

## STRATFORD TOURISM ALLIANCE WINS MARKETING PARTNERSHIP AWARD

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

October 24, 2012

The Stratford Tourism Alliance, together with 21 local businesses, won a marketing partnership honour at the Ontario Tourism Awards for their collaboration to develop and promote a chocolate trail.

The Stratford Tourism Alliance created the “Savour Stratford Chocolate Trail,” a collaboration of 21 diverse businesses with one thing in common - chocolate. The trail pass included tickets to visit up to eight stops on a self-guided tour, with a chocolate tasting at each location. This accessible, year-round and affordable activity has effectively expanded the destination’s culinary offerings and tourism experience, while increasing foot traffic to many of the town’s unique retail and dining locations.

The Stratford Tourism Alliance promoted the trail with a Google ad word buy, and by publishing posters and brochures for the area. Nearly a thousand passes were sold in the first year, and two new trails have been created for Christmas and for regional craft breweries.

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 Stratford Tourism Alliance and its many local partners for creating a novel tourism trail that promoted the area’s culinary and shopping experiences using chocolate as a common theme,” 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.

### LEARN MORE

Learn more about the [2012 Ontario Tourism Summit](#)

Read more about [Stratford Tourism Alliance](#)

Read more about the [Ontario Tourism Marketing Partnership Corporation](#)

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