



## **Ottawa Tourism hires SinoMedia Global Pte Ltd. as representation in China** *Continuing work to develop this growing market*

**OTTAWA, January 14, 2016**—Ottawa Tourism has hired SinoMedia Global Pte Ltd. to provide representation services in China, effective January 1, 2016. Focussing on travel trade and media relations activities, the account will be managed by Evan Yang.

“Since 2006, we have worked hard to develop strong relationships with Chinese tour operators and other partners and have seen good results,” said Dick Brown, President and CEO of Ottawa Tourism. “With SinoMedia’s expertise behind us, we look forward to working with Destination Canada and the Ontario Tourism Marketing Partnership Corporation to have even more Chinese visitors experience Canada’s capital in the coming years.”

“We are excited to share Canada’s capital with the Chinese market,” said Mavis Zheng, Vice President of SinoMedia. “We believe that Ottawa’s combination of capital attractions; fresh, natural beauty; and friendly people will attract a growing number of Chinese visitors.”

As part of their duties, SinoMedia will help identify and develop client relationships to promote Ottawa as a destination; organize sales calls in Beijing, Shanghai, Guangzhou and other cities; help coordinate travel trade fairs and media visits to Ottawa; identify destination marketing opportunities; explore education program opportunities; and produce media releases to share information on Ottawa’s attractions, tours and events; among other duties.

### **About Ottawa Tourism**

[Ottawa Tourism](#) provides destination marketing, strategic direction and leadership in cooperation with members and partners to attract visitors, tours and conventions to Ottawa and Canada’s capital region. Its vision is to build recognition of Ottawa as an outstanding four-season tourism destination.

### **About SinoMedia Global Pte Ltd.**

Founded in 1999, SinoMedia has been one of the leading media corporations in China, and also the first media company listed on the Hong Kong Stock Exchange (0623.hk) with an annual turnover of around RMB 2.5 billion (CAD 543 million) as at FY2014. The headquarters of SinoMedia is located in the centre of Beijing CBD with 7,000 sq. meters (75,000 square feet), with a staff strength of over 500. SinoMedia also owns No. 1 travel content-sharing website (lotour.com), a video website of healthy lifestyle (Boosj.com) and also an agricultural website (Wugu.com.cn). The company underwrites advertising time resources on 4 channels in China Central Television, including CCTV-1, CCTV-4, CCTV-7 and CCTV-9. SinoMedia has played a leading role in destination promotion and advertising for about 16 years, covering both international and domestic markets and have successfully worked with more than 3,000 enterprises.