

## ONTARIO TOURISM AWARDS CELEBRATE INDUSTRY EXCELLENCE

*Ontario Tourism Awards celebrate the best in Ontario tourism*

### NEWS

November 8, 2010

Ontario's top tourism marketers were honoured at the province's most prestigious tourism awards gala in Huntsville at Deerhurst Resort.

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. Nominations were open to all organizations or individuals in the tourism industry operating in Ontario. This year's winners are:

#### Marketing Awards

<b>Best Tourism Advertising:</b>	Ottawa Tourism
<b>Best Marketing Initiative Under \$25,000:</b>	Grand River Country
<b>Best Tourism Marketing Partnership:</b>	Georgian Bay Destination Development Partnership
<b>Best Interactive Marketing:</b>	Shaw Festival Theatre
<b>Best Printed Collateral Material:</b>	Tourism Toronto

#### Journalism Awards

<b>Best Travel Journalism:</b>	Paul French
<b>Best Travel Photography:</b>	Gary McGuffin

**Lifetime Achievement Award:** William M. Duron

The Ontario Tourism Awards' marketing category is sponsored by Smart Serve.

The Ontario Tourism Awards' journalism category is sponsored by the *Globe and Mail*.

### QUOTES

"I want to congratulate all the winners and finalists at this year's Ontario Tourism Awards. Your efforts help make Ontario a must see travel destination for people across the province and around the world" said the Honourable Michael Chan, Minister of Tourism and Culture.

"Congratulations to this year's finalists and winners of the 2010 Ontario Tourism Awards," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Each award-winning project showcases the progressive ideas and creativity that Ontario's tourism industry is using to entice visitors to discover our great province."

### 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](#)

Discover things to do in [Ontario](#).

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

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