

## PRESS RELEASE

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### Canada's Ontario goes further

Ontario Tourism UK has become the latest tourist office to dramatically boost its return on fam trip investment by working in partnership with leading travel trade training magazine *Selling Long Haul*.

In a joint-venture to help raise awareness of the diversity of the destination *Selling Long Haul* accompanied six key agents and operators on a fam trip to the province. Participants earned their place on the trip through a competition run in the magazine.

In an action-packed trip, agents experienced a wide range of compelling reasons to send their clients to the province and now the publishing partnership is spreading that knowledge across the trade with the launch of a widely-acclaimed agents guide/fam trip report.

Publisher of the guide, Sally Parker, said: "A fam trip report is the perfect way to use a small fam trip to reach a wide number of travel agents. The supplement allows those who go to share their insights and ideas with the rest of the industry. It ensures the fam host gets maximum return on their fam trip investment. The agents' comments and experiences reported are invaluable. Nothing helps those retailers who don't go to sell the destination like hearing about it from their peers."

One agent, Alfredo Benedicto of Global Travel a la Carte, commented on the report: "This supplement is outstanding! One of the best I have seen. I can't believe how much mileage has been extracted from our five-day adventure. Every one in my office wanted their own copy."

The fam trip report is also available online and linked to a photo gallery of the agents on tour to further reinforce the impact of the trip. View the supplement and gallery at: [www.sellinglonghaul.com](http://www.sellinglonghaul.com) or book your own destination some similar exposure by calling Sally Parker on 020 8649 7233.

[www.sellinglonghaul.com](http://www.sellinglonghaul.com)

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