

February 8-10, 2026  
JW Marriott Edmonton ICE District

## SUNDAY, FEBRUARY 8, 2026

- 12:00 PM - 3:00 PM      TIAA IAAC MEETING
- 3:00 PM - 5:30 PM      TIAA BOARD OF DIRECTORS MEETING

### RECEPTION

7:30 PM – 9:30 PM

### WELCOME & NETWORKING

*Alberta-Inspired Whisky Trail Experience*  
3rd Floor Foyer - JW Marriot Edmonton ICE District

## MONDAY, FEBRUARY 9, 2026

- 7:00 AM – 8:00 AM      **BUFFET BREAKFAST**
- 8:00 AM – 8:15 AM      **WELCOME & INDIGENOUS BLESSING**
- 8:15 AM – 8:30 AM      **TOURISM ADVOCACY LEADERSHIP REPORT**  
Darren Reeder  
President & CEO  
Tourism Industry Association of Alberta

### INSIGHTS PANEL

8:30 AM – 9:30 AM

### TOURISM ON THE WORLD STAGE

*Leveraging Canada's Culturally-Rich Urban, Rural and Outdoor Recreation Experiences*

#### Keith Henry

President & CEO  
Indigenous Tourism Association  
of Canada

#### Christine Loth-Bown

VP, External Relations &  
Visitor Experience  
Parks Canada

#### Sebastian Benedict

CEO  
Tourism Industry Association of  
Canada

#### David Goldstein

CEO, Travel Alberta  
Deputy Minister, Tourism & Sport

#### Maureen Riley

Vice President, Industry  
Engagement, Destination Canada

#### Danielle Vlemmiks (MODERATOR)

Principal  
Illumine Advisory

- 9:30 AM – 10:00 AM      **NETWORKING BREAK**

- 10:00 AM – 11:00 AM      **WHAT THE SMARTEST TOURISM LEADERS ARE DOING WITH AI RIGHT NOW**  
Christopher Penn  
Co-Founder & Chief Data Scientist  
Trust Insights

CONTINUED...

**MONDAY, FEBRUARY 9, 2026**

**11:00 AM – 12:00 PM ALBERTA ECONOMIC OUTLOOK**

Mark Parsons  
Vice President & Chief Economist  
ATB Financial

**LUNCH PRESENTATION  
12:15 PM - 1:15 PM**

**TWO-PART PRESENTATION:  
LEARNINGS & NEXT STEPS FROM TIAA'S COMPENSATION CULTURE RESEARCH PROJECT + TOURISM AS SOVEREIGN INFRA-STRUCTURE: ALBERTA'S NEXT ECONOMIC ADVANTAGE**

Greg Klassen, Senior Director  
SKIFT Advisory

**1:15 PM - 2:30 PM TRAVEL ALBERTA & TOURISM & SPORT PRESENTATION**

**FROM OPPORTUNITY TO REALITY: SHAPING ALBERTA'S TOURISM LANDSCAPE**

Join us for an interactive session packed with insights on shaping Alberta's tourism future! We'll kick off with Tourism Development Zones (TDZ) as the guiding vision, exploring how they empower private-sector investment and unlock opportunities.

TDZs can enable municipalities to use smart planning and align municipal zoning for growth. Next, dive into land-use planning where you'll learn the rules, discover how decisions are made, and find out how you can get involved. Then, we'll tackle All-Season Resorts (ASRs) covering what's changing for major commercial projects, existing sites, and future development, plus how we're streamlining regulations to make things happen faster.

Wrap up with a lively Q&A where your questions drive the conversation. If you're passionate about tourism development, or shaping Alberta's next big opportunities, this is the session you won't want to miss!

**Kevin Weidlich**  
Vice President, Commercial  
& Destination Development  
Travel Alberta

**Miranda Rosin**  
Director, Tourism  
Policy & Strategy  
Ministry of Tourism & Sport

**Rob Simieritsch**  
Executive Director,  
All Season Resorts Branch  
Ministry of Tourism & Sport

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**MONDAY, FEBRUARY 9, 2026**

2:30 PM – 3:00 PM      NETWORKING BREAK

3:00 PM - 4:00 PM      BREAKOUT SESSION 1

**WORKSHOP - JARI KURRI**

ITA & TRAVEL ALBERTA ENGAGING WITH  
INDIGENOUS TOURISM COMMUNITIES

Terry Goertzen, VP,  
Economic Development  
Travel Alberta

Chelsey Quirk, CEO  
Indigenous Tourism Alberta

**WORKSHOP -WAYNE GRETZKY**

ACTIVATING ALBERTA'S  
MEETING & CONVENTION & SPORT TOURISM  
DEVELOPMENT POTENTIAL

Alisha Reynolds (MODERATOR)  
, CEO,  
Tourism Calgary

Alyson Robb, VP, Strategy  
& External Relations, Calgary  
TELUS Convention Centre

Russell Reimer, President  
Small Victories

Arlindo Gomes, VP  
Business Development &  
Venues Management  
Explore Edmonton

Carson Ackroyd,  
SVP, Sales  
Tourism Calgary

**INNOVATORS PANEL**

4:00 PM – 5:15 PM

A COMMUNITY-DRIVEN APPROACH TO  
BUILDING THE LOCAL TOURISM ECONOMY

*Catalyzing Investment Ready, Commercially-Viable Ventures*

**Vanessa Riviere (MODERATOR)**

Director, Tourism Investment  
& Commercial Partnerships  
Travel Alberta

**Stavros Karlos, Director, Research,**  
Policy & Government Affairs  
TIAA

**Doug Leighton, Principal**  
EDG Planning & Design

**Sean McRitchie**  
Director, Economic  
Development & Tourism  
Strathcona County

**Blaine Mirasty, Destinations**  
Development Manager  
Wood Buffalo  
Travel Alberta

**Jesse Smith**  
CEO  
Tourism Red Deer

5:15 PM – 6:00 PM      SIPS OF ALBERTA COCKTAIL & ZERO-PROOF HOUR

6:00 PM – 8:30 PM      DINE AROUND & TOURISM PARTNER DINNERS

8:30 PM – 11:30 PM      TOURISM AFTER HOURS – RECEPTION | CAMPIO BREWING COMPANY

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**TUESDAY, FEBRUARY 10, 2026**

