



AGM Delegate Package



October 7, 2026 | 10:00 A.M.



WELCOME!

Welcome from Meghan James , Chief Governing Officer of the OHTO Board of Directors

As the summer tourism season comes to a close, we are looking forward to welcoming you to our AGM, sharing stories, successes, and sharing new opportunities with our dedicated stakeholders.

As we continue to grow our region through sustainable tourism initiatives, continue to lead the way with Travel Trade relationships, and continue our programming and education, I hope everyone was able to benefit from the ongoing work by the Board and operational team.

This summer my goal was to connect with our visitors from around the world, all over Canada, and all over Ontario and find out what drew them to the Highlands. The common theme was they wanted open roads, fewer people, more lakes, slower days, and clear skies. And every single one of them wished they had just a little more time here.

I hope this serves as a reminder for all of us to remember to experience the joy our region brings to so many others. Take the long way home, stay up late for the stars, wake up early for the swims, soak up all the vibes, because we are so lucky to live here.

I look forward to seeing you all at this year's AGM!

Sincerely,
Meghan James

WELCOME!

Welcome from Nicole Whiting, Executive Director of Ontario's Highlands Tourism Organization

Canada's tourism sector is entering a period of both significant opportunity and rapid change. Demand continues to grow, with tourism revenues projected to increase by 6% in 2026, yet businesses and destinations are navigating persistent workforce pressures, rising operating costs, infrastructure and investment needs, global uncertainty, climate-related disruptions and increasingly intense competition for visitors. At the same time, advances in artificial intelligence are transforming how travellers discover and plan trips, how destinations understand and reach their audiences, and how tourism organizations and businesses use data, create content and operate more efficiently.

Ontario's Highlands is not immune to these shifts. Through the regional tourism organization model, we have the privilege of working alongside more than 800 tourism businesses, six counties and 45 municipalities to navigate this changing landscape while strengthening our communities through responsible tourism. Whether it's one-on-one coaching, educational webinars, consultation on tourism plans, better use of research and data, or finding new ways to share our stories in an increasingly AI-driven digital landscape, the OHTO Board and operational team remain focused on leveraging the incredible work being done across our rural region to make Ontario's Highlands a destination of choice for visitors and, more importantly, a source of community pride for our residents.

We are looking forward to sharing with you the highlights of this past year and some of the innovations that we believe can accelerate what we achieve together.

Thank you for joining us today, and for your curiosity and contributions toward making Ontario's Highlands a best-in-class responsible tourism destination.

Sincerely,
Nicole Whiting



ANNUAL GENERAL MEETING

Wednesday, October 7, 2026 | 10 AM to 12 PM

- | | |
|-----------------|--|
| 10:00 AM | Welcome Address from the Board of Directors and Land Acknowledgement |
| 10:05 AM | Annual General Meeting Begins |
| 10:30 AM | OHTO Executive Director Report Presentation |
| 11:00 AM | AGM Adjournment |
| 11:10 AM | AI in Action: Real Solutions for Tourism Operators Guest Speakers: Emily Baillie, Content Compass Marketing and Joel Greaves, Founder & CEO of Somewhere Inn |
| 11:55 AM | Closing remarks and final message from OHTO |
| 12:00 PM | Wrap-up for the 2026 OHTO AGM - Thank you! |



EVENT INFORMATION & DETAILS

EVENT ACCESS INFORMATION

The OHTO AGM is hosted using Zoom. Below is the meeting access information and you can use a desktop or laptop, smart device or tablet to download the Zoom app to log in to this event.

Join Zoom Meeting

<https://us06web.zoom.us/j/84027800036?pwd=Z7T8UyPQ7x6Cy85prZVsnhH0HSbrRZ.1>

Meeting ID: 882 3206 3206 // Passcode: 242998

Find your local number: <https://us06web.zoom.us/j/kcAtvFknuo>

Please note the event will open to participants starting at 9:55 a.m. on Wednesday, October 7 and the Annual General Meeting will begin at 10:00 a.m. We kindly request that you log on early to ensure that your Zoom app is running correctly, that you can successfully log in and your audio/video connections are performing correctly. If you have any issues with logging in, please contact [Kasey Rogerson](mailto:kasey.rogerson@ohto.ca) at 613-629-6486 x203.

