



Direction
ONTARIO

The Newsletter *Express*

SPECIAL EDITION

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Toolkits and Regional Assessments for Francophone Markets

Direction Ontario recently signed an agreement with the Ministry of Tourism and Culture to help support the new RTOs in their capacity-building and developmental efforts in Francophone markets and Francophone product development.

In the first phase of the project, Direction Ontario has created a toolkit to guide the RTOs' knowledge and actions in the Francophone markets. This toolkit includes background information, consumer preferences and best practices to support RTOs with their efforts in the Francophone markets. This toolkit will be launched at the Tourism Summit 2010 at the Deerhurst Resort in Huntsville. Direction Ontario will present its findings during the RTO session to be held on Sunday, November 7. After our presentation that day, we will invite each RTO to submit a convenient date when Direction Ontario could visit each region to conduct a workshop on Francophone markets in their region.

These regional visits represent the second phase of the project, which is to provide each RTO with the tools necessary to assess product readiness and delivery in their own region; during this phase, Direction Ontario would work with RTOs to complete an assessment of their products and services for the Francophone markets.

Once the assessment in Phase II of Direction Ontario RTO Project is completed, the third phase will have Direction Ontario advise each RTO on the specific Francophone markets they are ready to receive, the consumer interest of these markets and what current products they can promote or future products they can develop in order to better cater to these markets. Direction Ontario will also advise on marketing efforts that could be undertaken and offer its services to deliver some marketing initiatives.

This project is financially supported by the Ministry of Tourism and Culture and is offered at no cost to every RTO. We strongly encourage all RTOs to take advantage of this offer. Our President of the Board and a few of our employees are participating at the Tourism Summit and can provide you with more information and answer any of your questions during the conference.

Francophone Travel Guide 2011 Edition

The Francophone Travel Guide 2011 Edition is a great project to be considered as one of the Ministry's funded Priority Projects during this Transitional Year. This special project is a great way to demonstrate your interest and commitment to the Francophone markets, both within Ontario and outside of Ontario, as well as developing Francophone promotional marketing material for your new region.

To obtain a full coverage of your region in the Travel Guide "L'Ontario en français" and on the "Bonjour Ontario" website, you are encouraged to participate as a full partner. Our preferred approach this year is to work directly with each RTO instead of selling directly to tourism suppliers individually in your region.

Each region's visibility would include multiple pages of member listings, editorial and itineraries/vacation ideas. Through the RTO's participation, even the smaller tourism operators can participate in the travel guide and website! Inquire about the advantages and cost-savings!

We invite all RTOs to consider this opportunity. Remember: being in the printed guide also gives you great exposure on the Internet. An average of over 2,500 unique visitors per day annually, and even more during the summer months: an average of 3,200 unique visitors per day in July of this year.

Bienvenue Québec

Direction Ontario once again participated in the 2010 Bienvenue Québec trade show, this year under the OTMPC banner. As part of our participation, we have conducted joint pre-set meetings with Quebec Tour Operators interested to package and offer Ontario as a destination to their group travellers and individual travellers.

This year, Direction Ontario, in partnership with Ontario Tourism, has invited all Ontario partners to attend an information breakfast session. Conference organizers have shared market opportunities and relevant information on the Quebec market for Ontario. OTMP and Direction Ontario had the opportunity to talk about their combined services, with Direction Ontario outlining its new role in the promotion and development of the Francophone markets in partnership with the new RTOs. Also a panel of experts, composed of recognized Quebec Tour Operators, discussed their expectations/requirements from Ontario suppliers, including future trends and opportunities.

Ontario Motor Coach Association

Direction Ontario's Executive Director and President of the Board have accepted OMCA's invitation to spend a full day attending the OMCA Convention this year. This is a good opportunity for Direction Ontario to connect with more industry partners and RTO representatives. Both Louise and Anne Marie participated in the Round Table Activity on November 1.

Ontario Tourism

Direction Ontario is currently partnering with OTMPC in joint efforts to reach the Francophone markets, with an emphasis on the Quebec market at this time. Joint marketing strategies and initiatives are also identified within each of the organizations' business plans. We look forward working with the OTMPC in the implementation of the recommendations of the OTMPC Program Review.

Alliance Club

To all Alliance Club members: please be advised that Direction Ontario proposes to continue the Alliance Club concept but at a regional level in the future, under the aegis of your respective RTO. Please contact us or your local RTO if you are interested. The Alliance Club concept will be one of the projects we will be discussing with RTOs during our regional visits.

Consumer Shows in Quebec

Direction Ontario is interested in representing RTOs at select consumer or trade shows in Quebec. We would set up interactive stations, distribute brochures, or lure pieces and postcards in order to collect useful visitor data for you. Direction Ontario would coordinate the entire process, including show registration, accommodation, transportation, reporting, and will provide French-speaking staff for show attendance, set-up and tear-down.

Shows that could be of interest to RTOs:

- Boat Show in Montréal (January 27-31, 2011)
- Motorcycle Show in Montréal (February 2011)
- Hunting, Fishing and Camping in Montréal (February 24-27, 2011)
- RV Show in Québec City (dates to be determined, March 2011)
- RV Show in Montréal (March 10-13, 2011)
- Hunting, Fishing and Camping in Rouyn-Noranda (April 15-17, 2011)

Feel free to identify any other consumer or trade shows that might be of interest to you.

Services in French

Direction Ontario can provide a number of fulfillment services for RTOs interested in the Francophone markets. One example is a regional Francophone 1-800 service. You can have your own dedicated Francophone call centre for your region. One option would have RTOs set up their telephone system in their offices to “press 2 for French services”. That option would automatically transfer the phone line (and caller) to the Direction Ontario telephone system. Direction Ontario can set up its telephone system to have your calls answered with your own message and fulfilment needs. Direction Ontario would provide weekly updates on the number of callers and send fulfilment orders to your RTO twice a week. Direction Ontario would also provide monthly reports to your RTO, summarizing the number of callers, the travel inquiries, traveller demographics, etc.

Advantages:

- Provides you with a trained French-speaking customer service representative available throughout the year to assist the Francophone travellers’ requests and travel inquiries
- Receive weekly fulfilment reports
- Receive useful consumer data reports monthly
- Provide a consistent message that your region welcomes Francophone visitors

See you at the Tourism Summit!