



Tourism Innovators Rise to the Top

WOODSTOCK, ON – March 10, 2022 – The Southwest Ontario Tourism Corporation (SWOTC) celebrated the winners for the 2021 Innovation Awards yesterday afternoon at the Southern Ontario Tourism Conference; hosted by both SWOTC and Hamilton Halton Brant Regional Tourism Association. The annual conference is a great opportunity for tourism professionals to come together, celebrate local, and make meaningful connections with a diverse group of tourism stakeholders from across Southern Ontario.

“Congratulations to all winners and finalists of the 2021 Tourism Innovation Awards! In the face of adversity, these recipients rose to the challenge to lead by example and cultivate a vibrant, sustainable, and purposeful future for tourism.” said Kelleagh Alexander, SWOTC Tourism Development Manager.

The council was unable to determine just one winner for the 2021 Innovator of the Year and therefore two winners were celebrated. **Tourism London**, for their Stay a Little Longer 2.0 campaign, and **Udderly Ridiculous Farm Life**, for pivoting their strategy to include experiential programming from their Udderly Ridiculous Goat Milk Ice Cream.

The 2021 Innovative Experience of the Year is **TJ Stables for their Awaken Your Spirit; a Spirit Horse Encounter**, the only authentic encounter with Indigenous Ojibway Spirit Horses and programming in Canada. Providing a rich cultural experience captivates and educates guests.

The 2021 Sustainability Trailblazer of the Year Award is **Ottercreek Woodworks Inc.** for their efforts to regenerate approximately 5,000 square meters of local Carolinian habitat. Each Tree to Table registration pays for the regeneration of 8m² resulting in over 800 trees being planted in Ontario via their partnership with Carolinian Canada Coalition.

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SWOTC

SWOTC operates as a non-profit organization, working collaboratively with tourism stakeholders and municipal tourism offices to champion tourism as a vital economic driver. This regional tourism organization spans ten municipal tourism offices from Windsor to Cayuga in Haldimand County. The mandate established by Ministry of Heritage, Sport, Tourism and Culture Industries is to increase revenue, profit, and employment through: Workforce development, Product development, Investment attraction and Marketing. More information can be found about the Southern Ontario Tourism Conference at oswconference.com.

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