Important

If you will be joining the meeting by phone, please send us your name and phone number in an email to kasey.rogerson@ohto.ca **as soon as possible**, so we can expect to let you into the Zoom meeting.

Disclaimer

The event will be recorded using Zoom for future marketing and promotional purposes, if you do not give permission to be recorded, both for video and audio purposes, please ensure you keep your microphone muted and your camera turned off.

QUESTIONS DURING THE EVENT

During the event if you have questions, please submit them in the Chat within the Zoom app. Staff will be monitoring the Chat for questions and will notify the speaker at the appropriate time. If you are phoning into the event, please keep your phone muted until the appropriate time during the event when the speaker asks participants for questions.

AGENDA

- 10:00 AM** Call to Order, Land Acknowledgement and Welcoming Remarks
- 10:05 AM** Adoption of Agenda
- Approval of Previous Meeting Minutes
- CGO's Report
- Presentation of 2025-26 Financial Statements & Appointment of Auditor
- Presentation of Slate of Nominees to 2026-2027 Board of Directors
- 10:30 AM** Executive Director Report
- 11:00 AM** Adjournment

AGM Documents

Link to the Previous Meeting Minutes (downloadable PDF)

Link to the 2025-26 Financial Statements (downloadable PDF)

Link to the 2025-26 OHTO Tourism Impact Report (downloadable PDF)

Link to the OHTO General Bylaws 2025 (downloadable PDF)

MOTIONS

CALL TO ORDER

Meeting called to order at XX a.m.

Adoption of Agenda

MOVED BY:

SECONDED BY:

THAT the agenda be adopted as presented.

Approval of Previous Meeting Minutes

MOVED BY:

SECONDED BY:

THAT the minutes of the October 8, 2025 AGM be approved as presented.

CGO's Report

MOVED BY:

SECONDED BY:

THAT the members of Ontario's Highlands Tourism Organization accept the CGO's report.

Presentation of Financial Statements

MOVED BY:

SECONDED BY:

THAT the members of Ontario's Highlands Tourism Organization accept the 2025-2026 Financial Statements as presented.

MOTIONS

Appointment of Auditor

MOVED BY:

SECONDED BY:

THAT MNP, formerly Baker Tilly, be appointed as Ontario's Highlands Tourism Organization's 2026-2027 auditors.

Presentation of the Slate of Nominees to the Board of Directors

MOVED BY:

SECONDED BY:

TO acclaim the Slate of Nominees to fill the vacancies on the Board of Directors of Ontario's Highlands Tourism Organization as presented.

Executive Director Report

MOVED BY:

SECONDED BY:

THAT the members of Ontario's Highlands Tourism Organization accept the Executive Director's report.

ADJOURNMENT

Meeting adjourned at the call of the CGO at XX a.m.

2026-2027 SLATE OF NOMINEES

Directors serve on the board for a period of three years on a staggered basis meaning a minimum of a third of the seats on the board becomes vacant each year. The members of OHTO entrust the nominating committee, through the bylaws, with the important task of recruiting and evaluating candidates based on the specific needs of the board. The goal of this process is to recommend to the membership a slate of nominees it considers the best fit to fill the vacancies at the AGM.

Heading into this AGM, four seats became available due to terms expiring and recent director resignations. One director expressed their intention to renew their term, and we received five applications from members wishing to join the board for the first time. The nominating committee conducted a thorough evaluation of all candidates based on the profile and scoring system approved by the board and is proud to present the following slate of nominees to the membership.

NAWAR ELKHOURI HAGE | Myers Cove Resort

Nawar Hage is the owner-operator of Myers Cave Resort in North Frontenac, Ontario, where she combines nearly three decades of international events and hospitality experience with a passion for rural tourism, memorable guest experiences, and community development. Before making Ontario home, Nawar built an extensive career in the events industry. She co-founded and grew an events operation in Beirut, Lebanon, before moving to Abu Dhabi, UAE, where she served as President and CEO of Proper Events. Her career has included international conferences and trade shows, corporate and government events, executive and VIP experiences, large-scale productions, weddings, retreats, and destination hospitality.

