

2007 YORK REGION TOURISM MARKETING PROGRAM

CONSUMER ADVERTISING – LEISURE MARKET SEGMENT

Objective: *To build consumer awareness and visitation, generate overnight stays and increase spending through integrated marketing and media relations initiatives directed at consumers from key target markets.*

Advertising	York Region Commitment	In-Market Date	Distribution	Industry Opportunities
Ontario Travel Discoveries Magazine				Free business listings available on tourismpartners.com
Spring/Summer edition Fall edition &	York Region seasonal ads promoting activities, Visitors Guide and tourism website	May-July Sep-Nov	400,000 circulation Ontario	Free overnight package listing on yorktourism.com
Resource Listing	Ad promoting York Region Visitors Guide and tourism website	Spring/ Summer Fall Winter	1-800Ontario inquiries	Promote your business in the York Region Visitors Guide and on yorktourism.com
Ontario Tourism Web advertising		May-Dec	www	
Summer, Fall, Winter Microsite	Banner placement on Ontario seasonal microsites with link to yorktourism.com			
www.ontariotravel.net	York Region seasonal banner placement on www.ontariotravel.net with link to yorktourism.com			
CAA Magazine				
Spring edition & Fall edition	Regional destination ad with partners	May-June Sep-Oct	1.4 million circulation Ontario and Manitoba	Cooperative advertising buy-in opportunity

AAA Michigan Living Magazine			1.1 million circulation Michigan
<i>Spring edition & Fall edition</i>	York Region destination ad	May-June Sep-Oct	
AAA Going Places Magazine			834,000 circulation Upstate New York
<i>Spring edition & Fall edition</i>	York Region destination ad	May-June Sep-Oct	

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Globe and Mail Explore Ontario Supplement	York Region destination ad	May-June Sep	640,000 circulation Ontario	
<i>Spring edition & Fall edition</i>				
Tait Collins Newspaper: Great Toronto Getaway	York Region seasonal advertisement promoting activities Visitors Guide and tourism website			
<i>Buffalo</i>		May, Jul, Sep, Oct	40,000 circulation per market	
<i>Rochester</i>		May, Jul, Sep, Oct		
<i>Sudbury/North Bay</i>		May, Jun, Aug, Oct		
<i>Ottawa</i>		Aug		
Great Ontario Getaway: Toronto/Mississauga	York Region destination ad with partners	May thru Oct	200,000 circulation	Cooperative advertising buy-in opportunity
Radio Promotion and Contest	York Region destination promotion with partners	June & Sep	Radio Station to be determined	Cooperative advertising buy-in opportunity
Tourism Toronto Visitors Guide	York Region creative promoting tourism website and York Region Visitors Guide	2 editions	325,000 circulation	Promote your business in the York Region Visitors Guide and on yorktourism.com
<i>Spring/Summer Fall/Winter</i>				
Festival and Events Ontario	York Region destination ad	March	250,000 circulation	

<i>Advertising</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>York Region Program</i>				
<i>York Region Visitors Guide</i>	York Region's primary marketing publication and fulfillment for consumer inquiries and advertising programs	Feb/Mar	150,000 circulation Ontario, GTA, York Region	Advertising buy in opportunities from \$250 Ad placement from \$500
<i>York Region Tourism Web site</i> <i>www.yorktourism.com</i>	York Region's web portal to market directly to consumers	All year		Tourism related Special Events are posted for FREE On line business listings and advertising options available

<i>Marketing and Product Development</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>Packages</i> <i>Promotions</i> <i>Niche Publications</i>	Build upon the Region's unique urban/rural product clusters: Natural green assets, Recreation, Agricultural/Culinary Arts, Heritage and Cultural based	On-going	Dependent upon target audience reach	Assist with niche consumer product development and promotional brochure Potential advertising and marketing opportunities
<i>Media Program</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>Media Relations</i>	Distribution of media releases, public service announcements to solicit and generate unpaid media coverage	On-going	Key media Ontario, GTA	Send Press Releases and Story Ideas to tourism@york.ca
<i>Familiarization Tours</i>	Assist media to experience York Region tourism products and secure unpaid media coverage/exposure	On-going	Key Media - Local/GTA media, Ethnic media, Travel Media Association of Canada	Partner with York Region to sponsor media participants

<i>Promotions</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>Consumer Information Channels</i>				
<i>1-888-448-0000</i>	Consumers can call York Region Tourism for assistance or to request information	All year	All tourism advertising, promotions and publications promote the toll free number and refer consumers to the tourism web site	Keep York Region Tourism aware of your activities, promote your business in the Visitors Guide and on the web site
<i>www.yorktourism.ca</i>	Official York Region Tourism website			
<i>York Region Directional Signage Program</i>	Regional road directional signage program			Qualified tourism and agricultural businesses can apply
<i>Brochure Distribution Program</i>				
<i>York Region Administrative Centre</i>	Information kiosks located in Newmarket and Richmond Hill	All year		Provide brochures for FREE distribution
<i>CTM Brochure Distribution Program</i>	York Region Visitors Guide distributed	May-Oct	Consumers throughout York Region, Ontario and the GTA	Participate in the Visitors Guide and extend your market reach
<i>CTM York Region Brochure Distribution Program</i>	Distribution of brochures to 50 key locations in York Region			Special discounted rates for York Region businesses to participate