**Project Name:** Canada Media Familiarization Tour

**Project Manager:**  Leslie Troy

**Purpose:** Invite and host select Canadian media to introduce them to attractions, events and culinary experiences promoted through OTD marketing initiatives.

**How does this project encourage someone from outside of Maryland to visit? How does this differentiate Maryland in the marketplace?**

Research has shown that third-party endorsement of a destination has a positive impact on travel decisions. The FAM tour will be themed around the Great Chesapeake Bay Loop, specifically focusing on the upper loop. Activities will include experiencing some of our quintessential bay towns, Chesapeake cuisine and culinary delights, water-based activities, possibly charter fishing (or some sort of experiential activity with a waterman), traveling our scenic byways, charming main streets, and much more!

**Background:**

With inexpensive flights and driving routes used by Canadian “snowbirds” along the I-95, I-81, and 301 corridors, OTD has identified the Toronto, Canada area as one of our emerging target markets.

Reach Global Media (our Canadian agency of record) will identify qualified journalists and arrange for their flights to BWI via Air Canada. OTD and partners will then host the group for a 3-night, 4-day media tour of each city and/or surroundings.

**Situational Analysis:**

The Maryland Office of Tourism identifies four objectives that focus all activities on growing revenue to the state through: leveraging partnerships, maximizing opportunities, market expansion, and transactional programs. This press tour fills the first three of the four objectives and benefits the state though increased visitation, increased sales tax revenue and an enhanced reputation as an exciting vacation destination.

**Goals of the project:**

To introduce the Toronto-based media to several Maryland Tourism initiatives - Great Chesapeake Bay Loop, Maryland Scenic Byways, culinary delights including crab & oyster trail and craft spirits, art and culture, main streets, and the towns of Annapolis, Kent Narrows, Rock Hall, Chestertown, Chesapeake City and Havre de Grace.

**Partners on the project:**

DMOs: Visit Annapolis, Queen Anne’s County, Kent County Tourism, Cecil County Tourism, and Visit Harford

**Success measurement(s):**

Establish a relationship with the attending writers.

Secure positive editorial coverage with at least 4 articles within the next two years.

**Delivery Date:**  May 14-17, 2019