Today, Nawar brings that experience to Myers Cave Resort in Cloyne, where she and her husband, Mike, have created a destination centred on hospitality, events, and experiences in rural Ontario. Her work encompasses resort operations, accommodations, guest experience, weddings, corporate retreats, events, and partnerships with local businesses and organizations. Community involvement is an important part of Nawar's life. She serves as First Vice District Governor of Lions District A3 and as a board member of Land O' Lakes Community Services and is a Past President of the Lions Club of Land O' Lakes. Her previous community involvement also includes serving on the board of the Port Moody Public Library in Vancouver, BC, and as a founding member of the Phoenix Foundation in Beirut, Lebanon. Nawar holds a master's degree in Sociology from The Lebanese University and a bachelor's degree in interior design from Beirut University College.



2026-2027 SLATE OF NOMINEES

CHRIS HOUSTON | Canadian Peace Museum

Chris Houston is the Executive Director of the Canadian Peace Museum in Bancroft. He is also a part time journalist with affiliations to the University of Toronto and York University. Chris' has board governance experience at non-profit organizations including North Hastings Community Cupboard, Proper Support Trust, and six years at Doctors without Border Canada. He is a member of the Community Safety and Wellness Committee of the Town of Bancroft. Chris has appeared on CBC radio, CBC news and has been published in the Globe & Mail, the Toronto Star, Bancroft Times, and Bancroft This Week. His journalism has reported on the need to invest in tourism, and featured local tourism operators (Victoria's Sweets Bakery, For the Halibut Fish & Chips). He was praised by Wollaston Council for his reporting on the opening of Nellie Lunn park in Coe Hill.



Chris teaches at the University of Toronto and is a Community Fellow at the Dahdaleh Institute of Global Health Research at York University. He is a Certified Fellow of the Institute of Risk Management. Chris is an immigrant to Canada from Scotland. He is keen to help advance international tourism and boost collaboration between tourism operators and government to incentivise more tourism in shoulder seasons. As former United Nations staff, he is experienced in diplomacy, media relations, public communications, and government relations at all levels of government.

JOEL KOWALSKI | Wilderness Tours

Joel Kowalski is President of Wilderness Tours, his family's adventure tourism business on the Ottawa River, which celebrated its 50th anniversary in 2025. His work spans whitewater rafting, outdoor recreation, hospitality, and expanding river experiences through Ottawa City Rafting and Westboro Beach Club.

A 2025 Ottawa Forty Under 40 recipient, Joel brings hands-on business leadership and deep Ottawa Valley roots to the Board of Directors of Ontario's Highlands Tourism Organization (OHTO). He is passionate about strengthening regional partnerships, broadening access to outdoor adventure, and supporting tourism that benefits local communities while protecting the landscapes and waterways that make the region special.



TIM PORTER | Returning Director | Tweed and Company Theatre

Tim has spent his life working in tourism, arts and culture, and live entertainment, and is proud to be a homegrown Hastings County local. Having spent over twenty years in the Canadian theatre industry, he started as a professional actor working extensively with Drayton Entertainment, also in multiple Canadian premieres in Toronto, and touring North America for several years in the CBC kid's show 'The Doodlebops'. In the last four years Tim's focus has shifted entirely to the company he founded in 2009, Tweed & Company Theatre, as the full time Artistic & Co-Executive Director. After a massive growth spurt over the last few seasons including assuming operations and undertaking major renovations of the Bancroft Village Playhouse and the Marble Arts Centre in Tweed, Tweed & Company is now the 17th largest professional theatre in the province, and is arguably one of the largest year round contributors to tourism and economic development in Hastings County.



Tim is a recent recipient of the King Charles III Coronation Medal, a two time premier's award of Ontario nominee, and Tweed & Company is proud to have been named one of the TOP 100 Festivals and Events in the province four years running, and in 2025 was the Attractions Ontario top performing arts attraction. With peripheral experiences including 5 years working at Poplar's Golf Club, owning a short term rental cabin, commercial property development, and sitting on the Hastings County business retention advisory board, Tim is excited to dive head first into the governance of OHTO, an organization he has long admired.

