



Discover America Meeting

Wednesday July 12, 2017, 3:00 p.m. – 5:30 p.m.

Market Research Update with Jennifer Hendry, Senior Research Associate,
Canadian Tourism Research Institute, The Conference Board of Canada

Agenda

3:00 p.m. Registration
3:15 p.m. - 4:30 p.m. Presentations/Meeting
4:30 p.m. - 5:30 p.m. Networking Reception

Event Fees

Members - \$30.00 + HST (\$33.90)
Non-Members – \$35.00 + HST (\$39.55)

Location

The Globe and Mail Centre
351 King St E., Toronto, ON
Level 16, Fundy/Gros Morne Room

RSVP via e-mail to admin@discoveramericacanada.org by Friday July 7, 2017 using the attached registration form. Payment must be made by credit card or cheque in advance. No show-full fee will apply – you will be invoiced.

Please join us on Wednesday July 12 for a **Discover America Canada Meeting**



Join us on Wednesday July 12, 2017, 3:00 p.m. at the brand new Globe and Mail Centre Event Venues, for a **Market Research Update** presentation delivered by Jennifer Hendry, Senior Research Associate, Canadian Tourism Research Institute, The Conference Board of Canada. Mary Siddiqi, Globe and Mail Editor, will also provide an Introduction to Globe Travel.

Jennifer Hendry will provide up to date insights and statistics regarding the following topics:

- **Amidst some lacklustre performance of late, what can be expected for leisure travel in 2017?**
- **Is tourism poised to benefit from recent economic and demographic changes?**
- **Is the Trump presidency impacting travel intentions?**

Jennifer Hendry will discuss the results of the Conference Board of Canada's latest travel intentions survey and review the short-term forecast for travel to the United States and other destinations. The presentation will also touch on past performance by region, including traveller characteristics and trip motivations.

As Senior Research Associate at the Canadian Tourism Research Institute, Jennifer Hendry is responsible for the production of regular reports on Canadian outbound leisure travel. She conducts regular surveys of Canadians and their outbound travel intentions and motivations, and is also responsible for producing an annual five-year outbound travel forecast to more than 50 destinations. Jennifer has degrees in Tourism Management, Research Analysis, and Communications. She has spent her career conducting policy analysis, analyzing travel research, and assessing the sector's contribution to individual destinations and national economies.

Venue Sponsor



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REGISTRATION FORM

I will attend the Discover America Canada Meeting on July 12, 2017. Please use one form per attendee.

<input type="checkbox"/>	\$30.00 + HST (\$33.90) Member Rate				
<input type="checkbox"/>	\$35.00 + HST (\$39.55) Non Member Rate				
No show full fee will apply. Cancellations must be received by July 3, after July 3, full fee will apply.					
Name					
Org					
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Payment	<input type="checkbox"/> Cheque	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Amex	
Name on Card					
Card #					
Expiry					
CVV					
Signature					
Date					

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