

Northern Tourism Leader Reappointed as Chair for Tourism in Ontario

Toronto, ON (September 21, 2017) – The Ontario Tourism Marketing Partnership Corporation (OTMPC) is pleased to announce Sudbury resident, Jim Marchbank, will continue to lead the organization after being reappointed Chair of the Board of Directors. The appointment was confirmed by Ontario's Lieutenant Governor for a three-year period ending in September 2020.

Jim has been a member of the OTMPC Board since September 24, 2008 and was first appointed as Chair in 2014. As Chair, Jim has led OTMPC to become a more dynamic organization that is delivering impactful marketing campaigns and activities, including the 'Epic is ON' campaign for the 2015 Pan Am/Parapan Am Games and the most recent award-winning 'Where Am I?' campaign. Jim has also focussed on partnerships with tourism stakeholders to ensure they are strengthened.

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 member of the board of the Northern Cancer Foundation.

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.

Quick Facts

- Tourism is an important economic driver. 2015 figures indicate that tourism supported 389,000 jobs and tourism receipts reached \$32.3 billion.
- In 2015, there were 142 million visits in Ontario and these visitors spent \$25.4 billion.
- Ontario is the largest travel destination in Canada. Ontario received 40.4% of all visitors to Canada and 37.1% of the country's total visitor spending in 2015.

Additional Resources

- See Ontario like never before at: ontariotravel.net
- Learn more about OTMPC at: tourismpartners.com

Quotes

“On behalf of the Government of Ontario, I am delighted to congratulate Jim Marchbank on his reappointment as the Board Chair of the Ontario Tourism Marketing Partnership Corporation (OTMPC). Ontario is a vibrant destination that offers our visitors many diverse tourism experiences to discover. I am confident that under Jim’s leadership, OTMPC will continue to do a great job of showcasing our unique province to the world’s travellers.”

– Eleanor McMahon, Minister of Tourism, Culture and Sport

“It has been an honour to serve as Chair of the Ontario Tourism Marketing Partnership Corporation (OTMPC) for the last three years and I am delighted to continue to work with the Board, the tourism partners and OTMPC staff for another term. Driving visitation and expenditures’ results for tourism in Ontario has and will continue to remain the top priority. OTMPC has achieved many successes already; we will continue this into the future to ensure travel consumers recognize Ontario as an amazing tourism destination.”

– Jim Marchbank, Chair, Ontario Tourism Marketing Partnership Corporation

“Jim has been a strong leader for the Ontario Tourism Marketing Partnership Corporation (OTMPC) over the past many years. On behalf of staff at OTMPC, we are pleased to have Jim continue to guide us with his sound strategic leadership and insightful direction.”

– Lisa LaVecchia, President and CEO, Ontario Tourism Marketing Partnership Corporation

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