MEET YOUR 2025-26 BOARD OF DIRECTORS

MEGHAN JAMES | Chief Governing Officer | Somewhere Inn Calabogie

After nearly a decade spent working in tourism, including nine years at the Pembroke Best Western, Meghan James has taken on virtually every job on the books. From restaurant manager to sales, marketing, events, community outreach, and public relations, Meghan has literally learned the industry from the ground up and continues to enjoy working in tourism as General Manager at Somewhere Inn Calabogie.

Combining a love for the outdoors with a love for community, Meghan has been set for success in the Ontario's Highlands' tourism scene and sees collaboration as pivotal to tourism growth and sustainability across the region.



VANESSA DOW | Lanark County Tourism

Vanessa Dow's enthusiasm for promoting the Lanark County region is not just professional, it's personal. After moving to Smiths Falls nearly two decades ago, she has always looked to this area with the energy and excitement of a visitor. Vanessa loves to travel locally, discovering hidden and new gems in the region.

Previously, Vanessa worked with the Smiths Falls & District Chamber of Commerce managing the Victoria Park Marina & Visitor Centre and then implementing a small business development grant. Now she brings that knowledge of visitor experience and business growth to her work as the Tourism Coordinator for Lanark County.



MELISSA MARQUARDT | Ottawa Valley Tourist Association

Melissa has almost 30 years of private/public tourism and economic development experience. As the Manager of Economic Development with the County of Renfrew, she is responsible for management of the Ottawa Valley Tourist Association – the destination marketing organization for Renfrew County and the Upper Ottawa Valley.

She is a current director and past Chief Governing Officer for the Ontario's Highlands Tourism Organization's (RTO-11) Board of Directors. Melissa is passionate about connecting people and places and uncovering the hidden gems that make a community tick. When not on the job, she can usually be found wandering the backcountry of Ontario or Québec, on water or land, with her husband and dog.

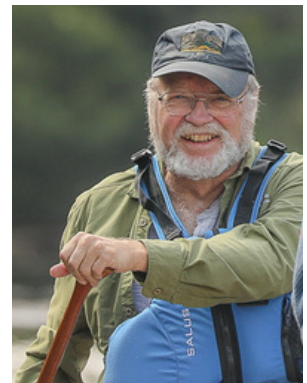


BARRIE MARTIN | Experience / Event Consultant | Tourism Product Evaluator

Experience Broker, Barrie Martin, was the founder and manager of Yours Outdoors, an award-winning company, now a division of Haliburton Forest tourism. Specializing in experiential and responsible tourism, Yours Outdoors offers creative learning and recreation experiences and outdoor adventures that explore and celebrate the art, nature, and heritage of the Haliburton Highlands in all seasons.

Through his work, Barrie was awarded Tourism Champion of the Year (TIAO) in 2016 and received the Sustainable Tourism (TIAO) award in 2017. Although he is now retired from Yours Outdoors, Barrie continues to be active in tourism and community development.

Barrie was also founder and co-chair of the Haliburton Highlands Tourism Stakeholders Group, Past Chair of Adventure Haliburton, an active member of the OHTO Travel Trade Partnership, Vice-president of the Haliburton County Community Cooperative, Past President and current Marketing Coordinator of the Haliburton County Folk Society, past project manager for the Hike Haliburton Festival, and past founder and president of the Haliburton Highlands Trails and Tours Network.



JEFF JACKSON | Algonquin Fly Fishing Premium Guide Service, Professor & Coordinator at Algonquin College

Jeff Jackson is a Professor and Coordinator of Algonquin College's Outdoor Adventure guide training diploma program at the Pembroke Waterfront Campus. He has a Ph.D. in organizational behaviour and safety management, and is considered Canada's leading expert on outdoor and adventure tourism risk management. As a consultant he has worked with the New Brunswick Ministry of Heritage and Tourism to establish their outdoor tourism accreditation standards and the Indigenous Tourism Association's operator risk management planning criteria.

He has also worked with the provinces of British Columbia and Ontario on their trail tourism policy development, and sat on the Ontario Tourism Marketing Partnerships outdoor committee.

