

SHAW FESTIVAL THEATRE TAKES HOME AWARD FOR BEST INTERACTIVE MARKETING AT ONTARIO TOURISM AWARDS

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

November 8, 2010

Niagara-on-the-Lake's Shaw Festival Theatre was honoured at the 2010 Ontario Tourism Awards. They took home the award for Best Interactive Marketing by effectively harnessing social media in order to 'Stay Connected' with a growing fan base.

A single community website served as a portal to bring together many social media channels including Facebook, Twitter YouTube, an actor's blog and an e-newsletter. To engage fans, the campaign provided a behind-the-scenes focus, regular special offers, customer service, Bernard Shaw quotes and visitor information.

Using popular social channels, the Shaw Festival Theatre engaged a younger and broader geographic market which successfully generated buzz and increased traffic to the theatre's main website and, ultimately, increased sales.

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 the Shaw Festival Theatre on their award for Best Interactive Campaign. The efforts ensured that we reached out to a broader audience and showcased the best in Ontario theatre," said the Honourable Michael Chan, Minister of Tourism and Culture.

"Congratulations to the Shaw Festival Theatre for its engaging use of social media channels to really bring the theatre experience alive for a younger and broader audience," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation.

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](#).

Read more about the [Shaw Festival Theatre](#).

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

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