

ONTARIO TOURISM AWARDS CELEBRATE INDUSTRY EXCELLENCE

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

Ontario's top tourism promotions were honoured at the province's most prominent tourism awards gala at the Hamilton Convention Centre.

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. Nominations were open to all organizations or individuals in the tourism industry operating in Ontario. This year's winners are:

Marketing Awards

Best Tourism Advertising:	Ottawa Tourism
Best Marketing Initiative Under \$25,000:	Southwestern Ontario Partnership
Best Tourism Marketing Partnership:	Highway 11 Partnership
Best Interactive Marketing:	Tourism Toronto
Best Printed Collateral Material:	Shaw Festival Theatre

Journalism Awards

Best Travel Journalism:	Paul French
Best Travel Photography:	Julian Holenstein

Lifetime Achievement Award:	Rob Thorburn, Scenic Caves Nature Adventures
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The Ontario Tourism Awards' marketing category is sponsored by Smart Serve Ontario.

QUOTE

"Every one of the award-winning projects highlights the multitude of reasons why Ontario remains a unique, dynamic destination, from the picturesque beauty of our great outdoors to the vibrancy of our cities," Antoni Cimolino, Chair of the Ontario Tourism Marketing Partnership Corporation (OTMPC).

"Congratulations to all of this year's finalists and winners of the 2011 Ontario Tourism Awards," added Ronald Holgerson, Interim President and CEO, OTMPC.

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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