



# GBTA Canada Webinar Series

**Canada Coast to Coast: How Buyers Can Navigate the Changing Landscape of Hotel Accommodations**

**Presented by:  
GBTA Canada Accommodations Committee**

September 16, 2021

Connecting the people that connect the world.™





## **Nancy Tudorache**

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GBTA

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# GBTA Canada Accommodations Committee

Chair:

**Stephanie Snowball**, Director of Sales, IHG Hotels & Resorts

Vice-Chair:

**Jodi Francks**, Director, Business Travel, Fairmont Hotels-Pacific Northwest Region

**Anne Lex**, Regional Director, Sales, InnVest Hotels

**Tina Steinfals**, National Director of Sales, Eastern Region, Atlific Hotels

**Lisa Lepage**, Director of Sales & Marketing, The Westley Downtown Calgary, by Hilton

**Susha Hickey**, Corporate Travel Manager, ATCO

**Sara Pezza**, National Sales Manager, Days Inn - Canada

**Morgan De Rocha**, Regional Sales Manager – Business Travel, Sheraton Vancouver Wall Centre Hotel/The Westin Wall

**Robert Belliveau**, Manager Corporate Travel, Sourcing Management, Canada Post

**Annetta Carter**, Canada Lead, Business Travel Meetings & Events, Accenture

**Janice Jones**, Travel Manager, ATS Automation

# Committee Mission & Key Objectives

**Mission:** To deliver relevant information regarding the Canadian accommodations sector, to the business travel industry through webinars, sessions, workshops and thought leadership, uniquely designed from a Canadian perspective.

## Objectives:

- Develop educational content on relevant issues from the Canadian accommodation sector, intended to advance dialogue and support the recovery of business travel.
- Create resources specific to Canadian travel buyers such as; accommodation health and safety protocols, RFP processes, benchmarking, supplier questions, etc.

