

2016 Tourism Congress Program

Monday, November 28, 2016

08:00 - 17:00 **Tourism Industry Meetings**

Tuesday, November 29, 2016

07:30 - 08:30 **Re-Connect Continental Breakfast**
Tourism Congress Marketplace

07:30 - 17:00 *Various exhibitors*

Grand Salon
TIAC Annual General Meeting

08:30 - 09:30 ~ *Open to TIAC Members only* ~

Beethoven/Chopin
Networking Break

09:30 - 10:00 *Refreshments provided*

Grand Salon
Destination Canada Public Meeting

10:00 – 11:00 ~ *Open to General Public* ~

Beethoven/Chopin
Leadership Report

TIAC President and CEO, Charlotte Bell and HLT Advisory's Managing Director, Lyle Hall provide insights and an overview of the Canadian tourism industry over the past year.

11:00 - 11:45

Speaker: Charlotte Bell, President and CEO of TIAC

Speaker: Lyle Hall, Managing Director of HLT Advisory

Beethoven/Chopin

Special presentation by Ottawa 2017

11:45 -12:15

Beethoven/Chopin

Air Canada presents the Canadian Tourism Hall of Fame Luncheon

Join TIAC's celebration of this year's Canadian Tourism Hall of Fame inductees and their outstanding contributions to our industry. Members of the Hall of Fame have helped shape our sector as a vibrant contributor to our economy and

12:15 - 13:45 position Canada as a welcoming destination.

Guest Speaker: The Honourable Bardish Chagger, Leader of the Government in the House of Commons and Minister of Small Business and Tourism

Mozart

Session 1 - Taste of Place in Destination Marketing

Rebecca Mackenzie, Executive Director of the Culinary Tourism Alliance, moderates a panel discussion on the power of leveraging a destination's "taste of place" to market food tourism experiences to visitors and ultimately drive growth in "in-destination" spending.

Moderator: Rebecca Mackenzie, Executive Director of the Ontario Culinary Tourism Alliance

13:45 - 15:00

Panelist: David Adames, Senior Director of Business Development for the Niagara Parks Commission (NPC)

Panelist: Patrizia Dri, Director of Member Services, Partnerships and Relationship Marketing for Tourisme Montréal

Panelist: Ian MacDonald, President, Liquidity Wines

Beethoven/Chopin

Networking Break

15:00 – 15:45 *Refreshments provided*

Grand Salon

**Session 2 - Tourism in Canada - Are We In The "Zone"?
(Destination Canada)**

15:45 –

16:45

A keynote presentation outlining Destination Canada's in-market activities, campaigns and partnering opportunities.

Speaker: Jon Mamela, Senior Vice-President Marketing Strategy/Chief Marketing Officer for Destination Canada

Beethoven/Chopin

InnVest REIT presents the Chair's Opening Reception

17:30 - 19:30 ~ *Open to ALL delegates* ~

Grand Salon

Wednesday, November 30, 2016

Breakfast with Champions - Interactive Small Group Sessions

If you could ask an industry leader anything, what would it be? This is your chance to sit down for breakfast with the leading minds in Canadian tourism to discuss your priorities and learn how they tackle the issues facing their business such as market readiness, new product development and labour market management.

Breakfast hosts:

Andrew Campbell, Senior Executive Director, Federal Secretariat Canada 150

Don Cleary, President of Marriott Hotels of Canada

Drew Coles, CEO, InnVest Hotels

7:45 – 08:45

Vito Curalli, Executive Director Canada, Latin America & International Sales of Hilton Worldwide

Jeff Doane, Senior Vice President, Sales & Marketing, North & Central America AccorHotels

Andrew Gibbons, Director, Government Relations and Regulatory Affairs, WestJet

Trina Mather-Simard, Executive Director of Aboriginal Experiences, Board Member of Aboriginal Tourism Association of Canada

Gudie Hutchings, MP for Long Range Mountains, Newfoundland and Labrador and Parliamentary Secretary for Small Business and Tourism

Fitti Lourenco, Director, Government Affairs - Federal Government and Ontario for Air Canada

Jon Mamela, Senior Vice-President Marketing Strategy/Chief Marketing Officer for Destination Canada

Steve Sammut, President of Rocky Mountaineer

Guy Laflamme, Executive Director of Ottawa 2017

Martin Landry, Chief Commercial Officer of VIA Rail Canada

David McKenna, President, Brewster Travel Canada

David Mounteer, Vice-President and General Manager of Jonview Canada

Colin Sines, President and Executive Director of Travel Gay Canada

Grace Xin, National Director of Canada-China Inbound Tour Operator Registration Program at TIAC

**Speakers and topics of discussion are subject to change*

Mozart

Tourism Congress Marketplace

07:45 - 15:00

Various exhibitors

Session 3 - [Investing in Tourism, presented by HLT Advisory](#)

The Canadian tourism industry circa 2016 is as well or better positioned than at any point over the last decade (or longer). This panel looks at the attractiveness of Canada as a tourism investment opportunity.

