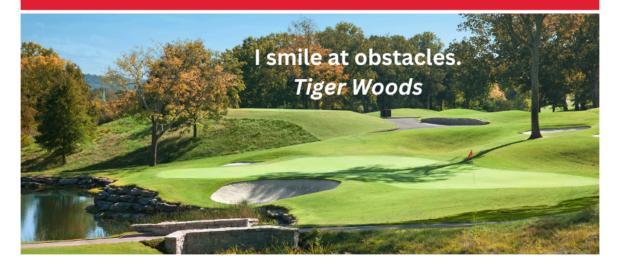


INSITES AND INSPIRATIONS | SUMMER 2025



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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.



SITE Canada is Grow, Grow, Growing!

Regeena Angeles - Executive Platforms

Casey Cogan - Moniker

Keaton Hoogeboom - Muir, A Luxury Collection Hotel, Halifax

Angelo Kioussis - 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 - Cantray

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



AIR CANADA









Incentive Travel Index Take The Survey And Upgrade The Entire Industry



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

SPONSORSHIP Suppliers: \$325 60% SOLD OUT!

Planners: \$225 **SIGN UP TODAY!**

Foursome: \$995.50

THANK YOU TO OUR TITLE SPONSOR

100% PURE NEW ZEALAND

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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 fsusi@sftravel.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 & Curação

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, kiekadees, and clacks on a Crown and Anchor board. An <u>island vibs</u> unlike anywhere else.

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





Melia



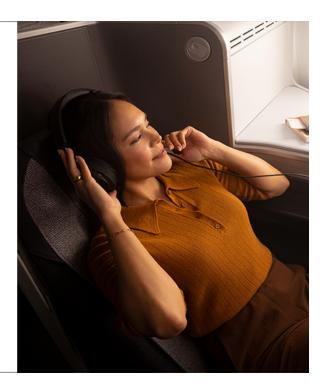
Air Canada



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





August 11 **SITE Canada Golf Tournament** Royal Woodbine Golf Course

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!





SITE CANADA STRATEGIC PARTNERS



















sitecanada.org