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**MEDIA RELEASE**

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**November 5<sup>th</sup>, 2018**

**The Ottawa Valley Tourism Trading Post is Back by Popular Demand:  
A Speed Networking Event for Local Tourism Operators and Suppliers**

(Pembroke, ON) – On Tuesday, November 20<sup>th</sup>, 2018, Ottawa Valley tourism operators and suppliers & service providers are invited to participate in the upcoming Ottawa Valley Tourism Trading Post. Hosted by the Ottawa Valley Tourist Association (OVTA), in partnership with the City of Pembroke, the goal of the Tourism Trading Post is to foster mutually beneficial partnerships between tourism operators and suppliers.

Taking place at Janna & Kerry's Over Easy Bar & Grill in downtown Pembroke, the Ottawa Valley Tourism Trading Post will be a speed networking event. Participants will rotate through a series of 10 minute meetings, during which they can see if there is a potential fit for working together and creating a new partnership.

Tourism operators will benefit from meeting face-to-face with some of the most creative and engaged suppliers and service providers in the Ottawa Valley. This event will allow them to see how partnering with local entrepreneurs can help enhance the tourism experience they provide visitors to our region.

As for suppliers and service providers, the Tourism Trading Post will be an incredible opportunity for them to dust off their 'elevator pitch' and develop meaningful, and profitable, partnerships with some of the largest tourism operators in the Ottawa Valley.

**"The first ever Ottawa Valley Tourism Trading Post was held this past January in Renfrew,"** explains Lauren McIlfaterick, OVTA Communications Coordinator. **"It was a great success and saw many partnerships established and new connections made. Immediately following that event we were asked when the next one would be! We're excited to be able to bring this unique networking opportunity to downtown Pembroke."**

Registration in the Tourism Trading Post is free, however space is limited. Potential participants will be asked to share what characteristics they are looking for in a business partnership. This will help create an efficient networking event, and help ensure that any partnerships that develop will be positive experiences for both parties.

The Ottawa Valley Tourism Trading Post is a free event and begins at 9:30 am and will run until 12:30 pm. Participants will be encouraged to continue the conversation following the event over lunch.

The registration deadline is November 12<sup>th</sup>. Space is limited. Tourism operators are asked to register early to allow time for event organizers to ensure a good balance of operators and qualified suppliers.

For more information, and to register, visit [www.ottawavalley.travel](http://www.ottawavalley.travel), email [lmcillfaterick@countyofrenfrew.on.ca](mailto:lmcillfaterick@countyofrenfrew.on.ca) or phone 613.732.4364.

The Ottawa Valley Tourist Association (OVTA) is the official destination marketing organization for the Upper Ottawa Valley and proudly represents more than 225 tourism businesses, comprised of attractions and events, accommodation, dining and retail establishments, rafting companies and outfitters, artists and galleries, as well as media and industry suppliers. The OVTA is proudly supported by the County of Renfrew, Renfrew County municipalities and the City of Pembroke.

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**For more information, contact:**

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