

## ONTARIO TOURISM AWARDS CELEBRATE MARKETING EXCELLENCE

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

October 24, 2012

Ontario's top tourism promotions were honoured at the province's most prominent tourism awards gala at the London Convention Centre in London, Ontario.

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. This year's winners are:

#### Marketing Awards

<b>Best Tourism Advertising:</b>	Ottawa Tourism
<b>Best Marketing Initiative Under \$25,000:</b>	City of Port Colborne
<b>Best Tourism Marketing Partnership:</b>	Stratford Tourism Alliance
<b>Best Interactive Marketing:</b>	Tourism Toronto
<b>Best Printed Collateral Material:</b>	Tourism Sault Ste. Marie

#### Journalism Awards

<b>Best Travel Journalism:</b>	Michael McCarthy
<b>Best Travel Photography:</b>	Robert Poulton

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

"The McGuinty government is pleased to recognize the contributions of this year's Tourism Awards recipients. Their creative and intelligent promotions play an important role in marketing Ontario as a tourism destination, both to Ontarians and to visitors from outside the province. They help make Ontario a great place to visit, strengthen local economies and create jobs."

— Michael Chan, Minister of Tourism, Culture and Sport

"With creative and innovative strategies, this year's winners truly demonstrate what it takes to make Ontario a winning travel destination."

— Antoni Cimolino, Chair of the Ontario Tourism Marketing Partnership Corporation

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## 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 1.3 per cent to 104.4 million for the year 2011 over 2010.
- Preliminary results show that tourism receipts increased by 4.3 per cent in 2011 to \$23.6 billion.

## LEARN MORE

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