

2010 ONTARIO TOURISM LIFETIME ACHIEVEMENT AWARD GOES TO WILLIAM DURON

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

November 8, 2010

William M. Duron was honoured for his outstanding, long-term contributions to Ontario's tourism industry with a Lifetime Achievement Award at the 2010 Ontario Tourism Awards, the province's most prestigious tourism awards gala.

Duron was honoured for his more than 30 years of leadership and volunteer activity in the tourism industry including his role as recent past chair of the Ontario Tourism Marketing Partnership Corporation (OTMPC) and seven years of stewardship over Royal Agricultural Winter Fair as CEO. Previously, he served 18 years as President of Tourism Toronto and has been lauded for his role as Canadian tourism sector representative during the North American free trade negotiations.

For his contributions to the industry, Duron was previously recognized as 'Tourism Person of the Year' by the Tourism Industry Association of Canada (TIAC). He has also served as President of Key Media Ltd., owners of *Toronto Life* and *Where* magazines, after serving as Publisher of *Toronto Life* magazine for six years.

Duron is currently Director of the Greenbelt Fund and serves as an advisor to St. Joseph Communications Inc. He also sits on the boards of the Canadian National Sportsmen's Shows and the RCMP Foundation, and is the operator of the Toronto Island Marina and Yacht Club.

The Ontario Tourism Awards celebrate excellence and innovation in the multi-billion dollar tourism industry, which is a key contributor to Ontario's economic prosperity.

QUOTES

"Bill Duron is a very deserving recipient of this Lifetime Achievement Award. Over the years, Ontario has reaped the benefits of his knowledge, his guidance and his enthusiasm," said the Honourable Michael Chan, Minister of Tourism and Culture.

"Bill is a passionate and committed advocate for the Ontario tourism industry," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "His unique leadership abilities have provided inspiration to many and his efforts over the years have helped to increase Ontario's profile as a must-see travel destination."

QUICK FACTS

- Tourism revenue in 2008 over \$22 billion.
- Over 300,000 people in Ontario are directly or indirectly employed by the tourism industry.

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