

For Immediate Release

Tourism Hamilton Launches 2009 Fall Leisure Marketing Campaign

Hamilton, ON - October 9, 2009 - Tomorrow morning, over 200,000 households across Ontario will be among the first wave of consumers touched by the 2009 Tourism Hamilton fall marketing campaign as subscribers to The Globe and Mail, Kitchener Waterloo Record and Sing Tao receive an insert in their newspapers featuring the city's seasonal offerings.

The insert, a six-panel full colour document (www.hamilton.ca/pednewsupdates), promotes Hamilton's outdoors, performing arts and culture experiences in an enticing design and is the campaign's only print tactic. Acknowledging the popularity of the internet in travel planning, subsequent marketing efforts will include online advertising, contesting, e-blasts and media relations.

"Hamilton has a strong variety of outdoor and cultural tourism experiences to offer visitors, especially during the fall season," says Ted Flett, Tourism Hamilton's Marketing and Media Relations Coordinator. "This campaign targets the consumer with the best prospects to travel. They don't have to travel far but may need to look beyond the obvious to discover some of Ontario's most breathtaking scenery and sparking arts scene right here in Hamilton."

The campaign call to action – *You've got to see this!* – implies a sense of urgency to consumers and emphasizes the experiential element of travel, rather than the destination. Target audiences were identified through research conducted by Ontario Tourism and include couples and singles less than 35 years old and over 55 years old. Strong ethnic presence is observed among the under 35 years old audience, thus Sing Tao was included in the campaign's media mix.

The product focus of the campaign reflects their lifestyles and the city's offerings this time of year, from theatre to culinary to outdoors to culture. Given the rise of the "staycation," a trend where travelers are spending leisure time closer to home, the campaign geo-targets southern Ontario and western New York.

Goals of the campaign include raising awareness of Hamilton as a tourist destination, visitation to the destination, increasing web visits to tourismhamilton.com and populating Tourism Hamilton's e-newsletter database through a contest incentive featuring a "Weekend in Hamilton" prize.

The 2009 Tourism Hamilton fall leisure marketing campaign is made possible through the financial support of partners including: Art Gallery of Hamilton, Canadian Aboriginal Festival, Hamilton Entertainment and Convention Facilities, Inc., OLG Slots at flamboro downs, Pioneer Petroleums, Puddicombe Estate Farms and Winery, Royal Botanical Gardens, Sheraton Hamilton Hotel, Tourism Burlington and VIA Rail Canada.

Tourism Hamilton is an innovative destination management organization dedicated to significantly increasing new and return tourist visitation to Hamilton.

- 30 -

Media Contact:
Ted Flett, Marketing and Media Relations Coordinator
Tourism Hamilton
Phone: 905-379-7416
Email: ted.flett@hamilton.ca
Web : www.tourismhamilton.com

