

TOURISM WEEK KICKS OFF THE SUMMER VACATION SEASON

Ontario Tourism Encourages Families To 'Stay and Play' in Ontario

NEWS

June 2, 2010

Ontario is encouraging families to 'stay and play' in their own province this summer during this year's Tourism Week – a national awareness week that highlights the economic and social value of tourism.

Residents and visitors can enjoy the province's natural beauty, outdoor adventures, unique festivals and events, wine and culinary experiences, cosmopolitan cities, and cultural and heritage attractions.

Ontario Travel Information Centres across the province will open their doors and feature travel-related displays and a series of special events leading up to and 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 their local travel centre in June 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 cities of North Bay and Sudbury, Algoma Country, Resorts of Ontario, Delta Chelsea and Delta Grandview, and Motor Home Travel Canada Inc.

Tourism Week officially runs from June 7-13, 2010.

QUOTES

"There is so much to discover in our own backyard. This summer is a great opportunity to get out and enjoy our rich history, beautiful natural wonders, breathtaking shorelines, and exciting urban centres. Let's experience all that Ontario has to offer."

- Michael Chan, Minister of Tourism and Culture

"Ontario has such a diversity of sights and attractions that are recognized among the world's best. From re-energizing getaways to fun-filled local festivals and events, there really is no place like Ontario for summer fun!"

- Robin Garrett, President & CEO, Ontario Tourism Marketing Partnership Corporation

QUICK FACTS

- Over 300,000 people in Ontario are directly or indirectly employed by the tourism industry.
- In 2008, tourism spending in Ontario was \$23 billion.
- Located across the province, 18 Ontario Travel Information Centres provide a range of services including: customized travel counselling, foreign currency exchange, theatre reservations, passes to attractions, bus tours, camping permits, fishing licences, gifts and souvenirs.

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LEARN MORE

- Discover travel experiences in Ontario at www.ontariotravel.net.
- Locate an Ontario Travel Information Centre at www.ontariotravel.net/travelcentres.
- Watch our new television commercial at www.ontariotravel.net featuring Ontario artist Aline Morales, which can be seen on Ontario networks such as CBC, CTV, CanWest, OMNI.1 and OMNI.2 until June 11, 2010.
- Find out more about Ontario's tourism industry at http://www.tourism.gov.on.ca/english/research/quick_facts/index.html.

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