



## Ottawa Tourism backs Kanata North's Hub350

*Key strategy to rebuild business events*

**OTTAWA, June 15, 2021**—Ottawa Tourism announced today that it will support Kanata North's new [Hub350](#) project, a brand new ecosystem for industry, academic, finance, and community partners to co-exist and collaborate, which is set to open in October 2021. The agreement includes access to newsletters, events, and physical space within the 12,000-square-foot facility located within Canada's largest tech park—Kanata North—with 540 tech companies and 33,000+ employees.

The arrangement is a concrete result of [Think Ottawa](#), an initiative led by Ottawa Tourism, Invest Ottawa, and the Shaw Centre, which aims to secure more conference business in Ottawa by highlighting tools and resources that are available to showcase local expertise.

In February 2021, an [open letter](#) from Ottawa Tourism's President and CEO Michael Crockatt targeted Ottawa's business, academic, and association leaders, encouraging them to work with Ottawa Tourism to showcase local innovators by hosting future business events; Kanata North rose to that challenge and reached out, leading to this agreement.

"Ottawa Tourism's Business Events team is constantly innovating and this is just the latest example," says Crockatt. "Being able to demonstrate to key decision-makers in Ottawa's high-technology world what we bring to the table in terms of convention bids, incentive travel, and more will be game-changing."

"Through this partnership, Hub350 will foster collaboration between the technology sector and Ottawa Tourism to attract world class events to Canada's capital, home to the country's largest technology park," says Jamie Petten, President and Executive Director of the Kanata North Business Association. "Hub350 will be a vibrant centre of activity for our community to gather. Post-COVID, we look forward to hosting many events such as user conferences, product demonstrations, and global training seminars in partnership with Ottawa Tourism and Kanata North technology park."

Other recent initiatives by the Business Events team at Ottawa Tourism include:

- Co-founding the new [Hybrid City Alliance](#), allowing international meeting planners the ability to easily plan multi-city hub meetings.
- Launching [Virtually Ottawa](#), a tool to show off the city's resources to meeting planners until in-person meetings are an option again.

### About Ottawa Tourism

[Ottawa Tourism](#) provides destination development and marketing, strategic direction, and leadership in cooperation with its members and partners, welcoming leisure travellers, business travellers, group tours, and conventions to Ottawa and Canada's Capital Region. Its goal is to support the local tourism economy, fueled by an estimated 11 million visitors annually in recent years and with \$3 billion in typical economic output for Ottawa, generating community wealth through tourism. Ottawa Tourism's vision is to offer the complete capital experience, tell the story of Canada, and get people talking.

## **About Kanata North Business Association**

The Kanata North Business Association (KNBA) is committed to representing and advocating for the best interests of the over 540 member businesses located in Canada's Largest Technology Park. As a critical engine behind Ottawa's economic development and a globally recognized technology and innovation hub, the Kanata North Tech Park is home to a robust and vibrant tech ecosystem. The KNBA fosters success for its member companies by having a strong voice at all levels of government and supports an integrated multi-partner promotions strategy to build awareness about Kanata North as a centre for innovation and a destination for businesses that supports growth, collaboration and talent for member businesses. For more information, visit [www.kanatanorthba.com](http://www.kanatanorthba.com).

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