

## TOURISM WEEK KICKS OFF THE SUMMER VACATION SEASON

### *Ontario Tourism Encourages Families To Create Their Own Ontario Travel Story*

#### NEWS

May 27, 2011

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

With many exciting options to choose from, residents and visitors alike 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 from June to September 5 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 Hilton Worldwide, Motor Home Travel Canada, Ontario's Finest Hotels, Inns & Spas, and Resorts of Ontario.

Tourism Week officially runs from June 6-12, 2011.

#### QUOTES

"With so much to see and do right here in Ontario, I encourage everyone to get out and explore the province this summer. Whether you're taking in the sights and sounds of our cities and towns or enjoying a local festival or attraction, you'll have an unforgettable time while helping to support thousands of local jobs and businesses in communities across the province."

– Michael Chan, Minister of Tourism and Culture

"Ontario has everything to make the most of your summer. Reconnect with those close to you and take time to discover the wonderful treasures in Ontario. Just step into summer in Ontario and create your own travel story."

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

"Our world renowned provincial parks offer millions of visitors opportunities to spend their days hiking, canoeing, swimming or relaxing, and their evenings sitting around a campfire under the stars."

– Linda Jeffrey, Minister of Natural Resources

#### QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 300,000 jobs. In 2008, tourism spending in Ontario reached \$22 billion.
- Ontario welcomes almost 18 million out-of-province visitors annually.

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- 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, accommodation reservations, gifts and souvenirs.

## LEARN MORE

- Discover travel experiences in Ontario at [www.ontariotravel.net](http://www.ontariotravel.net).
- Locate an Ontario Travel Information Centre at [www.ontariotravel.net/travelcentres](http://www.ontariotravel.net/travelcentres).
- Find out more about Ontario's tourism industry at [www.ontario.ca/tourismresearch](http://www.ontario.ca/tourismresearch).
- Get camping and other information about Ontario Parks at [www.ontarioparks.com](http://www.ontarioparks.com).

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