

## GRAND RIVER COUNTRY 'TRAILS TAKE FLIGHT' RECEIVES MARKETING AWARD

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

November 8, 2010

A marketing campaign to promote 20 Grand River watershed trails and their first-class birding opportunities has earned Grand River Country an Ontario Tourism Award. The region was recognized for its ingenuity in the execution of a promotional campaign that cost less than \$25,000.

Grand River Country developed a new way for visitors to experience a 'Grand Adventure' in Ontario's outdoors. Branded 'Trails Take Flight', the promotion combined two compatible tourism experiences, hiking and birding, and invited active seniors, mature adults and young families to discover the trails and birds along the Grand River watershed.

The campaign microsite and brochure provided locator maps, detailed trail routes, comprehensive trail descriptions, listings of bird species and the 'hottest' birding trails adjacent to this designated Canadian Heritage River. The campaign doubled unique visits to the main website and the microsite continues to be site's most visited section.

Grand River Country encompasses the regions of Elora & Fergus, Guelph, County of Brant, Brantford, Six Nations, Haldimand County, Grand River Conservation Authority, St. Jacobs Country, Township of Wellington North and Woolwich Township.

The Ontario Tourism Awards celebrate excellence and innovation in the multi-billion dollar tourism industry, which is a key contributor to Ontario's economic prosperity. The Ontario Tourism Awards' marketing category is sponsored by Smart Serve.

### QUOTES

"Congratulations to Grand River Country for developing this innovative and creative promotional campaign that positions the region as one of our prime outdoor tourism destinations" said the Honourable Michael Chan, Minister of Tourism and Culture.

"Congratulations to all the partners who were involved in the creation of Grand River Country's award-winning campaign," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Thanks to their resourcefulness and collaboration, they were able to develop a creative approach to promoting their tourism experiences and highlighting Ontario's great outdoors."

### QUICK FACTS

- Tourism revenue in 2008 was over \$22 billion.
- Over 300,000 people in Ontario are directly or indirectly employed by the tourism industry.

### LEARN MORE

Learn more about the [2010 Ontario Tourism Summit](#).

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Read more about the [Ontario Tourism Marketing Partnership Corporation](#).

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