Moderator: Lyle Hall, Managing Director of HLT Advisory

08:45 - 10:00 *Speaker: Don Cleary, President of Marriott Hotels of Canada*

Speaker: David McKenna, President, Brewster Travel Canada

Speaker: Drew Coles, CEO, InnVest Hotels

Speaker: Derrick Uniat, Owner, Lloyd Lake Lodge

Beethoven/Chopin

Networking Break

10:00 – 10:45 *Refreshments provided*

Grand Salon

Session 4 - [Generational Change: The Millennial Effect](#)

10:45 – 11:45 Founder of Abacus Data, David Coletto, is a sought after speaker and adviser when it comes to managing generational change. Using original data and his perspective as a Millennial, his talk will focus on what Millennials and generational change means for tourism in Canada.

Speaker: David Coletto, CEO and Founding Partner of Abacus Data

Beethoven/Chopin

Air North presents Arctic Inspiration Prize Luncheon: Investing in the Place - Inspiring a People

11:45 - 13:30 *Guest Speaker: Arnold Witzig, Founder, Arctic Inspiration Prize*

Guest Speaker: Patti Balsillie, Chair, Arctic Inspiration Prize Charitable Trust Foundation, Tourism Development Specialist

Mozart

Session 5 - [Canada's Immigration System: Tapping into a Permanent Skilled Workforce](#)

A panel of insightful tourism leaders will discuss tightening labour markets and the “middle ground” businesses require to gain access to internationally trained workers and providing the support they need on a pathway to permanent residency.

13:30 -14:30 *Moderator: Philip Mondor, President of Tourism HR Canada*

Panelist: Glenn Squires, CEO of Pacrim Hospitality Services Inc.

Panelist: Jim Bence, CEO of Saskatchewan Hotel and Hospitality Association

Panelist: Victoria L. Behune, President and CEO of OTEC

Beethoven/Chopin

Networking Break

14:30 15:00 *Refreshments provided*

Grand Salon

Session 6 - [After the Election: Connecting America](#)

Presented by Nanos Research

Experts discuss the new political reality post US election and the impact on Canadian tourism.

Moderator: Elizabeth Roscoe, Senior vice-president and National Practice Leader, Public Affairs, Hill+Knowlton Strategies

15:00 - 16:00 *Panelist: Maryscott Greenwood, Principal at Dentons' Public Policy and Regulation practice, Co-Leader in the Advocacy and Government Affairs group (Washington, DC), Senior Advisor to the Canadian-American Business Council*

Panelist: Nik Nanos, Chairman of Nanos Research, Research Associate Professor at SUNY (UB), Global Fellow of Woodrow Wilson International Center for Scholars (Washington, DC)

Panelist: The Honourable Perrin Beatty, PC, President and CEO of the Canadian Chamber of Commerce

Beethoven/Chopin

Session 7 - [Myths of Sustainable Tourism - Is Green the New Black?](#)

Can a certification in sustainability boost your brand power? Experts weigh in on the new norm of sustainable tourism.

Moderator: Jim Hudson, Executive Director of the Southwest Ontario Tourism Corporation

Panelist: Angela Nagy, Co-Founder and CEO of GreenStep Solutions Inc.

16:00 - 17:15 *Panelist: Rachel Dodds, Professor at the Ted Rogers School of Hospitality and Tourism Management, Director of Tourism and Hospitality Research Institute at Ryerson University*

Panelist: Vivian Fleet, Sustainability Officer at Metro Toronto Convention Centre

Panelist: Linda Hartwell, Program Manager for Green Key Global Environmental Certification Program and Director, Marketing Communications & Business Development for the Hotel Association of Canada

Beethoven/Chopin

Canadian Tourism Awards

Reception 18:30 - 19:00

18:30 - 22:00 Awards & Dinner 19:00 - 22:00

Post Celebration 22:00

Mozart/Beethoven/Chopin