

2024

TOURISM ADVOCACY SUMMIT

February 4 - 6, 2024

JW Marriott Hotel, Ice District
Edmonton, Alberta

Why Attend?

- Strategic Policy Panel Discussions Aimed at Growing Alberta's Visitor Economy
- High-Impact Breakout Sessions for Tourism Leaders
- Engagement Opportunities with Elected Officials
- Industry Networking



EARLY BIRD REGISTRATION

Ends December 31, 2023

REGISTER NOW

tiaalberta.ca

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Sunday, February 4th

- TIAA Special General Meeting (Bylaws) Followed by Explore Edmonton Welcome Reception - JW Marriott

Monday, February 5th

8:00 am - 8:15 am Welcome, Indigenous Blessing & Greetings from Premier Danielle Smith*

8:15 am - 9:15 am **PANEL 1: State of the Industry: Keys to Activating Canada's Federal Tourism Strategy**

- Danielle Vlemmiks, Vice President, Strategy, Research & Communications, Travel Alberta
- Marsha Walden, President & CEO, Destination Canada
- Marc Seguin, Vice President, Policy & Government Affairs, Tourism Industry Association of Canada
- Traci Bednard, CEO, Explore Edmonton (Moderator)

9:15 am - 10:15 am **BREAKOUT SESSIONS 1: MARKETING**

PRESENTATION	PRESENTATION	PANEL DISCUSSION
Influencing Tomorrow's Traveler <ul style="list-style-type: none">● Greg Klassen, Partner Twenty31 Consulting	Predictive Analytics for Tourism & Hospitality Marketing Professionals <ul style="list-style-type: none">● Christopher S. Penn, Co-Founder & Chief Data Scientist, Trust Insights	Key Considerations to Ensure Destination Marketing and Environmental, Social and Governance (ESG) Goals Align <ul style="list-style-type: none">● James Jackson, President & CEO Jasper Tourism● Melissa Radu, Director, Social and Environmental Sustainability, EXPLORE Edmonton● Angela Nagy, President & CEO, GreenStep● Alisha Reynolds, Vice President, Sandman Hotels, Chair, TIAA

10:15 am - 10:45 am **NETWORKING BREAK**

10:45 am - 11:45 am **Tourism Advocacy Leadership Report - Darren Reeder, President & CEO, TIAA**

12:00 pm - 1:30 pm **KEYNOTE LUNCHEON**
Chandra Crawford, MBA, Olympic Gold Medalist, Founder Fast & Female & Sustainability

*Invited

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1:30 pm - 2:30 pm

PANEL 3: Planes, Trains and Automobiles: Supporting Tourism's Growth & Sustainability

- Shane Getson, MLA, Parliamentary Secretary, Economic Corridor Development
- Andrew Gibbons, Vice President, Government Relations & Regulatory Affairs, WESTJET*
- Adnan Manzur, Vice President, Hertz Canada*
- Stu Back, Chief Operating Officer, PURSUIT, Banff Jasper Collection
- Gisele Danis, Principal, Honeycomb Solutions (moderator)

2:30 pm - 3:00 pm

NETWORKING BREAK

3:00 pm - 4:15 pm

BREAKOUT SESSIONS 2: ACCESS

PRESENTATION	PRESENTATION	PANEL DISCUSSION
<p>Tourism Development Zones: Advancing Discussions in Your Region</p> <ul style="list-style-type: none">● Terry Goertzen, Vice President, Economic Development, Travel Alberta	<p>Public Lands Access: Guidance for Destinations Pursuing Tourism Growth</p> <ul style="list-style-type: none">● Robert Simieritsch, Executive Director, Lands Delivery and Coordination South, Alberta Forestry and Parks	<p>Air Route Development to Support Future Tourism Visitation Targets</p> <ul style="list-style-type: none">● Carmen Donnelly, Vice President, Passenger Experience & Terminal Operations, Edmonton International Airport● Jeff Morrison, President & CEO, National Airlines Council of Canada● Bob Cummings, Executive Vice President, WESTJET*● James Jackson, President & CEO Jasper Tourism (Moderator)

4:15 pm - 5:30 pm

RECEPTION & FIRESIDE CHAT

Reception with NDP Caucus,
Followed by Moderated Fireside Chat Between Leader of the Official Opposition,
Rachel Notely, MLA (Edmonton Strathcona), Sarah Elmeligi, MLA (Banff-Kananaskis), Critic
for Tourism, Sport and Recreation and, Ryan Jespersen

6:00 pm - 8:30 pm

Dine Around (Planned Groups, or Self-Initiated)

8:30 pm - 11:00 pm

Hospitality Suite at Campio Brewing

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Tuesday, February 6th

8:00 am - 9:15 am Advancing the Visitor Economy, David Goldstein, CEO, Travel Alberta

9:15 am - 10:15 am **PANEL 3: Terminal Velocity: Understanding Short-Term Rentals Contribution to the Housing Crisis**

- Amarjeet Sohi, Mayor, City of Edmonton
- Tracy Douglas-Blowers, President & CEO, Alberta Hotel & Lodging Association
- Dr. Lindsay Tedds, University of Calgary, Associate Professor, Department of Economics *
- Robin Cumine, Vice President of Operations & Corporate Development, Bellstar Hotels & Resorts
- Gisele Danis, Principal, Honeycomb Solutions (moderator)

10:15 am - 10:45 am NETWORKING BREAK

10:45 am - 12:00 pm **BREAKOUT SESSIONS 3: PLACE**

PRESENTATION	PRESENTATION	PRESENTATIONS
Strategies to Engage Citizens in Understanding the Benefits of Tourism <ul style="list-style-type: none">● Cassandra McAuley, Senior Vice President, MMGY NextFactor	Myths & Facts: Deconstructing the Overtourism Narrative <ul style="list-style-type: none">● Jim DeHart, COO Legacy Tourism Group	Strengthening Social License to Support Tourism's Growth Objectives <ul style="list-style-type: none">● Charlottle Moore Senior Manager, Digital Innovation, RTO4

12:00 pm - 1:30 pm **KEYNOTE LUNCHEON**
Fireside Chat and Q&A Between Minister Schow, Forestry & Parks Minister, Todd Loewen, Environment and Protected Areas Minister, Rebecca Schulz*, and, Real Talk Host, Ryan Jespersen

1:30 pm - 2:30 pm **BREAKOUT SESSIONS 4: EMPOWERING LEADERS**

PRESENTATION	PRESENTATION	PRESENTATION
Tourism School for Councillors, Reeves, Mayors: Key Issues to Consider <ul style="list-style-type: none">● Danielle Vlemmiks, Vice President, Strategy, Research and Communications● Stavros Karlos, Director, Policy, Research & Government Affairs, TIAA	Destination Reputation Through a Risk Management Lens: Tips and Strategies <ul style="list-style-type: none">● Deirdre Campbell, President TartanBond	Indigenous Tourism Leadership: A Cultural Awareness Primer for Tourism Leaders - A Call to Action <ul style="list-style-type: none">● Shae Bird, CEO, Indigenous Tourism Alberta

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2:30 pm - 3:00 pm

WRAP-UP, KEY MESSAGE TAKEAWAYS & AIRLINE TICKET DRAW

- Alisha Reynolds, TIAA Board Chair

3:00 pm

SUMMIT ADJOURNMENT