

## CITY OF PORT COLBORNE RECEIVES MARKETING AWARD

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

October 24, 2012

An innovative marketing campaign that involved the development of an arts and culture route earned the City of Port Colborne an Ontario Tourism Award for Best Marketing Initiative under \$25,000.

The city created the South Coast Arts and Culture Route in order to profile artists and artisans in four municipalities of South Niagara while providing visitors with a new and exciting arts and cultural attraction. The development of a map of artisans, a day-long celebration of the route and online microsite effectively motivated visitors to discover this designated route. The campaign attracted not just its intended audience from the Port Colborne area, but also thousands from outside the area accounting for nearly one-third of total visits.

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 and were judged by an independent, third-party panel of industry and marketing experts. The Ontario Tourism Awards' marketing category is sponsored by Smart Serve Ontario, a dedicated advocate for responsible alcohol service in the Ontario hospitality industry.

### QUOTE

"Congratulations to the City of Port Colborne for creating an out-of-the-box strategy featuring arts and culture tourism assets to promote their region and attract new visitors," 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 over 300,000 direct and indirect jobs, according to preliminary numbers.
- According to preliminary results, visits to Ontario increased by 1.4 per cent to 105.2 million for the year 2011 over 2010.
- Preliminary results show that tourism receipts increased by 4.8 per cent in 2011 to over \$23 billion.

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