

Press release

BACKGROUND 2009 LEISURE CAMPAIGN

Deployed in a number of different markets, Tourisme Montréal's 2009 leisure campaign boasts a three-point goal: increase Montréal's notoriety as a destination of choice for short urban getaways, spur consumers to come to Montréal by showcasing the Sweet Deal (which features a third night at half price), and help potential tourists plan their trips. Largely Web-based, this campaign is aimed specifically at HHAUs (hedonistic, heterosexual, affluent urbanites) less affected by the economic slowdown currently impacting main destination markets.

Target markets

- North America
- United Kingdom
- France (in cooperation with Québec Ministry of Tourism)
- Mexico (in cooperation with Québec Ministry of Tourism)
- Gay community

100% Web-based campaign for North American markets

To satisfy the expectations of growing numbers of tourists who conduct the majority of their travel planning on the Web, Tourisme Montréal is this year deploying a 100% Web-based campaign for markets in North America. Initiatives associated with the launch of this campaign include as follows: placement of notoriety and promotional banners showcasing the Sweet Deal on the most frequently consulted travel and lifestyle sites, as well as an original, Web 2.0 campaign dubbed "Get the local buzz from Montréal Insiders".

"Get the local buzz from Montreal Insiders"

For the purpose of this campaign, five blogs focusing on arts and culture, epicurean life, nightlife in Montréal, gay life and girls' getaways will be hosted on the Tourisme Montréal website. Maintained by individuals with a passion for Montréal, these blogs feature original columns on destination life and attractions, and enable browsers to share their impressions. In addition to feeding their respective columns with three editorials a week, the insiders must take an active part in the blogs and forums of the various lifestyle and travel sites to ensure a presence on social networks such as Facebook, Twitter, Flickr and YouTube. The five insiders having successfully emerged from the rigorous selection process provide real life examples of the city's underlying multicultural fabric.

Arts and Culture: Daviel Lazure Vieira

Profile: Writer, critic, columnist and editor for various newspapers and magazines, including *EnRoute* and *Urbania*. Also a contributor to CBC radio.

His vision of arts and culture... à la Montréal:

"A mix of many cultures: a strong French heritage, Anglo-Saxon roots, and influences from everywhere. We are proud of our Latin character, but very open to the world. Montréal is an experimental city. Nothing is set in stone here, everything is in constant flux. Plus, art is accessible here, it is not overwhelmed by large institutions."

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Epicurean Life: Katerine Rollet

Profile: Fifteen years as an actress.

Her vision of epicurean life... à la Montréal: "Eating well at reasonable prices, anywhere in town. In Montréal, good food is really accessible, and the quality of our local produce is outstanding! We have the great French cooking heritage, but we have put a laid-back spin on it. Plus it's about knowing that even at -30°C, you can step out to your favourite local bistro and it will be full of people. That just makes you forget all about the weather."

Gay Life: Daniel Baylis

Profile: Bachelor of Arts with a major in Human Relations. Blogger, translator, print journalist and columnist.

His vision of gay life... à la Montréal: "It means 'in style'. There is a certain romanticism about this city which is not found anywhere else. A crossroads between European and American influences. It is so easy to be who you want to be here, whether you are straight, gay or somewhere in between. We enjoy a general climate of acceptance."

Nightlife: Brendan Murphy

Profile: Undergraduate degree in English literature and creative writing, finishing a graduate degree in journalism. Ten years of experience as a music columnist and reviewer in print and on the Web.

His vision of nightlife... à la Montréal: "It is one of the best cities in the world for music. I am a social person and that is great because Montrealers love to go out and have fun. The city is relaxed, but there is a lot going on. Montréal is a big city which behaves like a small town, or maybe it's the reverse!"

Girls' Getaway: Tamy Emma Pepin

Profile: Undergraduate degree in cultural studies and broadcast journalism. Print journalist and television and WebTV hostess for various public affairs programs.

Her vision of girls' getaway... à la Montréal: "It is the people who make Montréal what it is. The experience here is all about the welcome, the diversity, the mix of cultures. Montréal is a warm city, but never overwhelming."

To monitor the quality of the information being broadcast, ambassador content is subject to approval by the Sid Lee Agency, and columns are analysed by the Communications and Advertising Department of Tourisme Montréal once they have been posted online.

Mixed media campaign for the market in France

In 2009, Tourisme Montréal is joining forces with Tourisme Québec to launch a 100% Web-based campaign designed to enhance the notoriety of Montréal as a short term destination with consumers in the Greater Paris area. The approach retained for the Montréal campaign features interactive creative artworks which showcase the attractions of various destination districts. This notoriety strategy will be deployed in three distinct advertising phases:

- Ensure a sound presence at the outset of the campaign by means of eye-catching advertising;
- Then feature specific, tactical offers together with an air carrier partner;
- Reproduce the message during a predefined repeat period.

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Partners

Tourisme Montréal wishes to thank all partners for their respective contributions to the success of the organization's various campaigns:

- Canadian Tourism Commission
- Ministry of Tourism (Québec)
- Ministry of Culture, Communications and Status of Women (Québec)
- Ministry of Municipal Affairs, Regions and Land Occupancy (Québec)
- Economic Development Canada
- City of Montréal
- Greater Montréal Hotel Association
- Palais des Congrès de Montréal
- Air Canada
- VIA Rail Canada
- Aéroports de Montréal
- British Airways
- Société des casinos du Québec
- Hoteliers

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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.