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FOR IMMEDIATE RELEASE

## **International Tourism & Culture Expo Postponed to Spring 2027**

The Organizing Committee of the International Tourism & Culture Expo has announced the postponement of its scheduled September 2026 event to late spring 2027.

This decision follows recent developments related to the ongoing Ebola outbreak affecting parts of Africa and the resulting travel and immigration challenges affecting some international participants. As a number of our confirmed exhibitors face these circumstances and visas have been paused for three months, the Organizing Committee has determined that postponement is the best course of action to ensure the broad international participation that is central to the Expo's mission.

The International Tourism & Culture Expo was designed as a truly global gathering, bringing together tourism organizations, cultural institutions, exhibitors, buyers, and industry professionals from around the world. Given the importance of international representation and participation, we believe postponing the event will allow us to deliver a stronger, more inclusive, and more successful experience for all stakeholders.

While this was a difficult decision, our commitment remains unchanged: to celebrate tourism, culture, and international collaboration by creating meaningful opportunities for engagement between Canadian and global partners.

The Organizing Committee is currently working with venue partners and key stakeholders to finalize dates for the spring 2027 Expo. The new dates and event details will be announced in the coming weeks.

All exhibitors and hosted buyers who have already completed payment will have their registrations automatically transferred to the spring 2027 event. They will receive updated invitations, confirmation documents, and welcome letters from the City of Ottawa once the new event dates are confirmed.

The postponement will also allow organizers additional time to complete planning requirements and preparations for the 2027 event.

Prospective exhibitors and buyers who have not yet completed their registrations or payments will have the opportunity to do so for the spring 2027 Expo. We encourage interested participants to reserve their spaces early, as exhibitor and buyer allocations are expected to sell out quickly.

The additional planning period will enable the Organizing Committee to expand marketing initiatives, strengthen partnerships, increase international participation, and enhance programming, ensuring an even more dynamic and impactful event experience.

We sincerely regret any inconvenience this postponement may cause and greatly appreciate the understanding, patience, and continued support of our exhibitors, buyers, sponsors, partners, and attendees.

We remain committed to showcasing the richness of world cultures and tourism opportunities while fostering valuable connections between international and Canadian tourism stakeholders. We look forward to welcoming everyone to an exceptional International Tourism & Culture Expo in spring 2027.

Warm regards,

Alison Braun

Chair, International Tourism & Culture Expo

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