In the summer, Jeff is the owner/operator of Algonquin Fly Fishing Premium Guide Service, hosting Canadian and international fly anglers in Algonquin Park and the Ottawa Valley. Jeff was raised on a farm in the Ottawa Valley, and after a decade of adventure guiding around the world resettled here with his family for the outdoor lifestyle, tourism opportunity, and quality of living.



ED CHAPLIN | Springwood Cottage Resort

In 2021, Ed transitioned from his corporate role as CFO to co-owning Springwood Cottage Resort with his wife. During that time, they have utilized their prior business experience to revitalize and rebrand the resort and making it part of the community by focussing on collaboration and creating memorable experiences for guests. Springwood is now not only a spot for guests to enjoy lake life, but also a wedding venue and hosts retreats for board game enthusiasts who can enjoy selecting games from their curated library of over 1,200 board games.

Ed obtained his Bachelor of Commerce from Carleton University, is a CPA and ICD.D and is a member of the Kennebec Lake Association Board of Directors.



HARSHA MANANI | Lakeview Motel

Harsha Manani is a hospitality entrepreneur and community leader passionate about elevating tourism in the Ontario's Highlands. As co-owner of the award-winning Lakeview Motel, she has transformed the property into a sought-after destination with signature offerings like the region's first geodesic Dome, a one-of-a-kind stargazing experience that has captured the imagination of travelers. She also positioned Lakeview as a Ride the Highlands destination, further cementing its reputation for innovation and hospitality.

Beyond her business, Harsha serves on several local boards, championing collaboration, sustainable growth, and creative ways to showcase the region's unique character. She brings to the Ontario's Highlands Board a dynamic blend of leadership, innovation, and community spirit.



Out-Going Directors

Ontario's Highlands Tourism Organization extends its sincere thanks to the directors whose service on the board has come to an end. Throughout their terms, they have contributed their time, experience, and perspective to the decisions that guide the organization. Their commitment to OHTO and to tourism in Ontario's Highlands is greatly appreciated. We thank them for their service and wish them well in their future endeavours.

CINDY JAMIESON | Vice Chief Governing Officer | Whitewater Inn, Valley Cycle Tours, Jamieson Travel & Tours

Cindy is an entrepreneur who has worked in travel and tourism her entire life. From Beachburg, Ontario, she became a raft guide/whitewater kayaker in her teens working for one of the local rafting companies. She has travelled to many countries chasing whitewater and cultural experiences. She has two degrees from Ottawa University in Women's Studies and Religious Studies. In 1999 she started organizing group travel and started Jamieson Travel and Tours.

In 2019 she purchased a small boutique Inn in Beachburg and is now focusing on inbound travel and experiences for her guests who stay at the Whitewater Inn. A cycling enthusiast, mother of two and proud promoter of the region, Cindy loves travel and unique experiences.



BARBARA KRAUS | Tamarack Lodge Cottage Resort

After 25 years of living in Europe and another 20 years in Toronto, Barbara Kraus decided it was time to reconnect with her love of nature and the outdoors. She and her husband, Reiner Arnold, bought Tamarack Lodge, a cottage resort located on motorless Tamarack Lake in the Haliburton Highlands and have transformed the Lodge into a small-group retreat space that is a haven for nature lovers looking for a peaceful place to enjoy nature.

Barbara believes connecting with the outdoors is a quintessential part of our general health and wellbeing. Living in the Haliburton Highlands has allowed her to do this on a daily basis and to share it with others by working in tourism. Barbara continues to be fascinated by the seemingly endless splendour and beauty of the Ontario Highlands, of which the Haliburton Highlands are a part.

Her past professional endeavours have taught her that collaboration and communication are the cornerstones of successful businesses. Barbara has been a member of OHTO since joining this community and is proud to be taking it one step further by joining OHTO's board.



MEET THE STAFF AT OHTO

NICOLE WHITING | Executive Director

Serving for 15 years as Executive Director for Ontario's Highlands Tourism Organization (OHTO), Nicole has had the privilege of working with a fantastic team of staff, board members and tourism champions to develop partnerships and innovative tourism strategies that seek to inspire visitors to enjoy the many uniquely rural tourism experiences available in the region.

