

TOURISM WEEK KICKS OFF THE SUMMER VACATION SEASON

Ontario Tourism Encourages Families To 'Discover Ontario'

NEWS

May 31, 2012

Ontario is encouraging families to get out and discover their province during this year's Tourism Week.

Tourism Week in Ontario is a province-wide awareness week that highlights the economic and social value of tourism. With many exciting options to choose from, residents and visitors alike can enjoy Ontario's natural beauty, outdoor adventures, unique festivals and events, wine and culinary experiences, cosmopolitan cities, and cultural and heritage attractions.

To help families 'Discover Ontario' this summer, Ontario launched a mobile app in April that locates nearby festivals and events, attractions, lodging and dining options.

Ontario Travel Information Centres will also feature travel-related displays and a series of special events during Tourism Week. The displays and events are designed to help promote the industry and all that Ontario has to offer travellers this summer and all year round.

When Ontarians visit an Ontario Travel Information Centre from May 18 to September 3 they can enter to win:

- More than \$12,000 in prizes, as well as free passes and attractions coupons.
- Four Ontario getaway packages courtesy of The Heart of Ontario (Hamilton, Halton, Brant), Central Counties, Explorers' Edge and Ontario Culinary Tourism Alliance.

Tourism Week in Ontario runs from June 4-10.

QUOTES

"With the War of 1812 Bicentennial Commemorations kicking off this year, there will be even more exciting things for families and visitors to do and see in Ontario. I encourage everyone to experience an Ontario adventure this summer. From beautiful parks and world-class attractions, to hundreds of exciting festivals and events across the province, our great province has it all."

— Michael Chan, Minister of Tourism, Culture and Sport

"Ontario's provincial parks offer adventure, relaxation and family fun. Whether you like to paddle the rugged wilderness, sit with your feet buried in the sand or take in a musical festival or art show, our provincial parks have it all."

— Michael Gravelle, Minister of Natural Resources

"Summer is the perfect time to get out and discover Ontario. There are so many hidden gems to discover around the province - from summer theatre in century-old barns to culinary trails to bike friendly cities and camping or hiking at Ontario's hundreds of parks. We encourage everyone to download the 'Discover Ontario' mobile app and start planning a getaway."

— Ronald Holgerson, Interim President & CEO, Ontario Tourism Marketing Partnership Corporation

QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 330,000 jobs. In 2010, tourism spending in Ontario reached \$22 billion.
- Ontario welcomes almost 18 million out-of-province visitors annually.
- Ontario has established 13 Regional Tourism Organizations or RTOs to provide more effective and regionally-based product development, planning and marketing.

LEARN MORE

- Discover travel experiences in Ontario at www.ontariotravel.net.
- Download the 'Discover Ontario' mobile app at www.appworld.blackberry.com.
- Locate an Ontario Travel Information Centre at www.ontariotravel.net/travelcentres.
- Find out more about Ontario's tourism industry at www.ontario.ca/tourismresearch.
- Get camping and other information about Ontario Parks at www.ontarioparks.com.
- Learn more about Ontario's Regional Tourism Organizations at www.mtc.gov.on.ca/en/regions/.

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