

## Headwaters Tourism and Spirit Tree earn provincial recognition as award finalists

The Ontario Tourism Marketing Partnership Corporation (OTMPC), along with the Tourism Industry Association of Ontario (TIAO) and the Culinary Tourism Alliance (CTA), announced last month the finalists for the 2016 Ontario Tourism Awards of Excellence.

Headwaters Tourism is one of the finalists.

The small Ontario destination marketing organization, representing Caledon, as well as Dufferin County and the Towns of Erin, Mono and Shelburne, has been named a finalist in four categories: Tourism Marketing Campaign Under \$25,000 for the Headwaters: Where Ontario Gets Real brand launch; Tourism Print Collateral Award for the Headwaters 2015 Four-Season Visitors' Guide; Tourism Innovator of the Year for the Headwaters Parade of Horses; and Travel Media Photography Award ? John Church (cover photography for Headwaters 2015 Glow, Snow & Go Guide).

Headwaters Tourism has also announced that one of the region's premier tourism businesses, Spirit Tree Estate Cidery, has been named a finalist in the Ontario Culinary Tourism Event of the Year category for their Family Day Wassailing Festival.

The awards are presented annually to celebrate success and are an opportunity to recognize those who have made significant contributions to Ontario's tourism industry.

?Headwaters Tourism continues to raise the bar for what small destination marketing organizations can do to promote the exceptional tourism experiences available in rural areas of this province,? Headwaters Tourism's Board Chair Stacey Coupland said. ?With a shared vision for what makes ?Headwaters, Where Ontario Gets Real', we are proud to work collaboratively and in alignment with our municipalities, partners and tourism stakeholders to leverage scarce resources for collective impact.? ?Our Headwaters story is special and we are proud to share our story with visitors who are excited to meet our people and discover the best of rural Ontario,? Coupland added. ?Being recognized as Ontario Tourism Awards of Excellence finalists is affirmation that what we're doing in Headwaters is working. Congratulations to everyone involved in bringing us to this stage ? it was truly a collaborative effort, and we're honoured to be recognized at the provincial level.?

This recognition comes on the heels of Headwaters Tourism also recently being named a finalist for two major Canadian Tourism Awards by the Tourism Industry Association of Canada: Marketing Campaign of the Year and Tourism Innovator of the Year.

The Ontario award winners will be announced in Ottawa Nov. 22 following the Ontario Tourism Summit.

The Canadian Tourism winners will be announced in Gatineau, Quebec Nov. 30 at the conclusion of the Canadian Tourism Congress.