

## News Release

For Immediate Release

### **Southwest Ontario Tourism Corporation announces support for tourism recovery in Ontario's Southwest**

Ontario's Southwest Regional Tourism Organization delivers nearly \$11 million for 129 businesses and organizations, with support from the Government of Canada's Tourism Relief Fund, to attract visitors and support future growth

October 13, 2022 London, Ontario

Today, Ontario's Southwest, Regional Tourism Organization, announced support for 129 tourism businesses and organizations in Ontario's Southwest to recover from the pandemic and prepare for future growth.

Ontario's Southwest received \$10,969,354 through the Government of Canada's Tourism Relief Fund, delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic, create jobs and prepare for future growth.

This includes the Ontario South Coast Wineries and Growers Association, who is receiving \$100,000 to execute a series of events and programs that will increase tourism revenue for wineries, breweries, and farms throughout the shoulder seasons, and strengthen the culinary tourism sector of this emerging wine region across Elgin and Norfolk Counties.

Please see the [backgrounder](#) for information on all projects receiving support.

### **Quotes**

"The Government of Canada's \$78-million investment through the Tourism Relief Fund is helping communities across southern Ontario. With this funding, southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario are providing hundreds of local businesses and organizations with the support they need to create jobs, attract more visitors and grow local economies, now and into the future."

- *The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

"The Canadian tourism sector continues to be one of the most affected by the COVID-19 pandemic. We will work with businesses and organizations through these challenging times, ensuring they get support to innovate in their products and services as well as to grow and thrive, all while keeping safety as the top priority. The Tourism Relief Fund helps businesses adapt to welcome back guests safely. It also feeds into a broader strategy to help the sector recover from the pandemic and build an economy that works for everyone. The Canadian economy will not fully recover until our tourism sector recovers."

- *The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance*

"Tourism innovators from across the region have demonstrated the abundance of creativity and opportunity for continued tourism growth within Ontario's Southwest. Through the Tourism Relief Fund, we're seeing infrastructure improvements, new experience development and destination management projects. These projects will extend more travel into the shoulder seasons, prioritize environmental sustainability and inclusivity, and are innovative and bold. We're pleased to be working with FedDev Ontario to administer the Tourism Relief Fund in Ontario's Southwest."

- *Joanne Wolnik, Executive Director, Ontario's Southwest Regional Tourism Organization*

"We continue to be inspired by the passion and reliance of tourism operators and stakeholders across Ontario's Southwest. We are grateful to FedDev Ontario for their assistance in rebuilding the tourism economy across the region. This support will establish a strong foundation for sustainable tourism growth in Ontario's Southwest as a year-round destination offering highly sought experiences for visitors and residents."

- *Aileen Murray, OSW Board Chair, Ontario's Southwest Regional Tourism Organization*

"We're thrilled to have received this amount of support from the Tourism Relief Fund. It creates so many new opportunities for our association to put on events that will bring more folks to our region to discover what we have to offer not only as an emerging wine region, but also as a tourism destination year-round."

- *Nick Vranckx, President, Ontario South Coast Wineries and Growers Association*

## Quick facts

- Ontario's Southwest Regional Tourism Organization works with 10 Destination Management Organizations (DMOs) and tourism industry stakeholders across the region to develop and promote the region of Ontario's Southwest as a vibrant and prosperous tourism region.
- The Government of Canada's [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.
- The Government of Canada's nearly \$11-million investment in Ontario's Southwest is part of an over \$78-million investment, which includes an almost \$10-million top-up to the original [\\$68.5-million contribution](#).

## Associated Links

- [Ontario's Southwest](#)
- [Ontario South Coast Wineries and Growers Association](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

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## About Ontario South Coast Wineries and Growers Association

[Ontario South Coast Wineries and Growers Association](#) (OSCWGA) represents 30+ members made up of wineries, breweries, local restaurants, businesses and other dedicated professionals and community members. The OSCWGA aims to cultivate and create a distinct wine region along the South Coast region of Ontario, along with achieving Designated Viticulture Area (DVA).

**About Ontario's Southwest Regional Tourism Organization**

[Ontario's Southwest](#) (OSW) is a [Regional Tourism Organization](#), funded primarily through the provincial Ministry of Tourism, Culture & Sport, and is governed by an independent Board of Directors. OSW works collaboratively with tourism stakeholders to create a vibrant and inclusive tourism sector, balancing the needs of visitors, tourism partners, communities, and the environment.

**About FedDev Ontario**

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).