

Society for
Incentive
Travel
Excellence

site Canada



INSITES AND INSPIRATIONS | SPRING 2025



An optimist is the human
personification of Spring
Susan J. Bissonette

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SITE Canada President's Message - Bradley Sutherland, AIR CANADA



Click On The Image Above to Watch the Video Message



We're growing!

Tricia Abraham - RBC
Lori Banks-Verni - Manulife
Deanna Basso - Manulife
Adèle Bessette - Manulife
Iliana Carranza Angeles- Creative Group
Cassandra Holmes - Proof Experiences

Maddie Klein - RBC
Christine Leung - RBC
Desmond Lomas - Explore Edmonton
Michele Margis - NFP
Kristi Millborrow - RBC
Vanessa Osborne - Tourism Kelowna
Genevieve Paradis - Fairmont Le Chateau Frontenac
David Pearson - Nootka Marine Adventures
Ann-Sophie Perigny-Michel - RBC Global Asset Management
Iris Reio - Sun Life
Jennifer Richardson - Bond Brand Loyalty
Nicole Shaughnessy - Manulife
Catherine Stanton - RBC
Cassi To - Hotel X Toronto
Maritza Tosca - RBC
Ricardo Vega - TAM Travel
Alan Wood - Butterfield & Robinson

Learning Lounge Takeaways

Doubling up in more ways than one.

Who ordered the double, double?

SITE Canada just wrapped one of its best-ever days with both an insight-loaded Learning Lounge Program, plus a celebration evening AGM and Awards Dinner.

Here's everything you need to know...

Learning Lounge – Key Takeaways

- **Networking Opportunities:** Attendees had ample opportunities to connect with industry leaders and peers, fostering professional relationships and exchanging ideas.
- **Key Speakers:** The event featured influential speakers who shared their insights on the future of airline travel and luxury hospitality, including trends, strategies, and innovations.
- **Innovative Travel Trends:** Discussions highlighted emerging trends shaping the future of airline travel, such as sustainability, technology integration, and evolving passenger expectations.

- **Personalized Hospitality:** Experts emphasized the importance of turning transactions into transformative guest experiences, embracing the "one size fits one" philosophy for personalized service.
- **Luxury and VIP Travel Innovations:** The event showcased the latest innovations in first-class cabins and exclusive services for VIPs, groups, and incentive programs, enhancing the travel experience.

Special Shout out to our event sponsor!

EXPLORE EDMONTON

SITE Canada Chapter + ICE Awards

ICE Award for Program Excellence: Moniker Partners



The SITE Canada ICE Awards shine a spotlight on programs that stand out for their creativity and innovation, as well as the positive impact they had on both the attendees and the host destination.

We were overjoyed that we received eight submissions for the two categories: Destination Excellence and Program Excellence. We appreciate the efforts put into the submissions and thank all the companies who participated.

Congratulation to Moniker Partners for their ICE Award for Program Excellence: PlexCon 2024 Paris, France.

Program Highlights

- Theme, followed a DaVinci Code “Secret Society” motif, offering creative interpretations and opportunities to weave into various activities and teambuilding elements.
- The destination setting in rural France, at an 12th Century Abbey converted into a 5-star accommodation, provided captivating scenery and locations that naturally gave an incredible background to the programming.

- Around L'Abbaye in 80 Minutes, one of the major teambuilding activities, paid homage to the internationally acclaimed novel, Around the World in Eighty Days. In Moniker's take on this adventure, teams were challenged to create their own methods of travel: land, air, and water, to best the other teams.
- Moniker's bespoke Scavenger Hunt at the Louvre offered a dynamic and engaging way to explore the rich cultural heritage of France. Here, participants embarked on a journey through one of the world's most iconic museums, interacting with France's artistic masterpieces. Participants were tasked with solving clues, tracking down and interacting with costumed actors to uncover answers.
- CSR Activity: The entire group gathered on grounds of the hotel in support of a local children's hospital, split into teams and raced against the clock to build 20 bicycles to be donated to the hospital. Followed by the world's slowest bike race. Hospital reps were present to relay stories of the positive impact this collaborative initiative would have on the children.
- The LePlex Boutique: A custom-made souvenir shop stocked full of Plex-branded French items. Ranging from engraved cheese boards and aprons to stuffed animal French poodles and fleur-de-lis laptop stickers. Best of all, limited edition PlexVuitton button-up shirts and bucket hats, designed as a playful nod to France's famed designer.

2024 Moira Hearn Lifetime Achievement Award: Joanne Hall



Always close to our hearts is The Moira Hearn Lifetime Achievement Award. Recognizing a long-standing member of the SITE community for their contributions to the success of our Chapter and their promotion and employment of the highest ethical standards. This year's recipient is Joanne Hall.

Volunteering is a calling for this award recipient. Working alongside SITE members has allowed Joanne to contribute in ways she never would have thought possible. She's been a mainstay at SITE for many years, getting involved in all our portfolios. Always dependable and reliable, bringing a calming presence that we all appreciated.

