

2008 YORK REGION TOURISM PROGRAM

JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

ADVERTISING

CONSUMER LEISURE

Ontario Travel Discoveries Mag (2x)



Ontario Tourism Micro Sites/Pkgs



CAA magazine



AAA Going Places New York



Globe & Mail Explore Ontario (3 x)



Tait Collins Great Toronto Getaway and
Great Ontario Getway



Radio



AgriTourism campaign



Harrowsmith



Festival & Events Ontario



Direction Ontario (listing)



Local Resident Campaign



LEISURE TRAVEL TRADE

SYTA Student & Youth Traveller



OMCA Road Explorer



Attractions Ontario Annual Teacher Directory



M&C/SPORT

Mtg & Incentive Travel



Convention Meeting Canada Directory



Trade (MPI,CSAE, Tor Special Events)



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PROMOTIONS AND MARKETING TOOLS

CONSUMER EVENTS AND TRADE SHOWS

Ontario Motorcoach Canada Assn

Incentive Works Trade Show Sponsor

York Region Community Events Promotions

Consumer Promotion at Union Station

MEDIA RELATIONS

MARKETING TOOLS

York Region Visitors Guide - 400,000 circulation

FestiFall 200,000 circulation

KeyNote Meeting Resource Guide 10,000 circulation

Sport Tournament Brochure

Meet Local -York Region Corporations 1,000 circulation

Support Collateral (Distinctive Getaways, Great Drives, Golf, Agritourism, Recreation)

Tourism website www.yorktourism.com

INDUSTRY MEMBERSHIPS

JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
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