

Montreal/Quebec Sales Mission: April 7 – 11, 2014

The Ontario Tourism Marketing Partnership Corporation has organized an In Market Sales Mission into Montreal and Quebec. We are working with ARF (Agences Receptives et Forfaitistes) an organization that represents – Tour Operators/Receptives/Agents in Quebec. You are receiving this information based on your participation in past Quebec Missions as well as your interest in this Market. **Please note there is limited space. This year based on the feedback from the operators the Presenters for both lunches will be focused on DMO's/RTO's or Individuals representing a region.**

However to note the Mission can include any partners over and above the DMO's/RTO's that can participate in all of the activities except the lunch presentations.

Objective:

- To provide an opportunity for partners to train and have access to key decision makers in market and to learn more about their expectations for further development of Ontario product.

Overview:

Based on the lunch format of the event **space is limited to 8 partners** that will have the opportunity to train through presentations during the luncheons. This year we are looking at another training component with select agents over and above the time at the lunches and I will continue to keep you updated on this. Should this become a sold out event I will add you to a wait list. Based on the success of last year's event I am able to offer space at the lunches with no presentation time – however you will have the opportunity to network with the operators and agents as well as participating in all of the other client events.

To note that any partners that are not on the presentation schedule at the Lunches in Montreal and Quebec are able to buy in to this opportunity for the following:

- Attend both lunches in Montreal and Quebec without a presentation – Networking Opportunity/Invite Clients/Provide collateral/giveaways
- Attend the Round Table Sessions following the lunches in both cities
- Attend the Client Dinners in both cities and provide suggestions for operators to attend
- Attend any other trainings/presentations/meetings that are part of the overall Mission

Date of Mission: April 7 – 11, 2014

Cost: \$950 per partner – includes all related venue costs, 2 lunches for approximately 100 key tour operators–between Montreal and Quebec and 2 Client dinners with approximately 10 – 12 key operators each evening that did not attend the lunch. Round table sessions and any costs associated them. Costs also include the ground transportation in each city as well as other training opportunities such as CAA Quebec and any related costs. For each event you will have

the opportunity to invite a key client(s) to attend as well. Should you wish to extend any invitations please let me know as soon as possible as I don't want to duplicate efforts.

Note: You are responsible for covering all costs related to travel/accommodations and other expenses not included.

Format:

- Lunch in Montreal and Quebec: 12:00 pm – 2:00 pm – Lunch and Training/Presentations
- Networking opportunities
- Partners will be seated among the operators and have the opportunity to network before and during the lunch.
- Following the lunch we will have a Formal Round Table Discussion with select operators (4- 6) that will provide an overview on the Trends/Needs/Challenges as well as discuss their product needs. This opportunity in the past has generated new business and new product for the Ontario partners.

Presentations: Each partner will be provided with 10 minutes to provide training on their destination/products.

Visuals/Presentation: Should you wish to use some of your presentation time to show a 3-4 minute video I will need to know this in advance to ensure I have the appropriate equipment. Should you have a power point presentation I suggest that you send it to me in advance and I will have it loaded on to one memory stick/disk for ease of delivery. I will provide a deadline date for this as well.

Literature: Suggestion to bring approximately 100 brochures/itinerary suggestions/maps or any other collateral you may have. You may want to consider having some of your material translated in French however this is not mandatory.

Giveaways: Each partner could provide a getaway to their destination that could double as a mini fam/site inspection and a great way for the winners to become familiar with your destination and what you can offer their clients. Should you wish to provide a small giveaway to each person at their place setting at the lunch/dinner – I would suggest 80 - 100 giveaways. Either way I need a confirmation on what you will be providing.

Transportation: **Please note that I have contacted Via Rail again this year regarding their partnership with us for the transportation.** If you are interested in this option please let me know and I will provide you with further information. Should you be interested in attending and Via is not suitable for your travel needs I can look into other transportation options.

Hotel Rooms –Currently finalizing the hotel options –a group rate is negotiated at each hotel.

Agenda:

Monday April 7th -(Travel Day) Depart for Montreal – Arrive in Montreal – Partner dinner and or Presentation - time and location TBA.

It is suggested that partners arrive for Monday late afternoon however if you are not able to come in Monday night - All partners must be in Montreal for 10:00 am on Tuesday morning.

Tuesday April 8th

Morning/Afternoon:

Ontario Tourism/Partners/Operators Training/Lunch/Round Table– Location TBA

10:00 am Partner meeting/Set up on location

12 noon – 2:00 pm Operators arrive at noon and are seated with partners providing the opportunity to network. Training/Presentations to take place.

Lunch in Montreal– partners will be seated among the operators and have the opportunity to network before and during the lunch.

Presentations: Each partner will be provided with 10 minutes to provide an overview of their destination/products.

2:00 – 3:00 pm Following lunch I have organized a Formal Round Table Session with 3-4 select operators providing an overview of the Trends/Needs/Opportunities as well as discussing their product needs.

4:00 – 5:00 pm – Possible client meeting - Tentative

Evening:

6:00 pm Ontario Client Dinner (Venue TBA) you will have the opportunity to invite a couple of your key clients to join the Ontario dinner. It will be set up as more of a casual dinner with lots of opportunity for networking. – Location TBA

Wednesday April 9th

Travel to Quebec City – Train time to be confirmed

Morning/Afternoon

Ontario Tourism/Partners/Operators Training/Lunch/Round Table– Location TBA

10:00 am Partner meeting/set up on location

12 noon – 2:00 pm Operators arrive at noon and are seated with partners providing the opportunity to network. Training/Presentations to take place.

Lunch in Quebec – partners will be seated among the operators and have the opportunity to network before and during the lunch.

Presentations: Each partner will be provided with 10 minutes to provide an overview of their destination/products.

2:00 – 3:00 pm Following lunch I have organized a Formal Round Table Session with 3-4 select operators providing an overview of the Trends/Needs/Opportunities and to discuss their product needs.

Following the Round Table session - Training with CAA Quebec – Quebec City office Details TBA

Evening:

6:00 pm Ontario Client Dinner (Venue TBA) you will have the opportunity to invite a couple of your key clients to join the Ontario dinner. It will be set up as more of a casual dinner with lots of opportunity for networking.

Thursday April 11

Return to Montreal via train

Training with CAA Quebec – Montreal office offices – Details TBA

You are responsible for all costs related to your travel arrangements and you are also responsible for making your own travel arrangements/accommodations based on the hotel information I will be providing.

Remember there is limited space and will be allocated on a first come first served basis. You must contact me right away confirming your interest via email and fill in and return the registration form to confirm your space. As soon as I have the hotel details have been confirmed I will forward to you.

Deadline for registration: February 28, 2014

Registration form:

Please let me know if you have any questions.

Sandra Rice

Partnership & Trade Consultant

Ontario Tourism Marketing Partnership Corporation

 519 873-4487

 519 873-4061

 659 Exeter Rd., 2nd Floor – London, ON N6E1L3

 Yours to Discover... OntarioTravel.net

Become a partner... TourismPartners.com

 Please