

SOUTHWESTERN ONTARIO TEAM RECEIVES MARKETING AWARD

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

An innovative marketing campaign that involved a game show themed event earned the Southwestern Ontario team an Ontario Tourism Award for Best Marketing Initiative under \$25,000.

The Southwestern Ontario team staged the event at the Ontario Motorcoach Association luncheon for group tour operators. Attendees were also provided with a group tour catalogue profiling the wide variety of tourism products and experiences throughout Southwestern Ontario.

Destination partners involved in this program were: Tourism Brantford; Tourism Hamilton; Six Nations/New Credit Marketing Collective; County of Brant; Haldimand County; Tourism Burlington; St. Jacobs Country; Waterloo Region Tourism Marketing Corporation; Chatham-Kent Tourism; and Tourism Sarnia-Lambton.

Industry partners who participated in the program include: Best Western Brant Park Inn & Conference Centre, Sanderson Centre for the Performing Arts; Hampton Inn & Suites by Hilton Brantford; Hampton Inn & Suites by Hilton Windsor; and Days Inn Pelee Island.

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 Ontario.

QUOTE

"Congratulations to all of the Southwestern Ontario partners who worked together to promote their region in an innovative, compelling and cost-effective way," said Ronald Holgerson, Interim President and CEO of the Ontario Tourism Marketing Partnership Corporation.

QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 315,000 jobs in 2009.
- In 2009, tourism-related spending in Ontario reached \$21 billion.
- Ontario welcomed 17.8 million out-of-province visitors in 2009.

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