	Resident Mail piece	290,000	\$10,000
	Resident Mail Drop – Spring 2009	290,000	\$29,000
	Today's Homes	750,000	\$11,400
	York Works	290,000	n/c
	TELEVISION		
	Rogers TV - TV	500,000	pd
	RADIO		
	Jewel Radio		\$11,293
	ONLINE		
	Rogers TV - Online		pd
	yorkregion.com – banner ad	840,000	\$3,000

Meetings & Groups			
	Corporate Groups Leisure Groups	Audience: Meeting Planners, Executive Assistants, Associations Geographic Market: Greater Toronto Area, York Region, Ontario Audience: Students, Adult Explorers, Sports Geographic Market: Greater Toronto Area, York Region, Ontario	
	Tactic	Audience Reach	Estimated Cost
Corporate Groups (overnight) Overall Reach = 294,182 Total marketing \$ = \$44,550 % of marketing spend = 9%	Media Edge Publications	60,000	\$25,000
	M&IT Magazine – CMC	10,500	\$5,000
	Globe & Mail In Conference Magazine	185,000	\$4,000
	MPI Toronto Chapter		\$2,000
	CSAE Trillium Chapter – membership		\$250
	Ignite Magazine	30,182	\$8,300
Leisure Groups Overall Reach = 231,600 Total marketing \$ = \$9,620 % of marketing spend = 2%	Leisure Groups Collateral Piece	To be determined	To be determined
	SYTA - online	\$1,000	35,000
	Professionally Speaking	\$6,620	195,000
	OMCA Road Explorer - outsert	\$2,000	1,600
	National Tour Association membership		
	Direct Marketing / Mail drop to Tour Operators	To be determined	To be determined