

Newcomers Invited to ‘Discover Ontario’

Ontario Inspires Attendees at Multicultural Festivals with Travel Ideas

NEWS

June 21, 2012

The Ontario Tourism Marketing Partnership Corporation (OTMPC), an agency of the Government of Ontario, is encouraging newcomers to Ontario to discover their home province this summer. The OTMPC will be participating in a series of multicultural festivals and events in the Greater Toronto Area (GTA) this summer to get newcomers excited about exploring every corner of the province.

Beyond its bustling urban cities, Ontario has a wealth of travel experiences and destinations for newcomers to discover in their home province - from relaxing on a sandy beach to exploring the stunning landscapes of the province's pristine parks to lively festivals and historic sites that capture unique local flavour and rich heritage. Ontario's cultural diversity is among its greatest strengths. Cultural festivals and events enrich the lives of all Ontarians by telling Ontario's story and welcoming newcomers into the local community.

OTMPC's participation at events begins the weekend of June 23 to 24, 2012 with the [Taste of Asia Festival](#) in Markham and the [Toronto International Dragon Boat Race Festival](#) on Toronto Centre Island. Additional events include the Chinese Professionals Association of Canada ([CPAC Summer Festival](#) (June 30, 2012), [Canada Day](#) celebrations in Brampton and at Queen's Park in Toronto (July 1, 2012), [Night It Up!](#) in Markham (July 13-15, 2012), [T&T Waterfront Toronto Market](#) (July 20-22), and the [Mosaic South Asian Heritage Festival](#) in Mississauga (August 16-19, 2012).

Festival attendees should look out for OTMPC presence at the events to get inspired to explore Ontario with summer travel ideas and to access special travel packages and offers provided by Ontario's tourism industry partners. Attendees can also enter a contest for a chance to win an Ontario getaway for eight on Porter Airlines, plus accommodation, activities and ground transportation. The total prize value is \$16,000 CAD and includes a travel voucher to bring friends and family to Ontario from international destinations.

QUOTES

"I encourage all Ontarians – newcomers and long-time residents – to experience and share our beautiful province with family and friends this summer. From the unparalleled wilderness of our parks to world-class attractions and hundreds of festivals and events, Ontario has everything to offer an unforgettable vacation."
— Michael Chan, Minister of Tourism, Culture and Sport

"We invite all newcomers to Ontario to start exploring their home province this summer. From spectacular vistas to pristine lakes and lively local festivals and attractions, Ontario entices newcomers to explore and immerse themselves in new experiences, meeting new people along the way."
– Ronald Holgerson, Interim President & CEO, Ontario Tourism Marketing Partnership Corporation

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QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 330,000 jobs. In 2010, tourism spending in Ontario reached \$22 billion.
- Ontario welcomes almost 18 million out-of-province visitors annually.
- Ontario's population of [12 million includes people from 200 countries](#) who speak as many as 130 languages.
- In Ontario, immigrants make up nearly a [third of the population](#).
- According to [Statistics Canada](#), the proportion of visible minorities will double by 2031 in almost all Ontario cities including Barrie, Hamilton, Kitchener, Oshawa, Peterborough and Thunder Bay.
- The Greater Toronto Area (GTA) has the highest share of visible minorities among all metropolitan areas in Canada, constituting [43% of its population in 2006](#) and rising to an anticipated 63% by 2031.
- Within the past five years, nearly [4.5 million Ontario residents](#) hosted out-of-province visiting friends and relatives.

LEARN MORE

- Discover travel experiences in Ontario at www.ontariotravel.net.
- Download the 'Discover Ontario' mobile app at www.ontariotravel.net/mobile.
- Locate an Ontario Travel Information Centre at www.ontariotravel.net/travelcentres.
- Find out more about Ontario's tourism industry at www.ontario.ca/tourismresearch.
- Get camping and other information about Ontario Parks at www.ontarioparks.com.