

Hubert Mesman, the founding President and CEO of Travel Manitoba, has advised the Board of Travel Manitoba of his intentions to retire from the Corporation at the end of this year. Travel Manitoba was established in 2005 under provincial legislation to lead and stimulate sustainable tourism growth in Manitoba's \$1.1 billion tourism industry. Under Mr. Mesman's leadership, the Crown Corporation has developed an enviable partnership with tourism industry operators and expanded its marketing efforts in existing and new markets. Travel Manitoba has been the lead organization for visitor information services, product development, research and public information for Manitoba's tourism industry. Prior to heading up Travel Manitoba, Mr. Mesman's 35 year career in tourism included his role as Assistant Deputy Minister of Tourism with the Province of Manitoba as well as heading up international consulting projects. He also worked in a variety of roles on the 1999 Pan American Games and has served on various local and national industry committees, including the Tourism Alliance of Western Canada, the Canadian Tourism Commission and the Tourism Industry Association of Canada. Reflecting on his many years in the tourism industry Mesman said: "This is an incredibly exciting industry, and in many ways I will be sorry to leave at such a promising time for Manitoba's tourism industry. Manitoba's diversity of tourism experiences is increasingly garnering attention in Canada and around the world. Travel Manitoba has established a solid reputation as a Destination Marketing Organization in Canada and internationally. We have a strong Board supported by three excellent Industry Advisory Committees with a broad range of expertise. Most importantly, Travel Manitoba is blessed with very talented and dedicated staff that will continue to serve the tourism industry and our government partners in a collaborative approach to foster sustainable tourism growth in Manitoba". A recruitment process, led by Travel Manitoba Board Chair Paul Robson will be conducted to find a successor. It is expected that a new President and CEO will be announced by mid-December.