

TOURISM TORONTO RECEIVES ONTARIO TOURISM AWARD FOR BEST INTERACTIVE MARKETING

Ontario Tourism Awards celebrate the best in Ontario tourism

October 24, 2012

NEWS

Tourism Toronto received a Best Interactive Marketing award for the second consecutive year at the Ontario Tourism Awards for its innovative online campaign in partnership with Pride Toronto.

Tourism Toronto invited Americans to visit Pride 2011 by creating a series of workout style videos designed to demonstrate exercises that would help Pride-goers become “float-fabulous.” By using a wildly creative approach, the campaign generated video views, website visits and earned media that exceeded industry standards and initiated countless conversations online.

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 Tourism Toronto on an innovative campaign that pushes the boundaries of tourism marketing and engages people in Ontario’s culture and diversity in a surprising and imaginative way,” 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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