**7:30 AM – 8:30 AM      BUFFET BREAKFAST**

**8:10 AM – 8:30 AM      ALBERTA'S EXPANSIONARY PATH TO \$25B IN TOURISM SPENDING**  
Hon. Andrew Boitchenko  
Minister of Tourism & Sport

**KEYNOTE**

**8:30 AM – 9:30 AM**

**THE FUTURE OF TOURISM IS IN YOUR HANDS:  
THE AURORA AI ADVANTAGE**

As global competition intensifies, Destination Canada has launched Aurora AI to provide Canadian tourism businesses a sharper competitive edge and a clearer line-of-sight on ever shifting market opportunities, and risks. Aurora AI is turning Canada's national data assets into practical, easy-to-use intelligence systems so that operators can quickly test new marketing ideas, better understand which travellers are most likely to buy what products, and, to shape value propositions that will drive conversion. Functioning as your businesses business and marketing development co-pilot, the Traveller Twin simulates real audience segments, allowing marketers to test and refine campaigns before spending a dollar, helping every tourism business to grow by reducing guesswork while further expanding Canada's reach to the world.

**Maureen Riley**

ViP, Industry Engagement  
Destination Canada

**Nykala Shone**

Interrim Senior Director, Global Marketing  
Explore Edmonton

**Michele Fowler**

Interrim Marketing Accounts Director, Consumer &  
Business Development  
Explore Edmonton

**9:30 AM – 10:30 AM      BREAKOUT SESSION 2**

**WORKSHOP - JARI KURRI**

**THE NEW NON-NEGOTIABLE:  
CYBER RISK READINESS FOR  
TOURISM BUSINESSES**

Cyber threats are one of the fastest-rising risks facing tourism, but what you do today largely determines whether your business is protected, or seriously exposed to risk. This session will discuss the practical steps needed to harden internal operating systems, protect brand reputation, and, ensure your operation can withstand and quickly recover from a cyber incident.

**CaSh Wong,**  
Chief Executive Officer  
SHING Digital

**PANEL DISCUSSION - WAYNE**

**GRETZKY**

**REDEFINING PATHS TO**

**Philip Mondor (MODERATOR)**  
President & CEO  
Tourism HR Canada

**Carrie Armstrong**  
Director of Industry  
Development

**Anasuya Chattopadhyay**  
Manager, Research & Performance  
Travel Alberta

**James Overall**  
Dean of Tourism & Hospitality  
SAIT

**10:30 AM – 11:00 AM      NETWORKING BREAK**

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**TUESDAY, FEBRUARY 10, 2026**

**PANEL DISCUSSION**  
11:00 AM – 12:00 PM

**CONNECTING TRAVELLERS: KEY TO FUTURE PROOFING THE  
CANADIAN ECONOMY**

*Canada's long-term competitiveness hinges on a stronger and more robust and competitive air-access system. As reinforced in Bill C-5's ambition for "One Canadian Economy," air development is not just transportation infrastructure: it is the backbone of our trade expansion and investment attraction ambitions. Without competitive routes and modernized access policies, Canada economic potential is largely, constrained. This session will explore why improving air competitiveness must be treated as a national economic priority, and how a more connected Canada can unlock the full economic and tourism potential of the country.*

**Christina Iversen**  
Head of External Affairs  
WestJet

**Adrian Warchola**  
Director, Air Service Development  
Edmonton International Airport

**Tara Jago**  
Senior Manager, External Affairs  
WestJet (MODERATOR)

**Jeff Morrison**  
CEO  
National Airlines Council of Canada

**Shane Getson, MLA**  
Parliamentary Secretary of Economic Corridors

**LUNCHEON KEYNOTE: BUILDING DESTINATIONS THAT MATTER**

12:30 PM - 1:30 PM

**Alex Sarian, President & CEO**  
Werklund Centre & Best Selling Author, "The Audacity of Relevance"

In a world of infinite choice, destinations no longer compete on attractions alone, but on meaning, feeling, and belonging. Drawing on his best selling book, The Audacity of Relevance, his leadership of Canada's largest cultural infrastructure project, and international arts experience, Alex Sarian reframes tourism through the lens of public value. This keynote inspires leaders to move from promotion to purpose—and to recognize arts and culture not as amenities, but as the infrastructure that shapes identity, trust, and lasting tourism demand. Culture isn't what we add once the destination is built—it's what makes the destination worth the journey.

**PANEL DISCUSSION**  
1:30 PM - 2:45 PM

**BUILDING DESTINATIONS THAT MATTER: PANEL**

**Alex Sarian (MODERATOR)**  
President & CEO  
Werklund Centre

**Luke Azevedo**  
Chief Executive Officer  
Edmonton Screen

**Megan Dart**  
Executive Director  
Edmonton Fringe Theatre

**Annemarie Leenhouts-Petrov**  
President & CEO  
Winspear Centre for Music |  
Edmonton Symphony Orchestra

2:45 PM – 3:00 PM

**SUMMIT WRAP-UP & KEY TAKEAWAYS**

3:00 PM

**SAFE TRAVELS**