

PURPOSEFUL TRAVEL SUMMIT

Banff Centre
for Arts
and Creativity

WEDNESDAY, FEBRUARY 7

Registration Desk

FIRST FLOOR KINNEAR CENTRE

12:45 – 1:30 PM

Afternoon Outdoor Experiences (Choose One)

1:00 – 3:00 PM

Fire, Forests and Resilience

KINNEAR CENTRE ROOM 201

Indigenous Practice in Banff via Fat-tire E-Bike Tour

DOWNTOWN BANFF; BEAR STREET OUTFITTERS

EVENING

Registration Desk

KINNEAR CENTRE ROOM 103

6:00 – 7:15 PM

The Future of Tourism in the Bow Valley – and beyond

KINNEAR CENTRE ROOM 103

7:00 – 9:00 PM

Panel discussion featuring local tourism administrators, practitioners and environment advocates:

Heather Black

Darren Enns

Vamini Selvanandan

Jonathan Welsh

Ed Whittingham

Rachel Ludwig

Moderated by Joe Pavelka

Reception to follow

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THURSDAY, FEBRUARY 8

SUMMIT DAY 1

Registration Desk

FIRST FLOOR KINNEAR CENTRE

8:00 – 9:30 AM

Optional Walk

 Meet at Registration Desk

FIRST FLOOR KINNEAR CENTRE

8:00 AM

Opening Remarks

KINNEAR CENTRE ROOM 103

9:00 – 10:15 AM

Eya-Hey Nakoda Opening Song

Facilitated Session: Key Issues & Challenges

Concurrent Sessions (Choose One)

KINNEAR CENTRE ROOM 201 AND 205

10:30 – NOON

JoAnna Haugen: Decolonizing Tourism: destination marketing and product alignment

Geerta Udo: Purposeful marketing and choosing destination guests (online presentation)

LUNCH

 VISTA'S DINING ROOM

Concurrent Session (Choose One)

KINNEAR CENTRE ROOM 201 AND 205

1:30 – 3:00 PM

Alex Bainbridge Who- or what- will be guiding visitors in the next 10 years

Zuc'man Guiding Not your Average Indigenous Tourism Operator

Panel Discussion with Plenary Speakers

KINNEAR CENTRE ROOM 103

3:15 – 4:05 PM

Summary of Day One and Frame up for Day Two

4:05 – 4:20 PM

Optional Walk

 Continue Your Conversation While Moving

MEET AT REGISTRATION DESK

4:30 PM

Video Screening

Project Larga: Driving a Food Truck Across Philippines

KINNEAR CENTRE ROOM 101

4:30 – 6:30 PM

Dinner with Keynote Speaker: Martha Honey

Origins, Challenges & Future of Purposeful Travel

KINNEAR CENTRE ROOM 103

6:30 – 8:45 PM

Fireside Conversations: Hosted conversations by the fire with Leave No Trace Canada, and DipYourTrip

KINNEAR OUTDOOR PATIO

8:45 – 9:30 PM

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FRIDAY, FEBRUARY 9

SUMMIT DAY 2

Registration Desk

FIRST FLOOR KINNEAR CENTRE

8:00 – 9:30 AM

Breakfast with Keynote Speaker: Casey Hanisko

Bird or Binder? Values-Driven Leadership in Travel

KINNEAR CENTRE ROOM 103

8:30 – 10:00 AM

Framework for Solutions

KINNEAR CENTRE ROOM 103

10:15 – NOON

Working Lunch with Speaker: Maria Hasen

Organizational Shift to Purposeful Travel

KINNEAR CENTRE ROOM 103

NOON – 1:15 PM

Speakers' Panel Discussion

Challenges of the Moment

KINNEAR CENTRE ROOM 103

1:15 – 2:15 PM

Solutions Presentation

KINNEAR CENTRE ROOM 103

2:30 – 3:45 PM

Closing Remarks

Where to from here & keeping connected

KINNEAR CENTRE ROOM 103

3:45 – 4:30 PM

Summit Close