
III. The Industry Lead Group: Tourism

This Industry Lead Group is represented by the Asia-Pacific Partnership Committee that is comprised of public-and-private sector organizations that have indicated an intention to invest funds and/or in-kind services in support of a jointly conducted 1994/95 Integrated Market Plan to develop increased tourism from Asia-Pacific markets. Members include:

Barry Salter, Director of Japan, Tourism and Investment Branch, Alberta Economic Development & Tourism

Donna Brinkhaus, Manager, International Marketing, B.C. Ministry of Tourism & Ministry Responsible for Culture

Barbara Hladysh, Manager, Tourism Marketing Branch, Ontario Ministry of Culture, Tourism & Recreation

Réjean Lafleur, Chef de service, Direction développement des marchés, Ministère du Tourisme du Québec

Sheri Coles, Director, Advertising & Promotions, P.E.I. Marketing Agency

Barry Biggar, Director of Sales, Calgary Convention & Visitors Bureau

Patrick Bird, Sales Manager, Asia Pacific, Tourism Vancouver

David H. Thomson, President, Whistler Resort Association

Marilyne Desrochers Benson, Sales Manager, Tour and Travel, Greater Montreal Convention & Tourism Bureau

Richard Innis, Vice President, Marketing, Metropolitan Toronto Convention & Visitors Association

David Morrison, President & Chief Executive Officer, Brewster Transportation & Tours

Martin Littlejohn, Supervisor, Planning, JTB International (Canada) Ltd.

James Willis, Director of Sales and Marketing, Transpacific Tours (TPT) Canada Ltd.