

FOR IMMEDIATE RELEASE
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Leading Tourism Industry Executive, David McKenna, Appointed Chair of the Board of Directors of the Tourism Industry Association of Canada

OTTAWA – (November 27, 2018) – The Tourism Industry Association of Canada (TIAC) announces new board Chair David Charles McKenna -president of the Banff Jasper Collection by Pursuit (formerly Brewster Travel Canada). Effective today, the role will see Mr. McKenna lead an engaged and gender balanced board over a two-year term.

With a vision to “lead the Canadian Tourism industry to be the most competitive in the world,” TIAC meets the new board chair with a recently updated strategic plan, outlining organizational drivers and the initiatives in which TIAC will invest significant focus and effort, as the leading national voice of tourism.

Mr. McKenna’s expertise in leading a globally-recognized travel brand within Canada’s oldest national park, combined with his extensive experience working with government and tourism bodies to advocate and accelerate Canada’s position on the world stage, will help drive TIAC’s strategic direction over the next few years.

As the tourism sector continues to grow, currently contributing \$97.4 billion to the economy, making up 2% of Canada's GDP and creating 1.8 million jobs in every area of the country, TIAC will continue to advocate for progressive policies addressing industry priorities and in particular; labour, access, cost competitiveness and increased marketing funding for tourism.

“We applaud Dave McKenna’s appointment as board chair,” said Charlotte Bell, TIAC’s President and CEO. “As an industry thought-leader and in his role as TIAC board member and Board vice-chair over the past two years, his dedication and expertise have demonstrated an ongoing commitment to TIAC’s mission. “I look forward to continuing to work with him, advancing tourism and our member’s mandate.”

“I’ve been fortunate throughout my career to be able to work with so many passionate individuals who are deeply committed to promoting Canada as a leading tourism destination and am honoured to continue working with TIAC to help elevate Canada’s share of voice in the competitive global tourism landscape.”

Charlotte Bell, TIAC’s President and CEO also took the opportunity to thank outgoing board chair Mr. Steve Sammut-President Rocky Mountaineer for his valuable contributions during his term.

About the Tourism Industry Association of Canada

The Tourism Industry Association of Canada is the only national organization representing the full cross-section of Canada's \$97.4 billion tourism industry. TIAC's members include air and passenger rail services, airport authorities, local and provincial destination authorities, hotels, attractions and tour operators.

About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in the Canadian Rockies, Alaska, Montana, Vancouver, British Columbia, and Reykjavik, Iceland (launching 2019). Pursuit’s world-class attractions, distinctive lodges and travel experiences help adventurous people from around the world discover and connect with iconic locations, including Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. From Alaska to Western Canada to Montana, our attractions, tours and lodging let people feel the joy that comes with moments of awe and inspiration. Pursuit is part of Viad Corp (NYSE: VVI). For more information about Pursuit’s collection of experiences, visit www.pursuitcollection.com.

Tourism Industry Association of Canada

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Pursuit

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