



The 2020 Innovation Award Winners Showed Fortitude During the Past Year

WOODSTOCK, ON – March 10, 2021 – The Southwest Ontario Tourism Corporation (SWOTC) celebrated the winners for the 2020 Innovation Awards this afternoon at the annual Ontario's Southwest Tourism Conference. This virtual conference started on March 9th and hosted tourism professionals from all over Southwest Ontario for two days of networking, learning, and improving skills that will help bring their business to the next level.

"Innovation in the tourism industry is critical for the region to respond, adapt, and recover from the significant impacts of the evolving travel landscape as the result of COVID-19. Celebrating innovation from across the region is more important than ever." Joanne Wolnik, Tourism Development Manager, Southwest Ontario Tourism Corporation.

The winner of the **2020 Innovative Experience of the Year is Physically Distant, Socially Connected Campfires by Snyder's Family Farm** for their safe campfire experience. This experience allowed customers to see and remain a safe distance away from people outside of their households.

The winner of **2020 Innovator of the Year is WindsorEats** for all that they did to help the hospitality industry in a challenging year. The hospitality industry was hit hard by COVID-19 and WindsorEats responded by suspending fees, running digital workshops, and creating countless opportunities to help operators in their area.

The winner of the first and only **Blue Sky Award is SkyDrive by Airshow London**. This surprise award was created to honour the success of their drive-in air show. SkyDrive allowed people to experience the airshow safely and while staying social distanced.

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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 is to increase revenue, profit, and employment through: Workforce development, Product development, Investment attraction and Marketing.

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