



**Destination Stratford wins the 2022 Ontario Tourism Resiliency award for Innovation for the second year in a row**



---

**FOR IMMEDIATE RELEASE**

**Stratford, Ontario, October 27, 2022** – Destination Stratford is celebrating their second consecutive win for the Ontario Tourism Resiliency Award in the Innovation Winter Category for the 2021 Lights on Stratford Winter Festival of Lights. The award was presented to Destination Stratford at last night's Tourism Industry Association of Ontario (TIAO) awards ceremony during their annual Ontario Tourism Summit.

The Innovation award criteria included:

- For a product, venture or campaign that directly benefited the Ontario tourism sector and/or your direct community.
- Had a positive impact on quality of life in Ontario during the effects of the COVID-19 pandemic.

- Provide examples of how this innovation positively impacted others in your community outside of your organization.
- Provide examples of how diversity, equity and inclusion was considered and implemented with this innovation.

TIAO is continuing to celebrate Ontario's tourism by reinforcing and recognizing determination and preserving in what continued to be another challenging year for the industry. The physical trophy reflects the collaboration with tourism partners working together, like that of the ribbons of a DNA helix.

"The recognition provided to Destination Stratford by winning the Tourism Industry Association of Ontario's Innovation award for the second straight year speaks to the success of the Lights On Stratford project," said Stratford Mayor Dan Mathieson.

"The Staff of Destination Stratford deserve this well earned award for their strategic vision, commitment and exceptional execution of this project. It couldn't have happened without the generous project sponsors and we owe them our gratitude."

"It takes a village to raise a lights festival," said Zac Gribble, Executive Director of Destination Stratford. "Stratford is an inspired, creative and resilient community, and this award really belongs to everyone here who helped our destination navigate the last 3 years."

The success of Lights on Stratford would not be possible without the incredible support of sponsors and partners including the City of Stratford, investStratford, Downtown Stratford BIA, RTO4, Stratford Festival, the Government of Canada through the Federal Economic Development Agency for Southern Ontario, and the Reconnect Festivals and Events Program of the Government of Ontario through the Ministry of Heritage, Sport, Tourism and Culture Industries. Destination Stratford would also like to send a special thank you to TIAO for their continued leadership and support in helping the tourism industry move towards economic recovery.

Earlier this month, Destination Stratford also won the 2022 Business Excellence Award for the Innovation Category at the Stratford & District Chamber of Commerce for the 2021 Lights on Stratford Winter Festival of Lights.

The 3rd annual Lights On Stratford – with this year's theme of REKINDLE – is set to launch on December 16th, 2022 and runs through to January 27th, 2023. Visit [lightsonstratford.ca](http://lightsonstratford.ca) for more details.

###

For more information, please email [hello@visitstratford.ca](mailto:hello@visitstratford.ca).