Recently retired from an incredible career with Four Seasons spanning 38 years - Joanne served as a mentor to her colleagues, providing guidance, brainstorming new ideas, and building strong teams. On behalf of SITE Canada, we thank Joanne for her commitment to our industry and for her inspiration.

2024 President's Award: Pearleen Mofford



It is the pleasure of the 2024 SITE Canada President to select a member who has shown outstanding leadership and service. Gisele Robert was delighted to present the President's Award to Pearleen Mofford. Brand new to our industry in 2016, Pearleen joined SITE and started volunteering from the get-go. Working with our community of collaborators, she felt very mentored, learning the ropes and an understanding of our industry standards of excellence.

Pearleen served on the SITE board for six years - one year as president - and continues to be very involved in our committees. She brings many skills; strategy, marketing insights, salesmanship, leadership, and connections plus she knows everybody! This award recipient has been instrumental in launching the SITE Exchange Program and has been key to our success with the past 3 Exchanges in Banff, Quebec City, and Kelowna. Her efforts have made Exchange one of our most popular programs. A real go-getter and firecracker! Congratulations Pearleen!

2024 Volunteer Champions: Sheba Gurm and Darryl Nielsen



Each year we salute the hard work and dedication of those who go above and beyond to support our chapter. We are pleased to recognize two Volunteer Champions who have made a great contribution to our Chapter and who are nominated by members.

The first 2024 Volunteer Champion Award goes to Sheba Gurm. Sheba is a huge asset to the Sustainability Committee where she is always willing to assist and take on new projects. She has written articles for the Combating Food Waste Webinar and highlights of our May Mixer at Niagara-on-the-Lake. In addition, she has volunteered at our Summer Social and Holiday Social - helping with raffle ticket sales, assisting guests as needed, pitching in with vendor setup, and as an auction runner. Extremely dependable and dedicated. We are thrilled to present this award to Sheba.

Darryl Nielsen is also winner of the 2024 Volunteer Champion Award. Instrumental in helping to bring the Ambassador Network to life - Darryl is clearly dedicated to promoting SITE. Leading local meet-ups and spearheading a sub-committee, Darryl also designed a “thinktank” breakfast event in tandem with supporting a local charity. Darryl even found time to help with SITE Exchange Kelowna! Darryl noted “volunteerism provided opportunities for learning, skill development, and leadership. It can boost confidence, provide a sense of purpose, and even open doors to new career opportunities.” Darryl has also been so generous to SITE through his role at GPS Destinations. We have had the opportunity to promote SITE Canada at their planner connect events which has been very meaningful to our chapter.

We appreciate the commitment of Sheba and Darryl to our chapter and the industry. On behalf of the 2024 board, thank you both for all you have done and continue to do for SITE Canada.

Global Conference Snapshot - Gabby's Tour Through Tulum

by Gabrielle Spanton

Before the dancing and the awards, the connections and the insights...a word of thanks.

One of the many benefits of being a SITE Canada Chapter member is the opportunity to apply for a scholarship to off-set the costs to attend a SITE Global Conference.

Every year, our Chapter announces that applications to apply for a scholarship is open. Scholarships are earned on a point-based system and reviewed by anonymous judges from other chapters. To maximise your opportunity to earn a scholarship to attend the 2026 SITE Global Conference in Abu Dhabi volunteer on a SITE Canada committee, write an article, earn CITP or CIS certification and attend events.

All this to say, I was so grateful that one of our scholarships helped me attend the 2025 SITE Global Conference in Mexico from March 3 – 6 at the Hilton Tulum Riviera Maya All-Inclusive Resort.

And what an extraordinary experience it was...

[CLICK HERE TO READ MORE](#)



Another Perspective on the SITE Global Conference - Liz Goes Global

By Liz Holtby

After returning from a content-rich SITE Global Conference in Tulum, Mexico, I have taken some time to reflect on the experience and report on the highlights that were meaningful to me.

But before diving in, I want to reaffirm why I love SITE and why being part of this community is so valuable.

The power of SITE lies in its connections. You reunite with industry colleagues around the world, after a year apart, yet it feels like no time has passed. The conversations pick up as it was yesterday, and the relationships built here go beyond the conference. Whether it is reaching out for advice, problem-solving, or simply staying in touch, SITE fosters a network of professionals who truly support each other.

Here are my conference highlights...

SITE Chapter Leaders Meeting – rolling up our sleeves with smart exercises. We kicked off the conference on Sunday and Monday with SITE Chapter

Leaders, gathering at the Hilton Tulum Conference Centre, to discuss key initiatives and strategies shaping the future of incentive travel.

A highlight was the introduction of SITE Global's new "Why Incentive Travel" toolkit. Designed from an agency perspective for corporate end-users, this resource is helpful, offering

- A series of flip books featuring new global research
- Conversation starter cards to facilitate client discussions
- A data checklist for strategic planning
- A case study presentation to help align budgets with program goals

[CLICK HERE TO READ MORE](#)

SITE Canada Leads The Way In Sustainability at SITE Global Conference in Mexico



In an industry where just about everyone wants to know what “sustainability” can look like in incentive travel – Canada just showed the way.

