

2007 YORK REGION TOURISM MARKETING PROGRAM

TRAVEL TRADE MARKET

Objective: To build awareness of York Region as a viable tour destination for the purpose of generating overnight business and capturing packaged travel market share. Targeted marketing activities are directed at Tour Group and Fully Independent Travellers (FIT), focusing on adult and student travel from Ontario, U.S.A. and International markets.

Advertising	York Region Commitment	In-Market Date	Distribution	Industry Opportunities
CanadaScope Magazine	York Region creative promoting tour product	April	8,000 and at Rendezvous Canada	Cooperative advertising buy-in opportunities in collateral and web promotions
National Tour Association Courier Magazine	York Region creative promoting tour product	Aug	4,000 Tour Operators, Group Leaders and Tour Planners	Cooperative advertising buy-in opportunities in collateral and web promotions
SYTA Student Youth Traveller Magazine	York Region creative promoting tour product	Sep	35,000 Schools from elementary to college, Student Travel Planners and industry professionals	Cooperative advertising buy-in opportunities in collateral and web promotions
Ontario Motorcoach Road Explorer Magazine	York Region creative promoting tour product	Oct	3000 OMCA members and distribution at conference	Cooperative advertising buy-in opportunities in collateral and web promotions

<i>Trade Shows</i>	<i>York Region Commitment</i>	<i>In-Market Date</i>	<i>Description</i>	<i>Industry Opportunities</i>
<i>Rendezvous Canada</i>	Attend conference and secure appointments	Quebec City, April 2007	International Travel Trade marketplace, focus on FIT operators	Provide information on group tour and student product and experiences
<i>SYTA Conference</i>	Attend conference and secure appointments	Whistler BC, Sept 2007	Student & Youth Travel Trade industry conference & marketplace	Provide information to build awareness of student product in York Region
<i>Bienvenue Quebec</i>	Attend conference and secure appointments	Quebec City, 2007	Quebec Travel Trade Marketplace & conference	Provide information on group tour, FIT and student product and experiences
<i>Ontario Motorcoach Association</i>	Attend conference and secure appointments	London Nov 2007	Ontario Travel Trade Marketplace & conference	Partner with York Region at conference

Marketing and Product Development	Description	In-Market Date	Distribution	Industry Opportunities
Promotional Brochures				
<i>Touring York Region</i>	Generic lure brochure featuring group product experiences	All year	At trade shows and direct mail to qualified Tour Operators	Inform York Region of group tour or student opportunities
<i>Student/Teacher Publication</i>	New promotional vehicle being developed specifically for the student market			Promotion in collateral and on web
Product Testing Familiarization Tour	Invite key Tour Operators to participate	tbd		Partner with York Region to host participants
www.yorktourism.com	Development of web site page specifically for this market segment		Promotion on collateral and promotional materials	Ensure your business is promoted