Nicole has always had a deep appreciation for the value travel experiences bring to people's lives and communities. Her diverse background as a competitive whitewater kayaker, event manager and entrepreneur, afforded her opportunities to visit, live and work in popular tourism destinations all over the world before settling down in the Ottawa Valley over 20 years ago.

NICOLE.WHITING@OHTO.CA // 613-629-6486 X 201



KASEY ROGERSON | Director of Industry Development

If there is one thing Kasey Rogerson is passionate about, it's tourism. As the Director of Industry Development, Kasey works directly with communities and businesses to foster communications between OHTO and the industry, developing partnerships and programming, and building capacity for tourism success. In her role with OHTO, Kasey is the first point of contact between stakeholders and OHTO, and provides support for the industry to Wander Sustainably with responsible tourism.

Born and raised in the Ottawa Valley, Kasey has a strong connection to the region and is big on outdoor and edible travel experiences (and not necessarily in that order). When she's not helping operators and communities, Kasey is often still immersed in tourism while staycating in Ontario's Highlands and travelling afar with her family.

KASEY.ROGERSON@OHTO.CA // 613-629-6486 X 203



Marketing and Communications Support

DRAGONFLY COMMUNICATIONS AND MARKETING INC.

AMY HOGUE | Content Specialist

Amy Hogue is a communications professional with nearly 20 years of experience in media, public relations, and strategic storytelling. As the Content Specialist for OHTO, she combines her expertise in narrative-building with a deep passion for supporting local businesses and promoting tourism across the region. Amy's work focuses on strengthening the visitor economy by connecting communities, amplifying local voices, and positioning Ontario's Highlands as a must-visit destination.

Originally from the Ottawa area, Amy has called Lanark County home for over 30 years. She lived off-grid for more than a decade and was an early adopter of sustainable living, values that continue to shape both her lifestyle and professional approach.

CONTENT@OHTO.CA



FINN HOGUE | Digital Communications & Marketing Specialist

Finn Hogue is a marketing and communications professional with a passion for exploring Canada's wild spaces and embracing new challenges. Specializing in social media and digital strategy, she leverages innovative tools and platforms to foster brand awareness, audience engagement, and organizational growth. Finn's work spans diverse projects, with a strong focus on supporting non-profits and community-driven initiatives that create positive impact.

When not at work, Finn can often be found traveling with her dog in a camper van, tending to her garden, or preserving the season's harvest. Committed to sustainable living, she aspires to one day run her own self-sustaining small farm. These values not only shape her lifestyle but also guide her professional approach, inspiring her to support organizations and projects that strengthen communities and care for the land.

SOCIAL@OHTO.CA



Ride the Highlands Program

BC HUGHES

BC Hughes has been helping to create memorable travel experiences across Canada since 2006. For the past 13 years, the team has managed the Ride the Highlands motorcycle touring program, developing routes and positioning Ontario's Highlands as a premier motorcycle destination in North America. Working with more than 230 operators, including accommodations, restaurants and attractions, BC Hughes promotes over 5,000 kms of scenic, rider approved Ride the Highlands routes that showcase the best of the region.

CHRIS HUGHES

Chris's 26-year career in tourism development has seen him crisscross the country (mostly on his motorcycle) helping clients create the next great tourism experience. As a University of Waterloo alumnus, Chris was trained on the integration of business and the environment, something extremely relative in today's tourism economies. Chris specializes in developing memorable and innovative tourism experiences and thrives on working with businesses of all sizes.

Chris's mandate is simple: Develop a kick-ass visitor experience by focusing on the little details, and your customers will sell it for you.

CHRIS@BCHUGHES.CA // 519-270-8739



KRISTIN SCHAAB

Kristin understands that creating unique experiences and telling compelling stories are key to attracting visitors. With extensive travel experience and a background working with, coaching, and helping tourism businesses across Canada, she knows firsthand the power of capturing a destination's essence.

As a communications and digital marketing expert, Kristin leads the marketing for Ride the Highlands, develops and enhances motorcycle routes, and works directly with operators to ensure the region delivers an unforgettable rider experience.

