

# ACCOMMODATION PARTNER OPPORTUNITY

## Free Tourism Partner Opportunity for Accommodation Partners

Ontario's Southwest (OSW) invites you to participate in our upcoming Beer, Wine & Culinary (BWC) and Waterfront Campaigns for 2018. Offers will be published on [OntariosSouthwest.com](http://OntariosSouthwest.com) and traffic will be pushed to these offers with multi-channel digital campaigns.

The target markets for these campaigns are nearby US States, Michigan, Ohio, and Western New York, the GTA, and Southern Ontario markets outside of Ontario's Southwest. The BWC campaign will be in market year-round beginning in mid-May and the Waterfront campaign will be in market from June to September of this year.

## How You Can Participate

Accommodation offers provide an important incentive for consumers considering a trip. In addition to general partner offers being collected, accommodation offers will be presented as a feature promotion within the campaigns. Accommodation rates encouraging consumers to convert to booking may be submitted as a percentage discount, special rate, or a buy one get one at % discount, and can be an existing offer. Black out dates and other restrictions may apply but must be listed in the details on your site.

We encourage you to participate, at no cost to you, and to leverage this investment to help drive traffic to your business. Accommodations offers don't have to be specific to campaigns.

## Participation Guidelines

Each industry partner will be permitted to submit up to 5 unique offers for inclusion in the campaigns. Accommodation offers will be available for consumers to purchase on an annual basis. Please ensure you indicate the date at which your offer expires and when it should be removed from the site.

Accommodation offer submissions must include a complete submission form (Excel document), a high-res photo and a signed Partner Offer Contract.

## Tips and Resources

- Ensure your offers are easy to book, leading consumers down a clear path to booking/buying increases your sales.
- Ensure offer details are clearly stated in the offer.
- Make your offers stand out with great value.
- Visit [www.swotc.ca/marketing/current-marketing-opportunities](http://www.swotc.ca/marketing/current-marketing-opportunities) for information about our past offer program.

For more information, please contact JT at [jt@swotc.ca](mailto:jt@swotc.ca) or 519-290-8687.



# PARTNER OFFER CONTRACT

Please complete and submit this form electronically to [jen@swotc.ca](mailto:jen@swotc.ca) along with your offers on the Excel spreadsheet.

## Offer Information

\*Please provide offer details on the Excel spreadsheet. When submitting, please rename the file to your company name. This Excel document will become part of this offer submission form and contract.

## Photo

Please email/upload high-res photos to [jt@swotc.ca](mailto:jt@swotc.ca). Please insert your operator name and package name in the subject line.

## Terms & Conditions

*By completing and submitting this form, our organization agrees that the offer details listed above are accurate and will be included on the website indicated on the Excel submission form. I understand that this offer must be available for purchase and/or redemption as per the campaign timeline indicated, at the listed URL. **Our organization will provide tracking of campaign response to the SWOTC team including number of offers booked as a result of traffic from the campaign.***

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Partner Information (please print)

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Operator Name (as it will appear with offer)

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Contact Name (for internal use only, will not be published)

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Contact Email (will not be published)

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Contact Phone (will not be published)

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Date

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Authorized Signature



Ontario's  
**Southwest**  
Shaped by nature

PARTNER OFFER  
INVITATION

**EMAIL all forms to [jt@swotc.ca](mailto:jt@swotc.ca). Please use your organization name in the subject line.**

