

# Press release

## BACKGROUND 2009 BUSINESS CAMPAIGN

*For 2009, Tourisme Montréal and partners have earmarked an amount of \$1.4 million to spur recovery in the convention industry, an important sector of the Montréal economy. Although a large number of conventions are scheduled to be held in Montréal in 2009, there would appear to be cause for concern in the years ahead given increasing contraction in numbers of US clients and the state of the world economy. Tourisme Montréal is therefore sparing no effort to ensure the success of conventions confirmed to date and to attract greater numbers of conventions in the coming years by means of an important convention attendee enhancement strategy and an all new program dubbed The Domino Effect.*

### **Convention attendee enhancement strategy**

Tourisme Montréal's 2009 business campaign will devote particular attention to action designed to enhance attendance at conventions, a major challenge for convention organizers and one which points up the difference between a destination of choice and a destination like any other. Measures implemented by Tourisme Montréal in this regard include as follows:

- Promotional tools accessible via the Tourisme Montréal website (postcards, e-mails, microsites intended for potential delegates, etc.);
- Presence by Tourisme Montréal at conventions held the year previous to the conventions planned for Montréal, the aim being to market the destination;
- Attractive pre- and post-conference hotel rates;
- Comprehensive range of convention services, including a single-window service for booking hotel accommodations;
- A leading-edge, computerized event management system which provides access to detailed attendance reports and simplified, personalized convention registration services.

### **The Domino Effect**

One of the goals Tourisme Montréal intends to pursue relentlessly in 2009 is to take all action as required to boost community commitment with a view to spurring the recovery of business tourism in Montréal. In this spirit, the organization will be stepping up implementation of a program referred to as The Domino Effect.

### Program objective:

- Increase the number of conventions, business meetings and major events in Montréal, the aim being to rank 1<sup>st</sup> in Canada and 2<sup>nd</sup> in North America (after New York) as a destination of choice for the organization of international conventions;
- Entice key persons in the academic, scientific and business communities to use their influence, backed by the savoir faire of Tourisme Montréal management, to foster the staging of conventions and business meetings in Montréal.

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## Role of participating personalities:

- Set in motion the domino effect by identifying conventions and meetings in their respective fields which could be held in Montréal, and by designating key players from within their network of contacts poised to exercise a determining influence in the matter of attracting major events to the city.

## Role of Tourisme Montréal:

- Assist the foregoing participating personalities throughout the process by placing at their disposal, free of charge, all manner of tools, services and resources as required to support their efforts.

For further information, log on to [www.dominomontreal.com](http://www.dominomontreal.com).

## **Direct marketing and development of new markets**

Deliver the right message to the right person at the right time. This is the one common sense rule underpinning all advertising and promotional action taken by Tourisme Montréal. The 2009 business campaign aims not only to pursue efforts to develop new markets (Mexico and China), but also to target specifically persons offering a high conversion rate and decision-makers. Initiatives to be privileged include as follows:

- Strategic advertising placement in specialty magazines aimed at target markets;
- Direct mailing campaign intended for persons of influence and decision-makers with Canadian and US associations;
- Missions to and promotional efforts focusing on the United States, Europe and markets in Canada (Ottawa and Toronto);
- Other

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For more information (press release, fact sheets and videos) : <http://press.tourisme-montreal.org>

Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.