

**For Immediate Release
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**Tourism Toronto Wins Internet Advertising Award
Online holiday campaign nets award from Web Marketing Association**

TORONTO - Tourism Toronto received the 2009 award for "Best Travel Online Campaign" from the Web Marketing Association, an international, U.S.-based association. The award recognized Tourism Toronto's Toronto holiday campaign that ran October through December, 2008.

The campaign was designed to promote Toronto as a special holiday destination to customers in Ontario including Ottawa, London and Kingston.

"Elevating the perception of Toronto as a holiday destination is a top marketing priority," said David Whitaker, President & CEO of Tourism Toronto. "Although we have much to offer year-round, our intent was to depict the warmth of our neighbourhoods at holiday time."

Aimed at increasing hotel bookings and tourism activity, the campaign featured five customizable holiday packages (hotel + show or other attraction) and reached consumers through a strategic online program driving visitors to an innovative animated website, as well as inserts in newspapers and magazines.

The results of the campaign exceeded goals with 196,000 click-throughs, 9,106 hotel property views and an 811 per cent increase in online bookings over the previous year.

This award from the Web Marketing Association is the third award won by Tourism Toronto for its holiday marketing efforts. It also won the gold award for Best Interactive Tourism Marketing at the 2008 Ontario Tourism Awards and took silver at the Canadian Marketing Association awards gala, in the leisure/travel category. Marketing agency Leo Burnett provided the original concept for the initiative in 2007 and USDM.net designed the online features for the 2008 campaign.

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travellers around the globe. For more information on Tourism Toronto, please visit www.SeeTorontoNow.com.

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