

OTTAWA TOURISM TAKES HOME BEST TOURISM ADVERTISING AT ONTARIO TOURISM AWARDS

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

Ottawa Tourism won its second consecutive Best Tourism Advertising at the 2011 Ontario Tourism Awards for its successful "Let's Go!" leisure marketing campaign.

The integrated campaign, using print, radio and television ads, targeted key domestic and U.S. audiences and reminded them why Ottawa remains a top tourism destination.

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

"Ottawa Tourism once again delivered a sophisticated integrated campaign that successfully shows why we should all go to the nation's capital for a relaxing and refined holiday," 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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