
Supporting Ontario's Four Seasons of Festivals and Events

August 11, 2014

Thirty-eight festivals and events across Ontario will receive a total of \$500,000 from the Ontario Tourism Marketing Partnership Corporation (OTMPC) to help them market their events and attract more tourists to their communities.

All festivals and events, for this round of funding, are scheduled to occur between September 1, 2014 and March 31, 2015.

OTMPC's Tourism Event Marketing Program (TEMP) supports targeted marketing efforts in Ontario and other jurisdictions, such as Quebec and the United States. Effective event marketing strengthens and extends Ontario's brand image and helps showcase the province as a dynamic travel destination.

Ontario celebrates festivals and events in all four seasons, whether it is a spring or summer fun event, a fall harvest festival or a winter 'cool' event. Visitors to Ontario can enjoy vibrant experiences and create memories that encourage return visits with family and friends.

Each year, festivals and events contribute to tourism growth in local communities across Ontario. Earlier this year, OTMPC announced almost \$1.5 million for marketing 104 festivals and events that occur between April 1 and August 31, 2014.

QUOTES

"Ontario is fortunate to have a wide variety of festivals and events to enjoy throughout the year. Our government is proud to support a number of festivals and events across the province that create jobs and boost local economies. I hope that visitors to Ontario will have memorable experiences and will come back again to experience even more of what our province has to offer."

– Michael Coteau, Minister of Tourism, Culture and Sport

"The Ontario Tourism Marketing Partnership Corporation recognizes that festivals and events throughout the year are important to growing the tourism industry. Through programs like the Tourism Event Marketing Program, we are able to support the marketing efforts of festivals and events helping attract more tourists and grow visitor expenditures."

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

“Festivals and events in Ontario are estimated to annually drive \$2.3 billion in contribution to regional Gross Domestic Product, support almost 50,000 full-year-equivalent jobs and generate approximately \$1 billion in taxes. Successful strategic marketing is a key element underlying these numbers and the Tourism Event Marketing Program continues to be an important contributor to the ongoing success of festivals and events in the province.”

– Gary Masters, Executive Director, Festival and Events Ontario

QUICK FACTS

- Since 2003, the Tourism Event Marketing Program has provided \$26.5 million in funding to support over 1,200 festivals and events.
- Visitors to 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.
- 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

- See a list of the successful 2014 Tourism Event Marketing Program [recipients](#).
- Learn more about [OTMPC](#), its programs and partnership opportunities.
- Discover more about [Ontario activities and destinations](#).

-30-

CONTACT

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

If you do not wish to receive electronic messages regarding OTMPC news, please e-mail otmpc.news@ontario.ca indicating “unsubscribe”.