

## 2007 YORK REGION TOURISM MARKETING PROGRAM

### Meetings/Conference/Sport/SMERF Markets

**Objective:** To increase awareness and generate new corporate, associations, meetings and conference overnight initiatives direction at national and regional organizations based in Ontario. Build profile, demand and awareness to host sport meetings and events.

| <b>Advertising</b>                                                               | <b>York Region Commitment</b>                                        | <b>In-Market Date</b> | <b>Distribution</b>        | <b>Industry Opportunities</b>                                                         |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------|----------------------------|---------------------------------------------------------------------------------------|
| <b><i>Globe and Mail InConference Supplement</i></b>                             | York Region destination advertisement                                | Sep                   | 267,000<br>Canada          | Keep York Region informed on interest and facilities to host meetings and conferences |
| <b><i>Conventions Meeting Canada Directory</i></b>                               | Directory advertisement                                              | July                  | 11,300<br>Canada           |                                                                                       |
| <b><i>Meeting Professionals International Toronto Chapter E-News</i></b>         | York Region destination advertisement                                | April<br>Sep          | North<br>America           |                                                                                       |
| <b><i>Canadian Society of Association Executives Trillium Chapter E-News</i></b> | York Region destination advertisement                                | April                 | GTA                        |                                                                                       |
| <b><i>Ontario Tourism Marketing Partnership Meet in Ontario</i></b>              | York Region destination advertisement                                | March                 | 10,000<br>North<br>America |                                                                                       |
| <b><i>Meetings &amp; Incentive Travel Magazine</i></b>                           | York Region destination advertisement                                | July                  | 13,500<br>Canada           |                                                                                       |
| <b><i>York Region KeyNote Conference and Meeting Planner</i></b>                 | Regional publication designed to build profile and generate business | tbd                   | 10,000                     | Advertising opportunities                                                             |

| <b><i>Sponsorship</i></b>                                                                    | <b><i>York Region<br/>Commitment</i></b> | <b><i>In-Market<br/>Date</i></b> | <b><i>Audience</i></b> | <b><i>Industry<br/>Opportunities</i></b> |
|----------------------------------------------------------------------------------------------|------------------------------------------|----------------------------------|------------------------|------------------------------------------|
| <b><i>Meeting Professionals<br/>International<br/>National Meetings<br/>Industry Day</i></b> | Co-sponsor event<br>with GTA partners    | April                            | Canada                 |                                          |

| <b><i>Trade Shows,<br/>Sales<br/>Missions,<br/>Familiarization Tours</i></b>      | <b><i>York Region<br/>Commitment</i></b>                                 | <b><i>In-Market<br/>Date</i></b> | <b><i>Audience</i></b>                                    | <b><i>Industry<br/>Opportunities</i></b>                                                          |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <b><i>Canadian Society<br/>Association Executives<br/>National Conference</i></b> | Promote York Region<br>at conference                                     | Sep<br>Hamilton                  | Canadian<br>Association,<br>SMERF,<br>Sport               | Keep York Region<br>informed on interest<br>and facilities to host<br>meetings and<br>conferences |
| <b><i>Incentive Works<br/>Tradeshow</i></b>                                       | Promote York Region<br>at conference                                     | August<br>Toronto                | Canadian<br>meeting &<br>event planners                   |                                                                                                   |
| <b><i>Meet Canada Toronto<br/>North Tradeshow</i></b>                             | Welcome sponsor for<br>Meet Canada North;<br>promotion of York<br>Region | May<br>Richmond<br>Hill          | GTA<br>corporate                                          |                                                                                                   |
| <b><i>Tourism Toronto Sales<br/>Mission</i></b>                                   | Partnering with<br>Toronto to promote<br>York Region                     | May/June<br>Montreal             | Canadian<br>Corporate                                     |                                                                                                   |
| <b><i>York Region<br/>Corporate<br/>Familiarization Tour</i></b>                  | Invite key corporate<br>clients to participate                           | August<br>York<br>Region         | Canadian<br>Corporate,<br>Association,<br>SMERF,<br>Sport | Partner with York<br>Region to host<br>participants                                               |

| <b><i>Promotions</i></b>                     | <b><i>York Region<br/>Commitment</i></b>         | <b><i>In-Market<br/>Date</i></b> | <b><i>Audience</i></b>                    | <b><i>Industry<br/>Opportunities</i></b> |
|----------------------------------------------|--------------------------------------------------|----------------------------------|-------------------------------------------|------------------------------------------|
| <b><i>Stay Local<br/>Campaign</i></b>        | Implement direct<br>mail campaign                | April                            | York Region<br>corporate                  | Partner involvement                      |
| <b><i>Play Local Visitor<br/>Program</i></b> | Implement consumer<br>program and direct<br>mail | April                            | York Region<br>VFR<br>Consumer<br>Leisure | Partner involvement                      |
| <b><i>E-Marketing<br/>Campaign</i></b>       | Develop e-campaign                               | April                            | Canadian<br>Corporate                     |                                          |

## **SPORT MARKET**

**Objective:** *Build profile, demand and awareness to host sport meetings and events.*

| <b>Promotion</b>                                                              | <b>York Region Commitment</b>                                                            | <b>In-Market Date</b> | <b>Audience</b>                                   | <b>Industry Opportunities</b>                                                       |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Awareness Campaign<br/>York Region Services<br/>&amp; Sport Facilities</b> | Implement direct mail campaign                                                           | April                 | National Sport and Provincial Sport Organizations | Inform York Region your interest and facilities to host sports meetings and events. |
| <b>Sport Promotion<br/>Lure Brochure<br/>Web support</b>                      | Develop lure brochure to build awareness of York Region services in the sports community | March                 | National Sport and Provincial Sport Organizations | Partner opportunities                                                               |

| <b>Sponsorship</b>                                                                | <b>York Region Commitment</b>      | <b>In-Market Date</b> | <b>Audience</b> | <b>Industry Opportunities</b> |
|-----------------------------------------------------------------------------------|------------------------------------|-----------------------|-----------------|-------------------------------|
| <b>Meeting Professionals International<br/>National Meetings<br/>Industry Day</b> | Co-sponsor event with GTA partners | April                 | Canada          |                               |

| <b>Tradeshows and Conferences</b>                           | <b>York Region Commitment</b>                                                | <b>In-Market Date</b> | <b>Audience</b>                                   | <b>Industry Opportunities</b> |
|-------------------------------------------------------------|------------------------------------------------------------------------------|-----------------------|---------------------------------------------------|-------------------------------|
| <b>York Region Sport Symposium</b>                          | Co-ordination of inaugural industry symposium                                | April/May             | York Region Sport Stakeholders                    | Partner involvement           |
| <b>Canadian Sport Tourism Association Annual Conference</b> | Attend conference in partnership with Tourism Toronto to promote York Region | April<br>Ottawa       | National Sport and Provincial Sport Organizations |                               |
| <b>Tourism Toronto Sport Alliance Ontario Event</b>         | Deliver York Region's sport message                                          | Sep                   | Provincial Sport Organizations                    |                               |