

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 Vlemmixs (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 INFRASTRUCTURE: 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 | CAMPION BREWING COMPANY

CONTINUED...

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
 Interim Senior Director, Global Marketing
 Explore Edmonton

Michele Fowler
 Interim 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
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10:30 AM – 11:00 AM **NETWORKING BREAK**

CONTINUED...

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's 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 I
 Edmonton Symphony Orchestra

2:45 PM – 3:00 PM
SUMMIT WRAP-UP & KEY TAKEAWAYS
3:00 PM
SAFE TRAVELS