KRISTIN@BCHUGHES.CA // 519-386-9685



BEV HUGHES

Bev is an experience development expert and strategic analyst, with skills that allow her to assess current trends, opportunities and business operations, looking at them under both an operational, management and visitor lens. Bev possesses the technical ability to synthesize what she has learned, analyze it and suggest actions that are strategic and beneficial for tourism operators and organizations alike.

As an experience development coach, Bev works tourism operators to determine experiential options that will benefit their bottom line, and work for them operationally. As a project manager for Ride the Highlands, Bev ensures projects are delivered on time, and on budget.

BEV@BCHUGHES.CA // 519-270-3132



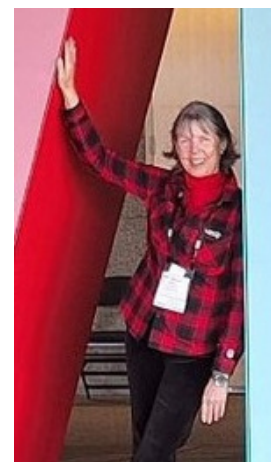
OHTO Travel Trade Partnership

HOLLY BLEFGEN | Travel Trade Specialist

The OHTO Travel Trade Partnership is an award-winning collaborative model for unlocking international tourism opportunities through a unified regional approach. Rooted in Ontario's Highlands and Kawartha Northumberland, this initiative was conceived by public and private stakeholders who shared the goal of tapping into global travel trade markets but who recognized success could only be achieved through collaboration.

This partner-led initiative is managed by Holly Blefgen, OHTO's Travel Trade Specialist. Holly's background as Owner of a Receptive Tour Operation to the Japanese market for 35 years brings a wealth of knowledge and understanding of what is expected for a Partner to conduct and 'win' business in both domestic and international travel trade and trade media. Service in tourism and hospitality is Holly's life passion and she has established a career in directing marketing and sales opportunities for municipalities, federal, provincial government agencies, individual corporations and small businesses throughout the province.

TRADE@OHTO.CA // 905-797-1070



GUEST SPEAKERS: Emily Baillie of Compass Content Marketing & Joel Greaves, Founder of Somewhere Inn

AI in Action: Real Solutions for Tourism Operators

AI educator, trainer and professor Emily Baillie of [Compass Content Marketing](#) will explore how tourism operators can use AI to streamline everyday tasks, improve productivity, strengthen marketing and support the guest experience. The practical, future-focused session will help operators understand where AI can provide meaningful value, what to approach with caution and how to begin in ways that make sense for their operations.

Emily will also chat with Joel Greaves, Founder and CEO of [Somewhere Inn](#), who will share how he has implemented Claude across the company's back-end hospitality operations to save staff time, support the guest experience and improve the business overall.

Participants will learn how to:

- Identify practical, high-value applications of AI within their operations.
- Save time and reduce costs by streamlining everyday work.
- Use AI to strengthen marketing, generate leads and support revenue growth.
- Make thoughtful decisions about adopting AI while preparing for the future.

Whether you are already experimenting with AI or wondering where to begin, this featured AGM session will provide practical ideas you can consider for your own operation.

EMILY BAILLIE | Compass Content Marketing

Emily Baillie is an AI educator, trainer and professor who helps tourism operators and organizations use AI in practical, approachable and human-centred ways. Through her business, Compass Content Marketing, she has trained more than 4,000 professionals across Canada, including tourism and hospitality leaders.

With more than a decade of post-secondary teaching experience, Emily is known for turning complex technology into clear, actionable strategies that can save time, strengthen marketing and support business growth. She believes technology should work for people—not the other way around—and has appeared on CBC News Network as a commentator on AI and marketing.



JOEL GREAVES | Founder of Somewhere Inn

Joel Greaves is the founder of Somewhere Inn, an upscale boutique hotel brand built in Ontario's favourite drive-to tourism markets. The group operates properties in Calabogie and Collingwood, with more locations launching across the province soon. Somewhere Inn takes independent properties and rebuilds them into design-led stays. The company is founder-led and lean.

Joel works across brand, acquisitions, finance and operations. He moved to Calabogie for the property's opening year in 2021 and still gets back about once a month to work alongside the general manager and on-site team who run the day-to-day. Joel lives in Toronto with his wife and two young daughters.

