

## OTTAWA TOURISM TAKES HOME BEST TOURISM ADVERTISING AT ONTARIO TOURISM AWARDS

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

October 24, 2012

Ottawa Tourism won its third consecutive Best Tourism Advertising at the 2012 Ontario Tourism Awards for its successful marketing campaign that attracted more Canadian and American visitors to the Capital.

Ottawa Tourism shifted its advertising focus to include a more urban aspect to the Ottawa brand. The creative successfully captured the urban vibe of the Capital while a promotional offer tied to a third night stay provided a compelling reason for travelers to book their getaway.

Ottawa Tourism used an integrated array of media to target key Canadian provinces and U.S. cities, and effectively kept Ottawa among the top destinations in consumer minds. Ottawa told its story from Montreal to Toronto, New York to Boston with radio, magazine and subway ads, search engine marketing and e-blasts. Ottawa's full court press worked – creating growth in hotel occupancy, airport traffic and attendance at museums and attractions.

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

"By shifting its focus to include urban escapes, Ottawa Tourism added a most compelling reason for travellers to explore the nation's Capital," 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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