

## SOUTHWESTERN ONTARIO TEAM RECEIVES MARKETING AWARD

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

October 11, 2011

An innovative marketing campaign that involved a game show themed event earned the Southwestern Ontario team an Ontario Tourism Award for Best Marketing Initiative under \$25,000.

The Southwestern Ontario team staged the event at the Ontario Motorcoach Association luncheon for group tour operators. Attendees were also provided with a group tour catalogue profiling the wide variety of tourism products and experiences throughout Southwestern Ontario.

Destination partners involved in this program were: Tourism Brantford; Tourism Hamilton; Six Nations/New Credit Marketing Collective; County of Brant; Haldimand County; Tourism Burlington; St. Jacobs Country; Waterloo Region Tourism Marketing Corporation; Chatham-Kent Tourism; and Tourism Sarnia-Lambton.

Industry partners who participated in the program include: Best Western Brant Park Inn & Conference Centre, Sanderson Centre for the Performing Arts; Hampton Inn & Suites by Hilton Brantford; Hampton Inn & Suites by Hilton Windsor; and Days Inn Pelee Island.

The Ontario Tourism Awards celebrate excellence and innovation in the multi-billion dollar tourism industry, which is a key contributor to Ontario's economic prosperity. The Ontario Tourism Awards' marketing category is sponsored by Smart Serve Ontario.

### QUOTE

"Congratulations to all of the Southwestern Ontario partners who worked together to promote their region in an innovative, compelling and cost-effective way," said Ronald Holgerson, Interim President and CEO of the Ontario Tourism Marketing Partnership Corporation.

### QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 315,000 jobs in 2009.
- In 2009, tourism-related spending in Ontario reached \$21 billion.
- Ontario welcomed 17.8 million out-of-province visitors in 2009.

### LEARN MORE

Learn more about the [2011 Ontario Tourism Summit](#)

Read more about [Southwestern Ontario](#)

Discover things to do in [Ontario](#)

Read more about the [Ontario Tourism Marketing Partnership Corporation](#)

---

Media contact:  
Luanne Walker, OTMPC, 416-325-0699

**tourismpartners.com**  
*Disponible en français*