

# site Canada



**Alison Staley**  
Manager, Meetings and Incentive Sales Western US Market, Tourism Whistler  
Whistler, British Columbia

**We asked Alison to share the best piece of advice she ever received about the incentive travel industry:**

*"Get involved. Whether it's organizing events, attending events, volunteering or joining different chapters - it all helps to get to know people and form relationships"*

**As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.  
See below for Alison's full interview.**

**Members Name:** Alison Staley

**Title:** Manager, Meeting & Incentive Sales Western US Market

**Company:** Tourism Whistler

**Location:** Whistler

## **Can you provide a quick overview of your role?**

I have lived in Whistler for over 20 years with approximately 13 of those with Whistler Blackcomb Mountains with positions in Guest Services and leading on up to Corporate Group Sales. My current position as Sales Manager with Tourism Whistler in Meeting & Incentive Sales allows me to work with clients/planners and partners to help promote our destination as a great choice for groups where attendees can experience our world class destination.

## **What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?**

I've definitely found that I can be very resilient which has helped me get through this difficult time of being on my own more and keep a positive outlook. I took on part-time work to help with finances which helped me to stay involved as the interaction with people was often a blessing. I did a lot of home improvement projects myself which gives a real sense of accomplishment. COVID may have accentuated my independence but also made me appreciate it as well.

## **Whistler is known for being Canada's premier four-season mountain destination, can you share with us a unique experience for incentive groups?**

Getting to the top of Whistler or Blackcomb mountains is a must-do! It's pretty exhilarating and the views are incredible not only at the top but throughout many of the trails around Whistler! It's also fun to be skiing Dave Murray Downhill Trail like an Olympian. A favourite thing to do is to snowmobile to the cabin at the top of a mountain in the Callaghan Valley for breakfast or dinner with Canadian Wilderness Adventures. I also have fun taking people zip lining throughout old growth forests with ZipTrek or The Adventure Group. Sabering champagne at the Bearfoot Bistro too!

**Tell us about one of your favourite SITE events (and why it's a fav).**

I'd have to say SITE ISA (Incentive Summit Americas) in 2019 is high up there. It was here in Whistler and I was involved in putting together the proposal for the destination. It was a lot of work, but I was so excited to have planners and suppliers from the SITE community experience Whistler. The other SITE event that I think about fondly is the very first SITE Texas Tech Summit in Biloxi, Mississippi. This is where I really got to understand what SITE was all about with the education component and networking opportunities. It opened my eyes to how well planned events make for good business!

**What is the best piece of advice you ever received about our industry?**

Get involved. Whether it's organizing events, attending events, volunteering or joining different chapters - it all helps to get to know people and form relationships. I find that making that first step to reach out to someone can open up conversation and potentially lead to business or just a good conversation that helps form a connection. You never know what can happen with just a "hello".

**When you're not working, what do you like to do?**

I enjoy downtime at my home to cook (in Ally's Galley), to read, and connect with friends. I do lots of home projects, I just redid my bathroom, mostly on my own. I also like to get out into nature for long walks/hikes and gain perspective or just enjoy the beauty of where I live. Once things get back to some normalcy, I look forward to travelling for work and pleasure. I love adventure and meeting new people, especially enjoying different cultures and having experiences that awaken me and light me up with joy.