# Canada Coast to Coast:

How Buyers Can Navigate the Changing  
Landscape of Hotel Accommodations

## Panelists



**Jessica Muzzerall**  
Halifax Marriott  
Harbourfront,  
Directory of Sales  
& Marketing



**Adam Laker**  
Fairmont Hotel  
Vancouver,  
General Manager



**Samantha  
Barrett-Wallis**  
Manulife,  
Director & Category  
Manager, Global Travel,  
Meetings and Events



**Chris Vautour**  
LodgeLink,  
General Manager  
Sales & Revenue  
Management

## Moderator

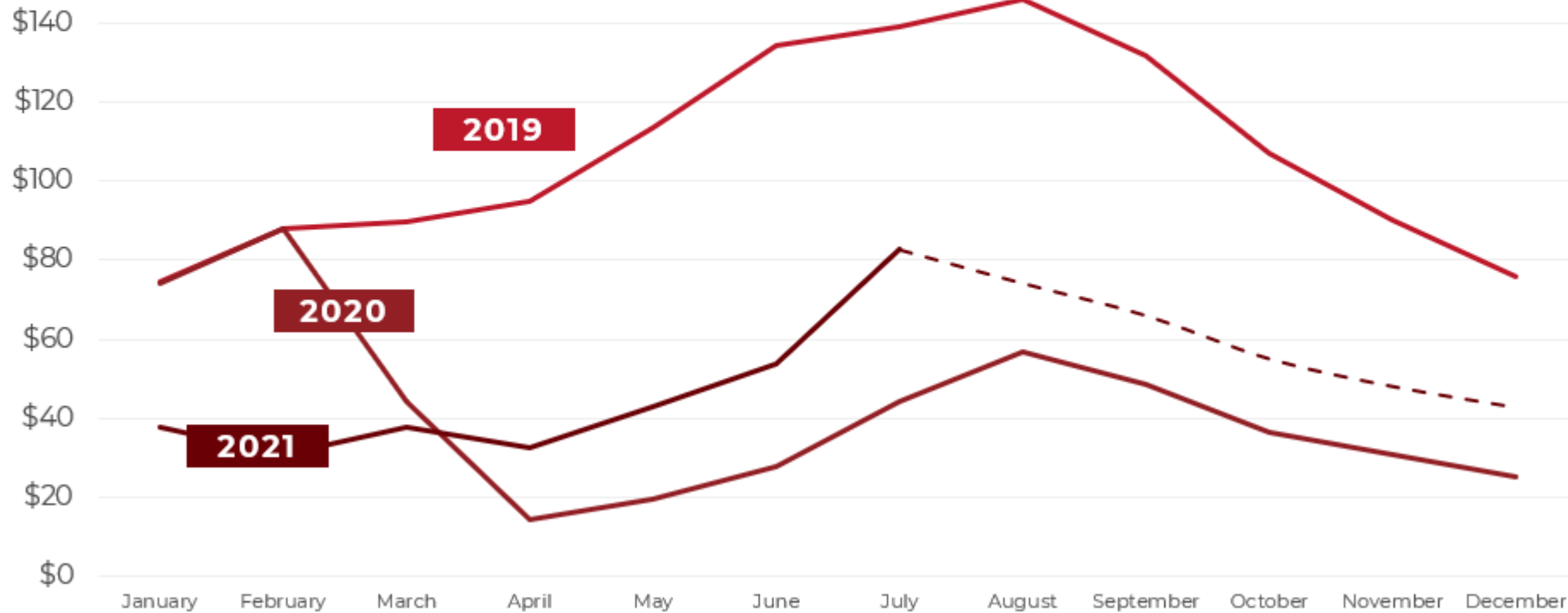


### **Vito Curalli**

**Executive Director, International Sales and Industry Relations  
Hilton Worldwide Sales**

HOTEL REVENUE PER AVAILABLE ROOM

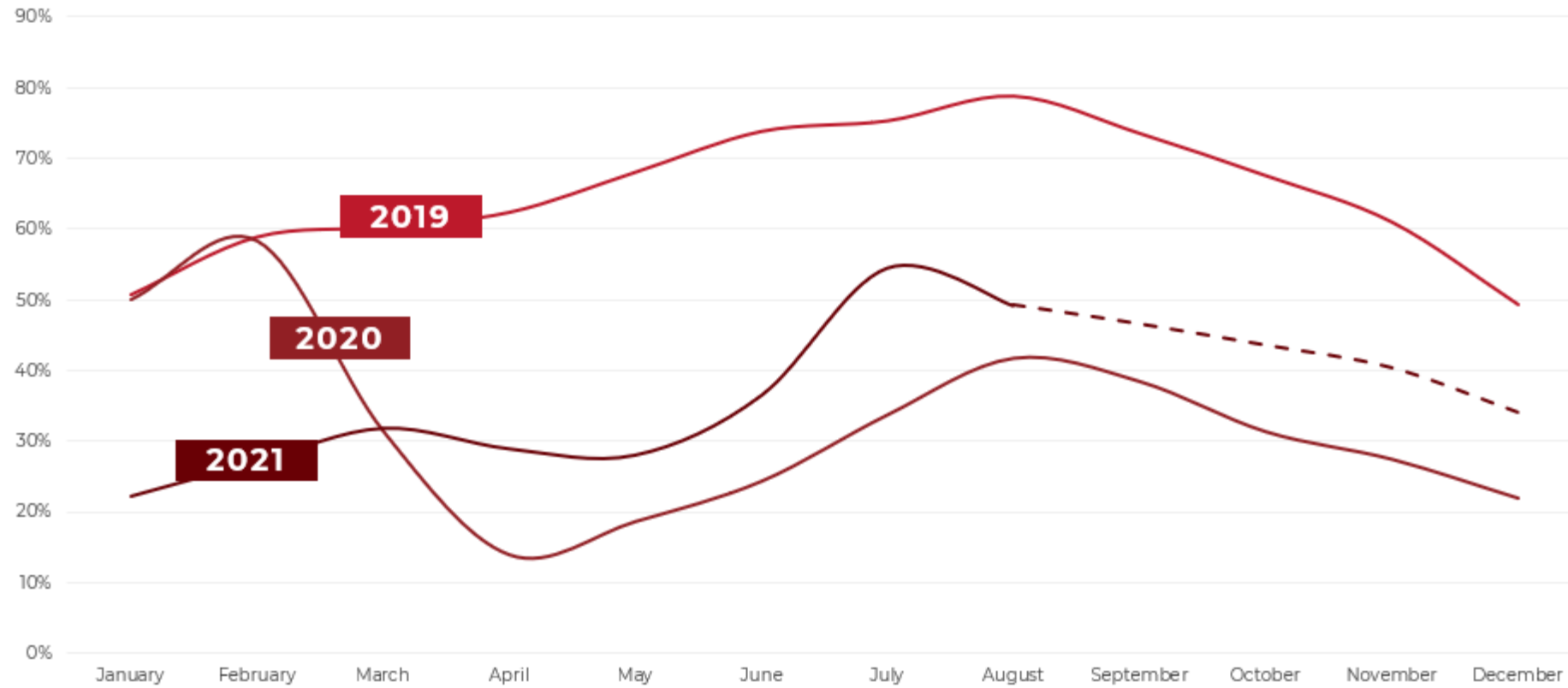
# Annual Comparison



SOURCE: STR



## OCCUPANCY Annual Comparison



SOURCE: STR

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# Questions?

**Please type your questions into the Q&A box**

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# Thank You for Joining the GBTA Canada Accommodations Committee Webinar