

HIGHWAY 11 PARTNERSHIP WINS MARKETING PARTNERSHIP AWARD

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

Northern Ontario got a big boost at the Ontario Tourism Awards when the Highway 11 Partnership won a marketing partnership honour.

The Highway 11 partnership brought together communities, chambers of commerce, destination marketing organizations and tourism attraction and accommodation stakeholders to promote Northern Ontario as a tourism destination to new Canadians of Chinese descent. Partners used public relations, social media and traditional marketing methods to develop and promote packages for visitors.

Partners included: Ontario Northland, Chief Commanda, Discovery Routes, Cree Village Eco-Lodge, Temagami Chamber of Commerce, Cochrane Board of Trade, Northern Ontario Heritage Fund Corporation, North Bay & District Chamber of Commerce, City of North Bay, Town of Cochrane, and Municipality of Temagami. Accommodations and attractions were provided by: RMS Segwun, Bethune House, Dionne Quints, Discovery North Bay, Polar Bear Habitat, Marriott Gravenhurst, and Holiday Inn Express North Bay.

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

"Northern Ontario's natural beauty and warm hospitality have many champions who successfully worked together to create a marketing campaign to attract new audiences," said Ronald Holgerson, Interim President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Congratulations to the Highway 11 partnership on its marketing partnership award."

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 [Northern Ontario](#)

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

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

tourismpartners.com
Disponible en français