

## **Celebrating Ontario Tourism Achievements in Marketing and Travel Journalism**

November 14, 2014

Ontario's best in travel journalism and tourism marketing were celebrated at the annual Ontario Tourism Awards Gala on Thursday, November 13, 2014 in The Blue Mountains, Ontario.

The Ontario Tourism Awards are a celebration of excellence and an opportunity to recognize those who have made a significant contribution to the tourism industry. The Travel Journalism Awards of Excellence and the Marketing Awards of Excellence are presented by the Ontario Tourism Marketing Partnership Corporation (OTMPC).

The Travel Journalism Awards of Excellence recognize outstanding achievement in three categories including travel journalism, photography and blogs, and the impact that exciting stories and vibrant images have on encouraging visitors to travel to Ontario.

The Marketing Awards of Excellence recognize significant achievements in promoting the tourism industry. Five categories recognize the best in advertising, marketing, promotion and partnerships. The Awards celebrate significant achievements in showcasing Ontario's tourism industry through powerful partnerships, impactful collateral, inspiring interactive marketing and strategic campaigns.

The winners for 2014 are:

### **Travel Journalism Awards of Excellence**

Travel Media Award: Adam Bisby

Travel Photography Award: Peter McNeice

Travel Blog Award: Colin Field

### **Marketing Awards of Excellence**

Tourism Printed Collateral Material Award: Tourism Toronto

Tourism Marketing Initiative Under \$25,000: Regional Tourism Organization 8 – Kawarthas Northumberland and Agency Next Door

Tourism Interactive Marketing Award: CN Tower

Tourism Marketing Partnership Award: Ontario Parks

Tourism Advertising Award: 1000 Islands Accommodation Partners

For more information on each Award category and the winners' achievements please see the backgrounder.

OTMPC would like to congratulate all of the 2014 winners who have demonstrated a commitment to making Ontario's tourism industry more vibrant and strong.

## QUOTES

“A big congratulations to the winners of the marketing and travel journalism categories of the Ontario Tourism Awards. Thanks to their hard work, Ontarians and visitors alike are inspired to discover and experience everything our beautiful province has to offer.”

- Michael Coteau, Minister of Tourism, Culture and Sport

“Travel media and tourism marketers play an important role in showcasing Ontario’s offerings to both Ontarians and international visitors. The Ontario Tourism Marketing Partnership Corporation is pleased to celebrate the achievements of the 2014 winners who have demonstrated excellence in showcasing Ontario as a preferred global tourism destination.”

- Jim Marchbank, Chair, Ontario Tourism Marketing Partnership Corporation

## QUICK FACTS

- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.
- 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 addition to the Travel Journalism Awards of Excellence and the Marketing Awards of Excellence, the Culinary Tourism Awards of Excellence and the Tourism Industry Awards of Excellence are also part of the Ontario Tourism Awards.
- The presentation of the Ontario Tourism Awards is a joint partnership by the Tourism Industry Association of Ontario, the Ontario Tourism Marketing Partnership Corporation, and the Ontario Culinary Tourism Alliance.

## LEARN MORE

- Learn more about OTMPC, its [programs and partnership opportunities](#).
- Discover more about Ontario [activities and destinations](#).

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## CONTACT

Lydia McCourt  
Corporate Communications Manager, OTMPC  
416-314-6590  
lydia.mccourt@ontario.ca  
10 Dundas Street East, Suite 900  
Toronto, Ontario M7A 2A1

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### BACKGROUND

#### Travel Journalism Awards of Excellence

**Travel Media Award** - presented to published editorial articles between 700 and 1,200 words that feature Ontario as a compelling travel destination either in print, on TV, radio or on the web.

**Winner: Adam Bisby** - A story about all the incredibly fun outdoor winter activities that are available in Ontario; appeared in the Toronto Star Travel section.

**Travel Photography Award** - presented to published photography, magazines, newspapers, independent photographers and television broadcasts that feature Ontario in a photograph that captures that amazing feeling.

**Winner: Peter McNeice** - A photo that captured the joy of family time in the water in Bruce County and was featured in a Globe & Mail story, as well as the Bruce County tourism brochure promoting the great beaches in that area.

**Travel Blog Award** - recognizes excellence for a blog post that features Ontario as a captivating travel destination.

**Winner: Colin Field** - A blog that appeared on cottagelife.com and introduced a hidden restaurant in the middle of the 30,000 Islands in Georgian Bay called Henry's. Home to a great view, fun and interesting people, and even better fish, many travellers will surely make a visit to Henry's.

#### Marketing Awards of Excellence

**Tourism Printed Collateral Material Award** - highlights print pieces featuring Ontario tourism products, including destinations, tour operators and hospitality suppliers.

**Winner: Tourism Toronto** - The Tourism Toronto travel guide showcased the breadth and energy of Toronto's experiences while attempting to position Toronto as a sophisticated, urban, cosmopolitan destination. This edition included a special food & drink section.

**Tourism Marketing Initiative Under \$25,000** - recognizes initiatives within the \$25,000 budget for any marketing activity, combination of activities or campaigns featuring Ontario tourism product including, destinations, attractions, tour operators and hospitality suppliers.

**Winner: Regional Tourism Organization (RTO) 8 – Kawarthas Northumberland and Agency Next Door** - The butter tart tour campaign by RTO 8 and Agency Next Door promoted an appetizing tour of Kawarthas Northumberland using a campaign specific website, Facebook page, and video. A well-executed public relations campaign generated significant coverage in both traditional and social media.

**Tourism Interactive Marketing Award** - highlights e-marketing activities that feature Ontario tourism offerings through either on-line advertising, new or re-launched websites, podcasts, e-newsletters, or e-blast e-mails.

**Winner: CN Tower** - The CN Tower developed a unique augmented reality mobile app that provided a breathtaking virtual experience and allowed consumers to capture the heart racing thrill of Edgewalk – without having to be out on the ledge! The free app had 12% of all users clicking through to the ‘Book Now’ section of the CN Tower website.

**Tourism Marketing Partnership Award** - recognizes the achievements of tourism stakeholders that developed a successful partnership with a non-traditional retailer, packaged good company or service provider.

**Winner: Ontario Parks** - Ontario Parks worked with Coleman Canada and Canadian Tire to support the Ontario Parks ‘Learn to Camp’ initiative. Together they have developed a program that an incredible 99% of participants say they are likely to refer family and friends to.

**Tourism Advertising Award** - recognizes outstanding advertising of Ontario tourism products, experiences or destinations and can appear in single ads, a series of advertisements across a single medium or a series of ads in multi-media.

**Winner: 1000 Islands Accommodation Partners** - By focusing 100% of their marketing efforts around a singular idea, promoting a “Win an Island for a Week” contest, the 1000 Islands Accommodation Partners were able to generate tremendous results. They tripled the number of unique visitors to the website in 2013 to 53,840 consumers and had 13,185 contest entries.

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