



TOURISM INDUSTRY ASSOCIATION OF MANITOBA
ADVOCACY FORUM

TIAM AF!

Tourism Industry Association of

Manitoba

Monday, September 28, 2026 - Day 1

7:30 AM: **Registration & Breakfast** Sponsored by Winnipeg Airports Authority

8:30 AM: **Plenary - TIAM 25/26 Momentum and Results:** 2025/2026 report card

John Gunter, TIAM Chairperson; **Jamie Dumont**, Principal/Owner, Chadwick

9:00 AM: **Plenary - TIAC "Keeping the Common Touch":** Sharing TIAC's overarching activities, how TIAC's efforts in Ottawa benefit the industry in Manitoba, including the new READI program about emergency preparedness.

Jennifer Taylor, VP, Strategic Development & Industry Engagement, TIAC
Moderated by **Karly McRae**, TIAM Director

10:30 AM: **Health Break**

11:00 AM: **Breakouts**

1. Indigenous Tourism, Progress and Pathways: An update from the ITM on successes and challenges and how the industry can be involved

2. The Future of Aurora and Dark Sky Tourism: Learn more about aurora and dark sky and the opportunities for you and your community

3. Unlocking Grant Opportunities: How to be successful in writing grants

1. Holly Spence, CEO, Indigenous Tourism Manitoba

2. Jackie Tenuta, VP, Tourism Growth and Research, Travel Manitoba

3. Martha Petrusevich, Economic Development Officer, RM of Tache

12:00 PM: **Lunch** Sponsored by WestJet
Winnipeg Economic Development and Tourism: Opportunities and Outlook

Natalie Thiesen, VP Tourism, Winnipeg Economic Development & Tourism

1:30 PM: **Plenary - Provincial Tourism Priorities:** The Ministers and the Deputy Minister provide an update on the goals of the Department

Deputy Minister **Jeff Hnatiuk**, Minister **Nellie Kennedy**, and Minister **Jamie Moses**
Introduced by John Gunter, TIAM Chairperson

2:30 PM: **Health Break** Sponsored by 3Common

3:00 PM: **Plenary - Air and Rail Connectivity and Visitor Demand:** An update from the Winnipeg Airports Authority, WestJet, and VIA Rail on their work as it relates to Manitoba

Tara Jago, Senior Manager, External Affairs, WestJet; **Scott Marohn**, VP, Commercial, Winnipeg Airports Authority; **Josephine Wasch**, Senior Manager, VIA Rail, Western Canada
Moderated by **Amanda MacDonald**, COO, Winnipeg Economic Development & Tourism

6:00 PM: For Registered Dinner Guests
Industry Reception and Dinner co-hosted by Manitoba Chambers of Commerce



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Tuesday, September 29, 2026 - Day 2

8:00 AM: Breakfast

9:00 AM: TIAM AGM

John Gunter, TIAM Chairperson; **Shaun Jeffrey**,
TIAM Treasurer

10:15 AM: Health Break

10:45 AM: Plenary - Championing Manitoba Tourism at the National Level: The importance of Manitoba tourism industry members being part of national boards

Karly McRae, Owner, President, Lakehouse Properties; **Maureen Riley**, VP, Industry Engagement, Destination Canada; **Jennifer Taylor**, VP, Strategic Development & Industry Engagement, TIAC; **Natalie Thiesen**, VP, Tourism, Winnipeg Economic Development & Tourism
Moderated by **John Gunter**, TIAM Chairperson

12:00 PM: Lunch
Travel Manitoba: Progress, priorities and what's ahead

Angela Cassie, Interim CEO and COO, Travel Manitoba
Introduced by **Tara Elder-Young**, VP Business Development & Marketing, Calm Air

1:30 PM: Breakouts
1. Cultural Institutions and Community Impact: Changes, where are we at?
2. Northern Connections and Opportunity: Come hear about the changes in Thompson and their continued success in cold weather testing. Calm Air and VIA Rail provide updates on what's happening in Northern MB
3. AI for Operational Efficiency: Driving efficient business, learn more about how AI can help

1. Dorota Blumczynska, CEO, Manitoba Museum; **Cindy Desrochers**, ED, St. Boniface Museum; **Valerie Shantz**, ED, Winnipeg Folk Festival

2. Tara Elder-Young, VP, Business Development & Marketing, Calm Air; **James Lindsey**, President and CEO, Thompson Regional Airport Authority; **Josephine Wasch**, Senior Manager, VIA Rail, Western Canada

2:30 PM: Health Break

3. Sara Berger, Business Consultant with CGI

3:00 PM: Plenary - Stronger Communities Through Tourism
The value of tourism is more than just the number of people employed or the economic value. It is the belief that communities thrive because of their support for Tourism. We are concerned that councillors in RM's and towns believe tourism has no value and have discontinued funding their tourism economic development agencies.

Brenna Philp, Director of Recreation & Leisure, Gimli, Interlake; **Lanny Stewart**, Director, Marketing & Communications, Brandon, Western; **Maureen Riley**, VP, Industry Engagement, Destination Canada; **Martijn van Luijn**, Economic Development Manager, Dauphin, Parkland
Moderated by **Lauren Reeves**, Senior Advisor, Policy and Government Relations, Travel Manitoba

4:15 PM: Wrap-up