

## Cheltenham Badlands nominated for Ontario tourism award

Written By KIRA WRONSKA DORWARD

This may come as a surprise to few who have seen the majestic beauty of Caledon's Cheltenham Badlands, but the unique geographical formation has been announced as a finalist for this year's 2019 Ontario Tourism Industry & Tourism Marketing and Travel Media Awards of Excellence.

The Cheltenham Badlands Visitor Infrastructure Project has been nominated under the Sustainable Tourism category, with the winners being announced on Oct. 30 at a gala taking place at Blue Mountain Village Inn & Conference Centre.

According to the Awards Committee, the submissions for this category are judged by an independent committee of industry representatives on criteria that includes whether:

? The organization influences visitors to be more sustainable during their visits and beyond their visit when they go home

? The organization offers educational programming and/or information to the community

? The organization engages visitors in sustainable best practices

? The organization promotes protection & conservation while attracting visitors? i.e. through sustainable waste management, energy consumption, respect for wildlife, etc.

Though Caledon is nominated in just one category, Caledon and especially Cheltenham should be proud, as the Ontario Tourism Awards of Excellence ?showcase Ontario's best tourism events, innovations, marketing campaigns, partnerships, and more.? Other finalists in the Sustainable Tourism category include Oxford County, OWL Rafting, and the Cowbell Brewing Co.

In a statement from the Mayor's Office and Town Hall, Mayor Allan Thompson commented, ?I am pleased to see the Cheltenham Badlands Visitor Infrastructure Project has been nominated for this award. Finding the proper balance between welcoming both local and international

tourist and protecting our natural environment is important to our community. The Badlands project has helped ensure that this Caledon treasure is here for generations to visit and enjoy.?

If you have not seen the Badlands, they are at their most beautiful and popular in ?leaf season?, where many tourists and locals alike enjoy the beautiful array of colours outside of the GTA. Aside from Cheltenham, other towns located nearby catering to the needs of voyeurs include Terra Cotta and Belfountain.