

**WiFi - No Password needed**

**DAY #1 AGENDA - WEDNESDAY, NOVEMBER 1, 2023 – QUARTZ GRAND HALL**

12:15-12:45 PM/MT      AGM: Minutes from 2022, Financial Statements & Special Resolutions

12:45-1:40 PM      ***Kootenay Rockies Tourism – A Snapshot Summary of Activities***  
**Kathy Cooper, CEO and Team members**

1:45 – 2:35 PM      ***Parks Canada***  
***Traffic Management & Visitor Use Management Planning***  
**Michael den Otter, Senior Strategic Advisor, LLYK**

Traffic Management and Visitor Use Management (VUM) planning in the Lake Louise area and how this will inform future VUM planning at key attractions in Kootenay and Yoho National Parks.

***Winter in Glacier National Park***

**Guylaine St-Gelais, Promotions Officer, Mt Revelstoke & Glacier NP**

Steep slopes and deep snow define Rogers Pass in winter. Whether driving through or heading out for some powder turns, staying safe in avalanche terrain is a shared responsibility. Find out more about the role of Parks Canada, the Canadian Armed Forces, avalanche control and the Winter Permit System in Glacier and what role you have to play.

**2:35 – 3:00 PM      Break**

3:00 – 3:40 PM      ***Shaping the future of Hospitality***  
**Mike Macleod, Director of Operations, BC Hotel Association (BCHA)**  
*The BCHA will present an update on advocacy efforts, training initiatives and workforce recruiting.*

3:45: 4:15 PM      ***Tourism & Green Investments in Aviation***  
**Tristen Chernove, President and CEO,**  
**Elevate Airports Inc.**

A presentation on carbon neutrality, alternative fuels and the future of sustainability in the aviation industry.

5:30 PM      Shuttles begin for transport from Copper Point Resort to Begginings Restaurant

6:00 – 9:15 PM      **Reception & Dinner at Begginings Restaurant, Invermere, 1310 7<sup>th</sup> Avenue**  
**Reception Sponsored by Travel Columbia Valley**  
*Two comp drink tickets are included with registration (in name tag sleeve)*

9:15 PM      **Return, Shuttle Service back to Copper Point Resort**  
**Last shuttle: 10:15PM**

*\*\* Photography and/or video taken at this event may be shared in social media, websites, email marketing & other digital channels, both present & future.*

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**DAY #2 AGENDA - THURSDAY, NOVEMBER 2, 2023 – QUARTZ GRAND HALL**

7:30-8:30 AM Breakfast – Valley Buffet – Quartz Grand Hall

8:45 – 9:45 AM **Key Projects in Support of Kootenay Rockies**  
**Maya Lange, VP, Global Marketing, Destination BC**

*Maya Lange will highlight multiple projects at Destination BC that are supporting the Kootenay Rockies in 2023 and beyond, including wildfire recovery marketing efforts and the launch of the Rainforest to Rockies, which is the first new Iconics place brand to launch globally.*

9:55 – 10:35 AM **Major issues being faced by Tourism Operators**  
**Walt Judas, CEO, Tourism Industry Association of BC (TIABC)**

*Walt Judas will discuss the major issues that tourism operators currently face, and what policies and recommendations TIABC is advocating for provincially and federally to help the sector rebound from the impacts of the pandemic. The session will also provide an opportunity for delegates to voice their concerns and priorities for government attention.*

10:35 – 10:50 AM **Break**

10:55 – 11:30 AM **Communication for the Tourism Sector in times of Crisis**  
**Jennifer Houtby-Ferguson, Tourism & Hospitality Professor,  
Vancouver Island University**

*This session will focus on arming tourism businesses with helpful skills for crisis communication, reputation risk management and emergency readiness.*

11:35 AM **Luncheon Buffet**

12:15 PM **Closing Keynote speaker**  
**The Sustainable Journey – How one Company is taking the Lead**  
**Stuart Back, COO, Banff Jasper Collection by Pursuit, Golden Skybridge**

*Learn more about Pursuit Collections commitment to ensuring their company, their team members across all collections are forever committed to improving their environmental initiatives and sustainable practices.*

1:30 PM **Closing Remarks/Conference Concludes**

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