



Bruce Crozier, MPP

Members of Provincial Parliament for Essex

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**ONTARIO GOVERNMENT FUNDS SWOVA “SENSE-SATIONAL” GETAWAY
TO INCREASE TOURISM IN WINDSOR/ESSEX**

(Essex County) – The Southwestern Ontario Vintners Association (SWOVA), in coordination with like-minded industry partners, will undertake a marketing project with financial assistance from the Ministry of Tourism and Recreation to help position Windsor-Essex County and Pelee Island as a first-rate destination, MPP Bruce Crozier announced today.

The “Sense-Sational” initiative will receive \$60,000 to supplement costs associated with newspaper, magazine and radio advertising into targeted Southwestern Ontario and U.S. markets, including Michigan and Ohio.

“Our government is working with tourism industry organizations across the province to create new marketing campaigns to increase tourist visits and spending in Ontario,” said MPP Crozier. “This new partnership will increase tourism and generate economic activity which will boost the quality of life in Windsor-Essex County and Pelee Island.”

SWOVA supplied the initial funds to develop the application and enlisted Douglas Marketing Group as Agency of Record to secure a mix of industry partners. The partners who signed on for this initiative are Caldwell’s Grant Restaurant, Casino Windsor, Chanoso’s Restaurant, Convention & Visitors Bureau of Windsor Essex County & Pelee Island, Plunkett’s Bistro Bar, The Tunnel Duty Free Shop Inc., VIA Rail Canada and Windsor Essex County Development Commission.

The year-long campaign helps develop the region as a four-season destination, promoting “Sense-Sational” packages that spotlight the numerous activities available in the region, as well as its accessibility. The packages allow visitors to customize an overnight visit to the area where they can tour the wineries, shop, and dine at our unique restaurants.

“We are encouraged by the collaborative spirit of the industry partners for building a regional brand and marketing initiative,” said SWOVA’s president, John Fancsy. “The Ministry’s recognition of this initiative is the first step in promoting the richness of the region.”

These grants from the Ministry’s agency, the Ontario Tourism Marketing Partnership Corporation, are designed to encourage new and joint marketing opportunities with the province to improve Ontario’s economy through increased tourism revenues.

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