

Society for
Incentive
Travel
Excellence

site Canada



INSITES AND INSPIRATIONS | SUMMER 2025



IN THIS ISSUE...

[SITE Canada President's Message](#)

[New Members Update](#)

[Summer Social Recap](#)

[Incentive Travel Index](#)

[Calgary Meet Up](#)

[SITE Canada Golf Tournament](#)

[Feel Free to San Francisco](#)

[Puerto Rico's Meeting Planning Incentive](#)

[What's New in Aruba](#)

[Melia's Perks in Mexico and Punta Cana](#)

[Air Canada Signature Service](#)

[This Is Bermuda](#)

[Upcoming Events](#)

SITE Canada President's Message

Bradley Sutherland Updates A Big Year

Summer is finally here, and we kicked off the season in style at our fantastic Summer Social!

The energy was high, the smiles contagious, and it was the perfect way to celebrate the sunshine and good company (and the amazing views!)



Thank you to everyone who attended at the beautiful Boulevard Club. I also want to express our gratitude to our sponsors, especially for the memorable salsa lesson courtesy of Discover Puerto Rico, and to everyone who contributed auction prizes—your generosity led to some incredible items.

Looking ahead, we're excited for our upcoming golf tournament on August 11, marking its return post-COVID and serving as the kickoff to CMEE Week. Limited hole sponsorships are still available, and there are plenty of opportunities to join us on the course.

Lastly, if you haven't completed the Incentive Travel Index (ITI) survey yet, please do so by July 25. This global survey, conducted by SITE and IRF with Oxford Economics, provides vital industry insights and takes just 15 minutes. Your input is anonymous and invaluable for shaping our future. [CLICK HERE](#) to complete the survey

As always, thank you for your support of SITE Canada – and look forward to connecting soon.

WELCOME TO OUR NEW MEMBERS

site Canada

SITE Canada is Grow, Grow, Growing!

Regeena Angeles - Executive Platforms

Casey Cogan - Moniker

Keaton Hoogetboom - Muir, A Luxury Collection Hotel, Halifax

Angelo Kiousis - The Traveller Inc

Jyotika Luthra - Executive Platforms

Cindy Matlow - Bern Hotels and Resorts Panama/Westin Playa Bonita

Jacqueline Pater - Executive Platforms

Eva Perez Valery - Executive Platforms

Sabrina Ruiz - Executive Platforms

Leandra Ruttan - Backstage Communication & Events

Whitney Stobee - Discover Halifax

Jennifer Scott - Cantrav

Summer Social Recap
Beautiful Weather, Brilliant Networking.

Guests enjoyed a wonderful evening at the Boulevard Club with beautiful weather, delicious food, exciting entertainment, and great auction and raffle prizes.

[CLICK HERE](#) to check out the photos from the event!



THANK YOU TO OUR EVENT SPONSORS



Destination
Management
Services
Aruba & Curaçao

BERMUDA
TOURISM AUTHORITY



AIR CANADA

Incentive Travel Index
Take The Survey And Upgrade The Entire Industry



**Incentive
Travel Index**

The Incentive Travel Index is a joint venture of SITE and the IRF and is the undisputed, most authoritative annual research project into the nature, purpose and direction of the incentive travel industry.

This survey delves into various aspects of incentive travel such as - the impact of AI, participant diversity, effects of travel friction, and geopolitical disruptions.

It only takes 15 minutes and is completely anonymous.

We appreciate your help taking the survey here: <https://loom.ly/H3rq2I0>

Calgary Meet Up
Stampede to SITE Canada



Yahoo!

With the annual Stampede, Calgary always seems to be the centre of summer action.

This year, it even involved SITE Canada. SITE Ambassador Tyler Lovenuk, brought together nearly 20 local incentive pros during an informal meet up at Canada's premier rodeo/exhibition/festival.

The evening gave SITE Canada President Bradley Sutherland the chance to share what's new at SITE — and answer the group's most pressing question:

"When is the next meet up?"

Want to get something going in your city? Reach out to Mark Zanetti, Director of our Ambassador Network, for more information at zanetti.mark@destinationcanada.com

GOLF



Monday August 11, 2025

Royal Woodbine Golf Club
195 Galaxy Blvd, Etobicoke, ON
7:00 am - 3:00 pm



SITE Canada Golf Tournament

**Join your fellow SITE Canada members and friends
for an unforgettable day on the greens!**

REGISTRATION

Suppliers: \$325

Planners: \$225

Foursome: \$995.50

SPONSORSHIP

60% SOLD OUT!

