



TOURISM PROGRAM GEARS UP FOR NEW MARKETING INITIATIVES

ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION (OTMPC)

/// CASE STUDY



OTMPC wanted to help Ontario and its businesses capture a larger share of Canada's lucrative tourism market. EDS, an HP company, helped develop content-rich websites for both consumers and businesses as well as a call center and fulfillment service to handle new contacts.

CLIENT PROFILE

www.tourismpartners.com

The Ontario Tourism Marketing Partnership Corporation works with international tourism organizations to develop marketing strategies which promote Ontario as an ideal four-season destination.

Industries:

Government
Transportation

Founded: 1999

Headquarters: Toronto, Ontario

Business Needs Addressed:

Growth
Productivity

OTMPC wanted to expand Ontario's tourism industry

OTMPC, an agency of the Ontario Ministry of Tourism, Culture and Recreation, was tasked with growing Ontario's tourism industry by stimulating increased visits and consumer spending as well as establishing the province as a preeminent four-season destination. Achieving this required a strong online presence to educate potential tourists on travel opportunities while also helping tourism operators and business partners better promote their products and services. However, the agency's existing Web site capabilities were limited. As a result, it asked EDS to upgrade the site and implement a powerful commercial Web solution.

EDS developed and implemented OTMPC's customer service systems

EDS Canada assisted OTMPC in development and implementation of a Tourism Consumer Information System (TCIS) that includes a fully integrated call center, a fulfillment center and a customer service database, along with unique business-to-customer and business-to-business Web sites. The system provides customer preference information, integrates online and offline marketing, allows permission-based marketing, and enables improved evaluation of marketing effectiveness. TCIS, a leading-edge, comprehensive solution, greatly enhances Ontario's position as a year-round travel destination.

EDS also developed, implemented and maintains OTMPC's consumer and industry partner Web sites. The consumer site, www.OntarioTravel.net, features value-added services such as tourism listings, an online concierge service, a literature request tool, mapping functions and e-mail postcards. The OTMPC Corporate/Partnership Web site, www.TourismPartners.com, features travel trade update tools and marketing-specific information. In addition, EDS has supported online marketing campaigns designed to promote Ontario as a destination of choice.

FOUNDATION FOR GROWTH

With the new Web sites in place and a high-tech call center and customer database operated by EDS, OTMPC is in a position to enjoy the growth and expansion of Ontario's Tourism industry without constant maintenance and upgrades to IT systems.

Services featured

- Applications Development Services
- Portals and Collaboration Services
- Contact Center Outsourcing Services
- Consumer Direct Services
- Web Hosting Services

"Ontario had very low awareness beyond the border as a premier tourist destination. But unifying our marketing efforts and offering potential visitors better service and more information - much of it enabled by Web-based technologies - our tourism industry is rebounding"

Jim Bradley
Minister of Tourism & Recreation
Government of Ontario

EDS hosts the Web sites at hosting facilities in Markham, Ontario, and provides disaster recovery capabilities at an EDS-managed site in Calgary. The sites are tightly integrated with EDS Canada's state-of-the-art Customer Contact Centre in Mississauga, Ontario. Here, EDS provides call center and literature fulfillment services for OTMPC's many marketing materials. In addition, EDS and OTMPC also developed microsites that change with the season. This feature enables OTMPC to promote seasonal events, activities and partner-featured packages.

OTMPC stimulated increased tourism with new Web sites and call centre

With the end-to-end solution in place, OTMPC is well positioned to spur greater tourism in Ontario for years to come. Each month, an average of more than 200,000 consumers visit the site. And, at the end of 2005, OntarioTravel.net had close to 300,000 registered consumers while more than 11,000 partners registered at TourismPartners.com. Meanwhile, EDS' Contact Centre handled more than 1 million calls, with agents addressing about 550,000 of them personally and EDS' interactive voice response system handling the rest. In addition, the EDS team responded to more than 67,000 e-mails and shipped more than 2 million items such as brochures and other marketing material.

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