



# SOUTHERN ONTARIO

## TOURISM CONFERENCE



**6-8** MARCH, 2023  
 SHERATON HAMILTON HOTEL  
 116 KING STREET WEST HAMILTON, ON L8P 4V3



**Join us at the upcoming Southern Ontario Tourism Conference (SOTC) hosted by the Hamilton Halton Brant Regional Tourism Association (RTO1) and Ontario Southwest (RTO3) in Hamilton, March 6 - 8, 2023.**

This conference is an opportunity to connect and collaborate with business operators in the same position. Attend and get insight into the current tourism climate, network and make meaningful connections, learn new skills necessary for today's market, and ask questions of industry leading speakers. Programming selected aims to increase aspiration and innovation as we collectively forge paths to economic growth, future needs and sustainability. The SOTC Agenda includes:

1. **Pre-Conference Experiential Learning Tours (4)**
2. **Welcome Reception at MERIT Brewery**
3. **Inspiring Keynote Speakers (3)**
4. **Educational Breakout Sessions (9)**
5. **Dedicated Networking Breaks**
6. **Virtual and In-Person Reception**
7. **Awards Dinner**
8. **SO Social (In-Person After Dinner Reception)**

**Register Today!**

Join us in-person at the Sheraton Hotel Hamilton or from the comfort of your office online. Cost to attend:

- **\$175.00 In-Person Full Conference Rate** \*Note: Maximum in-person capacity is 250.
- **\$99.00 Virtual Conference Rate**

[www.sotourismconference.com](http://www.sotourismconference.com)