

WHO WE ARE

The Ottawa Valley Tourist Association (OVTA) is a non-profit membership-based organization working to enhance its presence in the tourism marketplace.

As the Ottawa Valley's official destination marketing organization, the OVTA's mandate is to stimulate and promote tourism activity in Renfrew County.

WHAT IS A DESTINATION MARKETING ORGANIZATION (DMO)?

A DMO is an organization or other entity involved in the business of promoting and increasing tourism to a destination.

The OVTA has made a tremendous impact on tourism through various cost-sharing partnerships, joint promotions and marketing initiatives. Branded as **Ontario's Adventure Playground** and the **Whitewater Capital of Canada**, the Ottawa Valley has caught the attention of travellers' worldwide!

Increasing awareness of the Ottawa Valley makes your job easier. The OVTA is continuously working to enhance its presence in the tourism marketplace - and it's working! If visitors are interested in the Ottawa Valley, they are going to find out about your business. There is proof of strength in numbers - as the membership grows, so do our marketing initiatives.

OBJECTIVES

- INCREASE the level of awareness of the Ottawa Valley branded as "Ontario's Adventure Playground", a four-season tourist destination, to appropriately targeted markets.
- INCREASE the number of visits to the Ottawa Valley in the most cost-effective manner possible.
- INCREASE access to visitor information year-round.
- INCREASE the average length of stay by visitors through improved access to travel information and hospitality.

Get involved!

THE OTTAWA VALLEY'S #1 MARKETING TOOL!



Ottawa Valley -
Travel Destination



Whitewater Capital of
Canada

Ontario's
Adventure Playground



Ottawa Valley –
Travel Destination

BENEFITS OF YOUR \$175 OVTA MEMBERSHIP

FREE LISTINGS

- OVTA travel guide
(113,000 copies distributed annually in Ontario, Québec and the United States)
- OVTA web site - www.ottawavalley.org (approx. 19,500 visits/month)
- Calendar of Events (print & on-line)

INCREASE YOUR PRESENCE IN THE MARKETPLACE

- Representation at major Trade Shows
- Opportunity to participate in Consumer and Trade marketplaces (trade shows)
- Distribution of your brochures to all 10 visitor centres across Renfrew County
- Preferred advertising rates in the travel guide, road map and web site
- Access to a database of media & travel writers
- Opportunities to participate in press trips and provide story ideas for the media
- Let your voice be heard – join the Marketing Committee, stand for election to the Board of Directors, cast your vote at the Annual General Meeting

PARTNERSHIP OPPORTUNITIES

- Co-operative advertising opportunities
- Opportunity to participate in the Reciprocal Membership Program
(between member organizations only)
- Access to OVTA membership list
- Wholesale rates on popular Ottawa Valley souvenirs

INDUSTRY NETWORKING

- Invitation to the OVTA Conference and Annual General Meeting
- Invitation to the Blackfly BBQ Bash (local industry networking event)
- Invitation to attend various workshops and seminars held throughout the year

INFORMATION RESOURCES

- Receipt of weekly e-mail member updates and industry news
- Access to statistical information
- Access to the members' only section of the web site (www.ottawavalley.org)

RECOGNITION

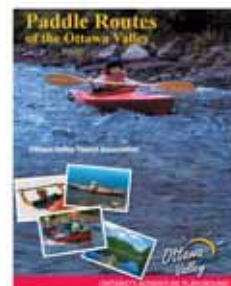
- Preferred Member Status for all referrals (including 1-800 service, etc.)
- Participate in the Valley Tourism Awards Program
- Membership certificate with annual seal and membership card



Co-operative Ad Opportunities



Promotional Materials



Media Coverage

MEMBERSHIP DETAILS

In the minds of travellers, the Ottawa Valley is a four-season destination with many interesting things to see and do!

In order to remain in the minds of travellers, we need to work together. A joint effort between tourism suppliers and the dedicated staff at OVTA has shown results.

In 2004, over 900,000 tourists visited the Ottawa Valley and spent more than \$75 million.

HIGH IMPACT, LOW INVESTMENT

Your \$175 membership is an incredible value!

As a collective group, the OVTA is able to generate marketing materials that are cost effective and professional. Strategic and co-operative marketing and advertising initiatives will enhance your existing marketing plans.

The OVTA is a valuable resource, contributing to the future growth of your business by keeping you up to date with current trends, sharing resources and providing networking opportunities.

WHAT SOME MEMBERS ARE SAYING...

"Do associations work? Post 9/11 many people anticipated the end of air travel. Some airline companies formed 'Alliances' and never looked back. Form your alliance with the Ottawa Valley Tourist Association, one of Ontario's top travel associations, and watch us all grow!"

John Berkhout
Storyland, Renfrew

"For us, the number one benefit to joining the OVTA is you get bargain access to otherwise ludicrously expensive advertising."

Charlotte Gebhart
Serendipity on the River, Eganville

DON'T DELAY... JOIN THE OVTA TODAY!

Questions?
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1 of 10 Visitor Centres



Networking
&
Social Events



Awards



Trade Show Booth