

MEDIA RELEASE

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For Immediate Release

BURLINGTON, ON

Tourism Burlington Appoints New Executive Director

The Board of Directors of Tourism Burlington announced today, the selection of Kristene Smith as its **new Executive Director**, effective January 25, 2021.

Kristene brings to this role a strong background in the tourism sector as Executive Director for the Twenty Valley Tourism Association in Niagara, Manager of Finance and Administration for the Niagara Grape & Wine Festival and most recently Director of Finance for the Wine Marketing Association of Ontario & the Ontario Craft Wineries. With more than 20 years' experience in finance, business management, marketing, and tourism, Kristene has built collaborative relationships with local and industry stakeholders, various levels of government and the Regional Tourism Organization.

Smith takes over this position from Pam Belgrade who is retiring in the new year after being Executive Director of Tourism Burlington since 2004.

"On behalf of the Board I wish to welcome Kristene to the tourism team and we look forward to working with her to support and grow tourism in Burlington. We appreciate Pam's leadership and commitment to Tourism Burlington over the past 16 years and wish her all the best in her retirement." Gord Langford, Chair Tourism Burlington.

Tourism Burlington is the destination marketing and management organization for Burlington and operates a Visitor Centre at 414 Locust Street just minutes from our beautiful waterfront. www.tourismburlington.com

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