30 of SITE Canada's members were on hand during the 2025 SITE Global Conference in Tulum, Mexico to cheer the association's "Excellence in Sustainable Event" win at the SITE Chapter Excellence Awards.

"This is such important recognition," said SITE Canada Sustainability Ambassador Liz Akey. "We wanted to build an event that really focused on meeting as many UN Sustainability Goals as possible."

The Event – A May Mixer like no other.

That event was SITE Canada's May Mixer, held in Ontario's Niagara region. In total, it met more than a third of the UN's goals with a powerful program that included:

- Direct support by the venues at the 124 Queen Hotel and Treadwells Restaurant, plus LEED-Certified winery Stratus Vineyards
- A meat-free plant- and fish-based menu
- No paper/no promotional items (QR code-based)
- A best practices-based keynote by a local college Sustainability Director Taryn Wilkinson
- Collaboration with local women's shelter Gillian's Place, which included donations and handwritten notes for women in residence

Program measurement found a number of key milestones, recognized by SITE Global – including a full 68% reduction in carbon emissions, plus post event survey insights that featured reduced food miles, and the planting trees to offset environmental impact.

"This is a moment where we've made our entire organization, industry, and country proud," added Liz.

Next Up - Sustainability as Part of Earth Month

Ready for another big SITE event – get ready for a SITE Canada supported Sustainability Event in recognition of Earth Month.

Vancouver Educational Event – Tuesday, April 29

Pinnacle Hotel Harbourfront, Vancouver

Register [Here](#)

Earth Month - Vancouver Educational Event

Tuesday, April 29, 2025 4:30 - 8:00 pm PDT

Pinnacle Hotel Harbourfront

1133 West Hastings Street, Vancouver

Presented By



Ben Liegey - Better Table



Join us for an in-depth discussion on sustainable food practice, from local sourcing to waste strategies

DID YOU KNOW?

- 46 % of food produced in Canada is wasted – that's \$58 billion / 35.5M tonnes annually!
- 1/3 of global greenhouse gas emissions are linked to food (that's food overall, not just food waste)
- Avoidable food waste contributes approximately 25.7 million metric tonnes of CO₂ emissions annually, equivalent to 253,000 flights from Toronto to Vancouver.
- Best before dates account for 23% of avoidable food waste from processor to purchase.

Enjoy a 3 course sustainable dinner, followed by a hands-on workshop which will teach you how to reduce food waste and your carbon footprint at home and at work.

Register Now...

Edmonton: A City of Bold Ideas and Unforgettable Events

Edmonton isn't just a place to meet—it's a place to be inspired. Named one of Lonely Planet's **Top 10 Best in Travel Cities for 2025**, Alberta's capital is known for pushing boundaries, welcoming big ideas, and creating extraordinary experiences. As Canada's **Festival City**, Edmonton offers more festivals than weeks in the year, a thriving culinary scene with nationally recognized restaurants, and the largest stretch of urban parkland in North America.

At **Explore Edmonton**, we make event planning seamless. Our [Business Events team](#) provides complimentary, full-service support, helping planners access world-class venues and connect with local experts in key industries like

energy, technology, and health innovation. Edmonton is also an **ISO20121-certified** and **Rainbow Registered** destination, ensuring sustainable, inclusive, and impactful events.

With no provincial sales tax, exceptional air connectivity, and a reputation as a leading **sports and entertainment hub**—home to the legendary Ice District and Rogers Place—Edmonton is a dynamic and affordable choice for conferences, conventions, and tradeshow.

From catching the **northern lights** in our dark sky preserves to exploring Indigenous-led experiences that celebrate the region's deep history, Edmonton delivers **more than just a meeting—it's an adventure**.

Let's create something extraordinary together. Reach out to the Business Events team at Explore Edmonton to learn more [here](#).



COMING UP

April is Earth Month across SITE Canada – join us for GMID, CSR and Sustainability events.

News

- Just Announced – The SITE Canada Golf Tournament returns August 11 at

Royal Woodbine Golf Club.

- Coming Soon – A refresh to the SITE Canada Website

Events

April 29 Vancouver Sustainability Educational Event

Pinnacle Hotel Harbourfront, Vancouver

[Register Here](#)

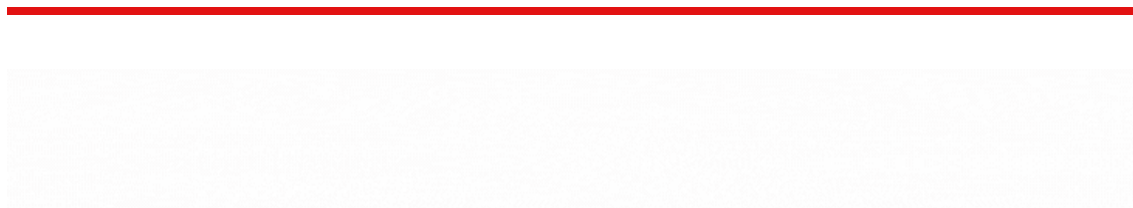
June 11 SITE Canada Summer Social

Boulevard Club

[Register Here](#)

August 11 SITE Canada Golf Tournament

Royal Woodbine Golf Club



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