

Northern Tourism Leader Appointed Chair of the Ontario Tourism Marketing Partnership Corporation

November 5, 2014

The Ontario Tourism Marketing Partnership Corporation (OTMPC) is pleased to announce Sudbury resident Jim Marchbank is leading the organization as the new Chair of the Board of Directors. The appointment was confirmed by Ontario's Lieutenant Governor for a three-year period ending in September 2017.

Jim was first appointed to the board on September 24, 2008 and has served on the board's Finance and Audit Committee and on OTMPC's Sector Advisory Committee.

Jim has a long-standing career in Northern Ontario. He served as a Director at Science North starting in 1982 before becoming Chief Executive Officer in 1987, a role he held until 2011. Under Jim's leadership, Science North expanded by developing a special exhibits hall, a butterfly gallery, an IMAX Theatre and the mining and geology centre Dynamic Earth. Jim was Executive Producer of three educational IMAX films and numerous multi-media science productions.

As well, Jim was a City of Sudbury Alderman and Councillor for the Regional Municipality of Sudbury from 1985 to 1991.

Jim has served on a number of volunteer boards and committees over the years, including several specific to improving the tourism industry. Jim has been a member of the Tourism Working Group of the Northern Ontario Heritage Fund, a board member of the Tourism Industry Association of Canada, a board member of a predecessor to the Tourism Industry Association of Ontario and President of Attractions Ontario.

Jim is currently a member of the board of the Ontario Educational Communications Authority (TVOntario) and Chair of the Northern Cancer Foundation Board.

As Chair of the Board of Directors of OTMPC, Jim will lead the overall strategic direction of the government agency responsible for marketing and promoting Ontario as a travel destination.

QUOTES

"Jim has served in a variety of roles and brings a great range of experience to his new position as Chair of the Ontario Tourism Marketing Partnership Corporation. I look forward to working with him and our industry partners as we continue to build on Ontario's position as a world-class tourism destination."

- Michael Coteau, Minister of Tourism, Culture and Sport

“I look forward to serving Ontario’s tourism industry in my role as Chair of the province’s marketing agency. As a board member for the past six years, I have already gained insightful knowledge about the importance of an impactful presence in the tourism market. As Chair, I will continue the work of building effective partnerships and enhancing marketing opportunities to build a stronger tourism industry in Ontario.”

- Jim Marchbank, Chair, Ontario Tourism Marketing Partnership Corporation

“Jim is a wonderful asset to lead the Ontario Tourism Marketing Partnership Corporation. On behalf of staff at OTMPC, we welcome Jim’s strategic leadership in creating an even more dynamic and influential marketing agency.”

- Ronald Holgerson, President and CEO, Ontario Tourism Marketing Partnership Corporation

QUICK FACTS

- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.
- Tourism is an important economic driver. 2012 figures indicate that tourism supported over 347,000 jobs and generated \$28 billion for Ontario’s economy.
- In 2012, Ontario residents represented 62 per cent of tourism visitor expenditures in Ontario, while United States visitor expenditures represented 15 per cent, and are projected to grow to 17 per cent over the coming years.

LEARN MORE

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- Discover more about [Ontario activities and destinations](#).

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