SIGN UP TODAY!

THANK YOU TO OUR TITLE SPONSOR

**100% PURE
NEW ZEALAND**

Feel Free to San Francisco
Your Next Site Starts Here



In collaboration with United Airlines, San Francisco Travel is offering up to two complimentary United Airlines flights for site visits when sourcing new group business. Shortlist San Francisco as one of your top three destinations and take advantage of this offer. San Francisco Travel will handle all the flight arrangements and coordinate your site visit.*

The convention team at San Francisco Travel is here to help you plan and promote your meeting. Our services are free, and we are a one-stop resource for meeting and event planning needs. Please copy Fatima Sousi, Director, International Group/MICE on all your RFPs at fsousi@sfttravel.com.

*Offer valid until December 31, 2025. Promotion utilization is at the discretion of San Francisco Travel. RFP must include a minimum of 100+ rooms per night and a total of 350+ room nights cumulative.

PuertoRico



What's New in Aruba

A new chapter in transportation excellence has arrived. ECODMS, in partnership with Fofoti Tours & Transfers, has expanded its fleet with five luxury 53-passenger motor coaches and five premium SUVs, enhancing comfort, safety, and service for group events on the island.

The hospitality scene is also seeing exciting growth. In December 2024, JOIA Aruba by Iberostar opened on Eagle Beach, featuring 240 ocean-view suites and 10,000+ sq. ft. of flexible event space—including a Grand Salon with five breakout rooms and banquet capacity for up to 400 guests. In January 2025, the St. Regis Aruba Resort debuted on Palm Beach, bringing sophisticated elegance and 20,000 sq. ft. of indoor and outdoor function space. From the stunning Astor Ballroom to its scenic Terrace Suites, this property sets a new benchmark for luxury events in Aruba.

ECO Destination Management Services – Aruba & Curaçao

For over 37 years, ECO Destination Management Services (ECODMS) has been a trusted leader in delivering premier DMC services across Aruba and Curaçao. Since transitioning in 2017 to a second-generation, women-, minority-, and LGBTQ-owned business, ECODMS has continued to elevate industry standards through professionalism, innovation, and local expertise.

Recognized as a MICE specialist in the Dutch Caribbean, ECODMS offers tailored experiences for meetings, incentives, conferences, and events. Their diverse, dedicated team is passionate about creating immersive programs, exceptional VIP services, and flawless transportation solutions—all while building long-term partnerships grounded in trust.

“Driven by passion, powered by teamwork—creating moments that matter.”



Bermuda

This is *Bermuda.*

Our country is pink-sand beaches and party boats, the smell of cedar and spice berries, the sound of gombey whistles, kiskadees, and clacks on a Crown and Anchor board. An island vibe unlike anywhere else.

Expect warm welcomes and big smiles. Natural wonders and exhilarating adventures. We are 21-square-miles of breathtaking beauty, blended cultures, and a hint of mystery.

BERMUDA
TOURISM AUTHORITY



Melia



MELIÃ *pro*
MEETINGS & EVENTS

Host Your Group in

Mexico or Punta Cana

Unlock Exclusive Perks
Based on Room Revenue



PARADUS
BY MELIÃ



MELIÃ
HOTELS & RESORTS



zel



For your client:

Up to
5%
Rebate

For you:

Up to
5%
Extra
Commission

+ Extra Perks

More details at meliapro.com | Terms and conditions apply

Air Canada



AIR CANADA

An elevated way to fly

Air Canada Signature Service
sets a higher standard of
premium travel by elevating
the end-to-end experience
from check-in to landing.

Learn more



COMING UP

SITE CANADA UPCOMING EVENTS



August 11
SITE Canada Golf Tournament
Royal Woodbine Golf Course



CANADIAN
MEETINGS +
EVENTS EXPO

August 12-13
Canadian Meetings & Events Expo
Metro Toronto Convention Centre



October 23
Education Day
Air Canada Operations Centre



December 3
Holiday Social
Details TBD



January 6-9 2026
Exchange
Watch your emails for details!

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SITE CANADA STRATEGIC PARTNERS



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SIMPLIFYING THE COMPLEX

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INTELLIGENCE FOR INCENTIVE TRAVEL PROFESSIONALS



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