

TOURISM TORONTO RECEIVES ONTARIO TOURISM AWARD FOR BEST INTERACTIVE MARKETING

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

Tourism Toronto's "Toronto Looks Good on You" campaign, aimed at young adults received the Best Interactive Marketing award at the Ontario Tourism Awards held on October 4..

Tourism Toronto set up video pods at key events around the city for visitors to record and communicate their Toronto experience. Young adults could share their experiences – and love for Toronto – through social media. The personal videos were also used in online media activity in key U.S. cities.

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 Tourism Toronto on an innovative campaign that was able to tap into social media and convince young adults that Toronto is a dynamic, exciting destination," 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.

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Media contact:

Luanne Walker, OTMPC, 416-325-0699

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