

GEORGIAN BAY COASTAL ROUTE WINS MARKETING PARTNERSHIP AWARD

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

November 8, 2010

The Georgian Bay Destination Development Partnership was honoured at the 2010 Ontario Tourism Awards, the province's most prestigious tourism awards gala, for Best Tourism Marketing Partnership.

Bringing together diverse partners ranging from tourism organizations to municipalities and public organizations to private operators, this unique partnership worked together to develop and position Georgian Bay as an iconic Ontario tourism destination.

Through development of a logo, signage and web presence, the group successfully established branding for the Georgian Bay Coastal Route, with its more than 30,000 islands and 2,000 kilometres of shoreline. Recent partnership efforts have resulted in a demonstrated increase in the number of people searching for Georgian Bay travel information.

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

"I want to congratulate the Georgian Bay Destination Development Partnership on their award for Best Tourism Marketing Partnership and for the Georgian Bay Coastal Route campaign. This kind of innovative partnership is essential to help Ontario meet the increasing demand from travelers for new, unique and exciting experiences," said the Honourable Michael Chan, Minister of Tourism and Culture.

"Partnerships are essential to the promotion of Ontario's tourism industry," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Congratulations to the Georgian Bay Destination Development Partnership for bringing all the right partners together to tell a great story about their local destination."

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

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Read more about the [Georgian Bay Coastal Route](#).

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