



Tourism Industry Announces Award Finalists for 2012

NEWS

August 28, 2012

The Tourism Industry Association of Ontario (TIAO), the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Ontario Culinary Tourism Alliance (OCTA) are pleased to announce the awards finalists for the 2012 Ontario Tourism Awards.

Many in Ontario's tourism industry acknowledged the hard work and dedication of their colleagues in making Ontario a choice destination by nominating them for various awards categories.

The award recipients will be announced at the 2012 Ontario Tourism Summit which takes place from October 22 – 24, 2012 at the London Convention Centre in London.

Below is the list of finalists for each category and sub-category.

Marketing Awards:

Best Tourism Advertising

Ottawa Tourism
Edge Walk at CN Tower
Tourism Toronto—Torontoland

Best Tourism Marketing Partnership

Lanark County Tourism
Shaw Festival
Stratford Tourism Alliance

Best Marketing Initiative Under \$25,000

Northumberland County
City of Port Colborne, Arts and Culture Route
Southwest Ontario Tourism

Best Interactive Marketing

Tourism Oxford
Tourism Toronto—Pridepump

Tourism Hamilton/Ottawa Street BIA – Sew Hungry

BestPrinted Collateral Material

Prince Edward County

Tourism Toronto—Toronto Magazine

Tourism Sault Ste Marie

Best Travel Journalism

Michael McCarthy—Washington Flyer mag 2011

Melody Wren—Kitchener Waterloo Record

Mark Stevens—Toronto Star July 2011

Best Travel Photography

Sharon Matthews Stevens—Toronto Star Travel Section, July 2011, Pinery

Robert Poulton, Canadian Geographic, Party of Five

Renaud Philippe, Canadian Geographic, United Nations

Industry Awards of Excellence:

Tourism Innovator of the Year Award

EdgeWalk at the CN Tower

Fort Fright

Great Wolf Lodge

Event of the Year Award

Port Elgin Pumpkinfest

Salsa at Blue Festival

Savour Stratford Perth County Culinary Festival

Volunteer of the Year Award

Robert Trask

David MacLachlan

Employee Attraction & RetentionAward

Great Wolf Lodge

Scotiabank Convention Centre

Sustainable Tourism Award

Algonquin Eco-lodge

Metro Toronto Convention Centre

Nature's Harmony Ecolodge

Culinary Tourism Experience Award

From the Farm Cooking School
The Culinary Adventure Company
CN Tower

Culinary Tourism Leadership Award

Prince Edward County, Taste the County
Collingwood, Apple Pie Trail
Guleph Wellington, Taste Real

QUOTES

“The tourism industry in Ontario continues to grow, attracting increased numbers of visitors every year from emerging markets around the world. The calibre of the 2012 Ontario Tourism Awards finalists represents the quality of outstanding offerings out there that continue to make this province a world class destination. We look forward to celebrating the winners’ achievements at the Tourism Summit in October.”

Beth Potter, President of the Tourism Industry Association of Ontario

“Congratulations to each of the 2012 Ontario Tourism Awards finalists. Collectively, their hard work and creativity are essential elements in highlighting to consumers – provincially, nationally and internationally— the unique, compelling and welcoming destination that is Ontario.”

Ronald Holgerson, President & CEO of OTMPC

“It’s wonderful to see the increased investment in culinary tourism product development in Ontario. Culinary tourism has become a primary travel motivator. Not only are destinations developing great ‘taste of place experiences’ for consumers to enjoy, tourism stakeholders are raising the bar with their program development. We were thrilled to have more applicants than ever for our awards this year! Congratulations to all of our nominees for the work you are doing to do to help visitors discover what’s on our table.”

Rebecca LeHeup, Executive Director of the Ontario Culinary Tourism Alliance

QUICK FACTS

- The Ontario Tourism Summit is a conference held each year to allow the tourism industry to learn the latest trends, share new ideas and best practices, and network with colleagues.
- Entitled 'Strategies for New Growth,' this year’s theme will include insightful discussions that will help us explore new areas of growth from emerging markets and new products to innovations in infrastructure, technology and customer service.

- Last year over 400 industry leaders, key decisions makers in government attended the conference.

LEARN MORE

- Learn more about the 2012 Ontario Tourism Summit at www.ontariotourismsummit.com
- Find out about Ontario's tourism industry and the issues affecting it at www.tiaontario.ca
- Discover marketing opportunities with OTMPC at www.tourismpartners.com
- Learn about Ontario's culinary tourism industry at www.ontarioculinary.com