

TOURISM TORONTO MAGAZINE TAKES AWARD FOR BEST PRINT MATERIAL

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

November 8, 2010

Tourism Toronto's *Toronto* magazine received Best Printed Collateral Material at the 2010 Ontario Tourism Awards for its efforts in positioning the city as a sophisticated, urban, cosmopolitan destination.

Toronto is a high-quality editorial magazine designed to showcase the breadth and energy of Toronto's experiences. Effectively balancing engaging editorial with useful visitor information, the magazine incorporates local flavours, diverse culture, Canadian art, neighbourhoods and festivals, family attractions and green tourism experiences. It also highlights tourism experiences in surrounding regions of Ontario.

Serving as Tourism Toronto's principal consumer magazine, *Toronto* was made available to readers as both a print magazine and an online version. Readers of the print magazine demonstrated impressive levels of recall, while the online version experienced a very high level of engagement.

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 *Toronto* magazine on this award for consistently showcasing to the entire world what a great city Toronto is," said the Honourable Michael Chan, Minister of Tourism and Culture.

"Tourism Toronto is to be congratulated for setting the bar," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Their work in establishing *Toronto* magazine as a must-read publication serves to further profile Ontario as a must-see destination."

QUICK FACTS

- Tourism revenue in 2008 was close to \$23 billion.
- Over 300,000 people in Ontario are directly or indirectly employed by the tourism industry.

LEARN MORE

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

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