

Tourism Industry to lead Ontario Tourism Summit

NEWS

October 24, 2012

The Ontario Tourism Marketing Partnership Corporation (OTMPC) today announced that responsibility for leading the organization and delivery of the annual Ontario Tourism Summit has been given to the Tourism Industry Association of Ontario (TIAO). This change becomes effective for the 2013 conference.

As the umbrella organization for the Ontario tourism industry, TIAO assumes leadership of the conference in order to maximize industry partnerships to produce the event and increase the number of delegates by tapping into its relationships within the industry.

The Summit is the only provincial industry-wide business conference for members of Ontario's tourism industry. Launched in 2005 as a marketing conference, OTMPC has successfully led the Summit since then. Through a partnership with TIAO started in 2008, the education program has evolved to include a broad range of industry priorities such as investment attraction, and product, workforce and economic development.

Following a review of the Summit last spring and a detailed proposal from TIAO to assume this new role, the OTMPC Board of Directors approved the leadership change at its September board meeting. The news was announced to the delegates of the 2012 Summit in London, Ontario by the chairs of both organizations.

OTMPC will continue to deliver the Ontario Tourism Marketing Awards and will be a partner working with the industry to enhance future Summit programming.

The 2013 Summit will be held in Toronto, November 12-14.

QUOTES

"The McGuinty government is pleased to work with important tourism industry partners like TIAO. Their record of innovation and commitment will enable Ontario's tourism industry to continue to move forward. We are pleased to support TIAO's desire to reframe the Ontario Tourism Summit as an industry-led event."

— Michael Chan, Minister of Tourism, Culture and Sport

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“TIAO is delighted to take on this new responsibility, one that reflects the maturation of our industry and that will bring new benefits to the tourism industry. We also look forward to collaborating with OTMPC and benefiting from their success over the past eight years in delivering this important industry event.”

— Troy Young, Chair of the Tourism Industry Association of Ontario (TIAO)

“OTMPC is delighted to see this positive step in the leadership of the Summit and we will remain an active partner with TIAO to deliver this event. OTMPC staff look forward to providing ongoing collaboration to facilitate TIAO’s success.”

— Antoni Cimolino, Chair of the Ontario Tourism Marketing Partnership Corporation

QUICK FACTS

- The Ontario Tourism Summit is a conference held each year for tourism professionals to learn the latest trends, share new ideas and best practices, and network with colleagues.
- More than 450 industry leaders and key decision makers in government attended the 2012 conference.
- TIAO represents 147,000 businesses and 600,000 employees that are dedicated to promoting and operating Ontario's tourism industry.

LEARN MORE

- Learn more about the 2012 Ontario Tourism Summit at www.ontariotourismsummit.com.
- Find out about Ontario’s tourism industry and the issues affecting it at www.tiaontario.ca.
- Discover marketing opportunities with OTMPC at www.tourismpartners.com.

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