

PHOTO SERIES ON ONTARIO'S SKI HILLS AND ARTICLE ON TORONTO'S WEST QUEEN WEST TAKE MEDIA HONOURS AT ONTARIO TOURISM AWARDS

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

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A photo series profiling Ontario's ski hills and a magazine article about Toronto's West Queen West neighbourhood won top journalism honours at the 2012 Ontario Tourism Awards.

Michael McCarthy received the Best Journalism Award for his story that appeared in the Washington Flyer Magazine, the official magazine of the Metropolitan Washington Airports Authority. "Meet the Queen" highlighted Toronto's blossoming West Queen West neighbourhood. By characterizing his time there as a "walk on the wild side," McCarthy demonstrated why the area is becoming one of the most alluring art and design districts in North America.

Robert Poulton received the Best Travel Photography award for a series of photographs accompanying a Canadian Geographic magazine article that vividly illustrated the story of one family's winter holiday in Collingwood and the surrounding hills of Georgian Bay. Poulton brought a crisp, fresh look to the mountains with a photo series profiling Ontario skiing.

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 published photography or editorial articles that featured Ontario as a compelling travel destination. Nominations were judged by an independent, third-party panel of industry and marketing experts.

The Ontario Tourism Awards' journalism category is sponsored by TNS Canada, one of Canada's largest marketing and social research firms.

QUOTES

"One great travel article or one great travel photo can inspire dreams of the perfect Ontario vacation. Congratulations to Michael and Robert for taking us all on a journey in Ontario with their brilliant travel photography and stories," 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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