

## TOURISM WEEK KICKS OFF THE SUMMER TRAVEL SEASON

*Ontarians encouraged to discover summer fun in Ontario*

### NEWS

June 4, 2013

Ontario is encouraging everyone during this year's Tourism Week to get outside and discover summer fun close to home. Every region of Ontario is full of exciting discoveries, from urban adventures to wilderness escapes to countless festivals and events.

This year's Tourism Week in Ontario runs from June 10-16.

Tourism Week in Ontario highlights the economic and social value of tourism. Throughout the week, each Ontario Travel Information Centre will feature travel-related displays and a series of special events in partnership with their local tourism industry partners. The displays and events are designed to help promote the destinations and all that Ontario has to offer travellers this summer and all year round.

Ontarians can visit an Ontario Travel Information Centre to plan their ideal summer vacation. When Ontarians visit a travel centre from May 17 to September 2, 2013, they can also enter to win more than \$6,000 in prizes, as well as free passes and attractions coupons.

The summer issue of the ONTARIO magazine has over 250 ideas to help people plan a fun-filled summer getaway in the province. Issues can be downloaded to tablets, viewed or ordered online at [ontariotravel.net](http://ontariotravel.net) or picked up at an Ontario Travel Information Centre.

### QUOTES

"From our beautiful provincial parks to exciting festivals and events, Ontario is a premier summer destination for people of all ages to explore and experience. I encourage everyone to get out and discover the wealth of unique tourism experiences our province has to offer, allowing families to create memories that will last a lifetime while also helping to support local economies."

— Michael Chan, Minister of Tourism, Culture and Sport

"Ontario has one of the largest and best park systems in the world offering many different activities for families to enjoy. From canoe trips to fishing or paddle boarding, there is something for everyone in Ontario's parks. I encourage all Ontarians to visit a provincial park this Tourism Week to enjoy the many great activities that are available."

— David Oraziotti, Minister of Natural Resources

"We encourage everyone to try something new this summer and make travel memories in Ontario. See the TALL SHIPS® 1812 Tour sail. Slip into a kayak or go fishing for the first time. Seek new adventures in Northern Ontario. Experience one of Ontario's many festivals from live music and theatre to arts and culture. Or relax and unwind at a welcoming resort or lodge."

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

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## QUICK FACTS

- Tourism in Ontario generates more than \$23 billion in economic activity and supports over 300,000 direct and indirect jobs.
- The province welcomes almost 18 million out-of-province visitors annually.
- Ontario has established 13 tourism regions, each led by a Regional Tourism Organization to provide leadership and strategic coordination and support regionally-based product development, marketing, investment attraction, and workforce development.

## LEARN MORE

- Discover [travel experiences](#) in Ontario.
- Download the 'Discover Ontario' mobile app.
- Download the ONTARIO magazine app through [Apple's Newsstand](#), [iTunes](#) and [Google Play](#).
- Get camping and other information about [Ontario Parks](#).
- Learn more about Ontario's [Regional Tourism Organizations](#).

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