



Tourism in Fernie

Industry Event, AGM & Social
Network - Learn - Engage

Thursday April 4, 2024 - All Welcome

We gratefully acknowledge that we live and work in ?amak?is Ktunaxa the territory of the Ktunaxa Nation.

Keynote Speaker: Stuart Back, COO, Pursuit Collections – Banff Jasper Collection



Stuart Back has over 20 years of experience leading teams in a variety of occupations including attractions, hospitality, transportation, and military operations. Stuart's expertise includes leadership of strategic and operational planning and implementation, financial management, best-practice process establishment, tourism marketing, stakeholder engagement and team development, and he has a proven record of successfully delivering organizational growth and development. He currently sits on the Board of Directors for Tourism Jasper, Banff & Lake Louise Tourism, and the Tourism Association of Alberta.

Pursuit is a collection of inspiring and unforgettable experiences in iconic places including Alaska, Montana, the Canadian Rockies, Vancouver, Reykjavík, Las Vegas, and Toronto. In the Canadian Rockies Pursuit operates 7 iconic Attractions, 10 lodging properties, 22 restaurants and Sightseeing experiences, welcoming over 2M guests each year.

www.TourismFernieAGM.com