

TIAM AF!

October 6-8, 2025
Hotel Fort Garry, Winnipeg



Doreen Booth



With over 18 years of experience in the tourism industry, Doreen Booth brings a wealth of knowledge and a deep passion for authentic, immersive travel to every project she undertakes. Throughout her career, she has helped travelers from around the world fulfill their bucket-list dreams — from polar bear viewing and beluga whale watching to witnessing the northern lights.

A lifelong adventurer, Doreen was raised in British Columbia and has since called the Yukon and Manitoba home. Her connection to nature runs deep, and she thrives in the wild, whether on land or underwater as a certified diver. Her appreciation for the natural world is rooted in the landscapes she grew up in and continues to explore.

Now as a Project Manager with Indigenous Tourism Manitoba, Doreen plays a key role in advancing Indigenous tourism initiatives across the province. Her background in international travel trade has made her a skilled relationship builder, known for her industry expertise, community-first mindset, and commitment to fostering meaningful connections between visitors and the places they explore.

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Jessica Dumas



Jessica is a professional speaker and speaker trainer known for her leadership in amplifying voices across Canada and the U.S. She works with leaders, teams, and organizations to elevate their confidence, communication, and stage presence. She is the only person who has served as Chairperson for both the Indigenous Chamber and the Winnipeg Chamber of Commerce, being the first Indigenous woman to hold that role. She is a band member of Keeseekowenin First Nation in Manitoba.

Mark England



Mark England, Executive Director, Destination Development - Mark leads Tourism Saskatchewan's Destination Development team which provides product development advice, planning assistance and training and funding opportunities to tourism businesses and destinations.

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Lionel Johnston



Lionel Johnston brings more than three decades of experience in sales and marketing across tourism, corporate, and entrepreneurial ventures. While earning his MBA at the University of Manitoba, he led international marketing for Travel Manitoba, promoting Canada and Manitoba throughout Europe and Asia. He later spearheaded corporate marketing for one of Canada's largest trucking companies, where his work earned multiple awards from the Transportation Marketing & Sales Association, an organization where he also served on the board.

Building on this foundation, Lionel launched and now runs two digital marketing agencies — Farmers Marketing Inc. and Toto Digital Marketing — helping businesses modernize their marketing strategies, generate steady leads, and scale revenue. His career reflects a consistent theme: taking organizations from where they are to where they want to grow, with a clear focus on results, clarity, and sustainable growth.

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Trevor Jonas Benson



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Jackie Tenuta



As VP, Tourism Growth and Research at Travel Manitoba, Jackie Tenuta leads a dedicated team focused on providing market research insights and supporting the development of Manitoba's tourism industry. Before moving into the tourism industry six years ago, Jackie spent 25 years working in the agriculture and food industry in international market development, market research, consumer marketing and industry development roles. In her spare time, Jackie enjoys exploring Manitoba's great campgrounds, hiking trails and lakes with her family.