

## Give the Gift of Ontario This Holiday Season

Exciting Tourism Packages Available as Gift Ideas

December 3, 2014

With the holiday season right around the corner, the Ontario Tourism Marketing Partnership Corporation (OTMPC) is inspiring Ontarians, through its holiday campaign, to give the gift of an Ontario tourism experience to family and friends.

The holiday campaign is designed to promote Ontario tourism during the upcoming holidays, including the December holiday season, Family Day in February and March Break. More than half a million copies, in English and French, of *Give the Gift of Ontario* inserts featuring Ontario tourism packages will be distributed through newspapers across Ontario. They are also available in Ontario Travel Information Centres and by calling 1-800-ONTARIO. The campaign also aims to attract American visitors and a special Ontario advertorial will be featured in *The New Yorker* in December.

Hundreds of Ontario tourism experiences and packages are available online at [www.ontariotravel.net](http://www.ontariotravel.net). Whether it is a winter adventure, a visit to a fun attraction or a night out to a show, the holidays are a wonderful time to create special memories with family and friends.

Be inspired this holiday season. When wrapping up that sweater, pair it with an Ontario tourism experience that will create magical memories and family time together.

### QUOTES

“As Ontarians, we are fortunate to have a beautiful, diverse province to enjoy and explore year round. This holiday season is the perfect time to give your loved ones the gift of a unique Ontario experience, something they’ll never forget. Consider weekend getaways, theater packages, festivals and – looking ahead to next summer – tickets to the 2015 Pan Am/Parapan Am Games.”

- Michael Coteau, Minister of Tourism, Culture and Sport

“Working with our tourism partners across the province, the Ontario Tourism Marketing Partnership Corporation is thrilled to offer a great choice of tourism packages for families to enjoy during a holiday weekend getaway. Gift a visit to an Ontario resort, attraction or destination this holiday season.”

- Ronald Holgerson, President and CEO, Ontario Tourism Marketing Partnership Corporation

## QUICK FACTS

- Visitors in Ontario are encouraged to share their tourism experience on Twitter using the hashtag #DiscoverON.
- Tourism is an important economic driver. 2012 figures indicate that tourism supported over 347,000 jobs and generated \$28 billion for Ontario's economy.
- In 2012, Ontario residents represented 62 per cent of tourism visitor expenditures in Ontario, while United States visitor expenditures represented 15 per cent, and are projected to grow to 17 per cent over the coming years.
- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

## LEARN MORE

- Get Ontario gift ideas and tourism packages online at [www.ontariotravel.net](http://www.ontariotravel.net).
- Visit one of 11 [Ontario Travel Information Centre's](#) for information on all 13 tourism regions in Ontario.
- Learn more about [OTMPC](#), its programs and partnership opportunities.

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