

FOR IMMEDIATE RELEASE

Canadian tourism organizations and businesses are invited to consider a bold new way to plan for their future.

Tourism Industry Association of Canada and Bannikin Announce Partnership on a *Flourishing in Tourism* solution for the Canadian tourism sector.

Ottawa, ON | April 1, 2025 — The Tourism Industry Association of Canada (TIAC) and Bannikin have partnered on *Flourishing in Tourism*, a transformative solution that helps tourism businesses and organizations build stronger and more sustainable plans for the future.

“Flourishing in Tourism is not your traditional strategic planning process. It’s a guided journey, or workshop in the case of businesses, that starts with your purpose, vision, and “why”, before helping you and your team plan the steps needed to bring these into fruition”, says Trevor Jonas Benson, Managing Partner at Bannikin.

“Participants get to define what “flourishing” means to them,” continues Trevor, “co-design business models that inspire them, and come up with creative solutions for the changes and innovations they will need to implement. Along the way, they’ll see how their activities today and tomorrow will contribute to their future success.”

“By combining Bannikin’s expertise in tourism development with TIAC’s national leadership, this partnership offers a fresh approach to planning that responds to the real needs of today’s tourism sector,” adds Beth Potter, President & CEO of the Tourism Industry Association in Canada.

Flourishing in Tourism is for organizations and businesses that want to take full account of their relationship with the environment, society, and economy, and empower themselves with a plan to decisively move towards their inspiring vision.

To learn more, visit <https://www.bannikin.com/flourishingintourism> or email flourishingintourism@bannikin.com.

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About Bannikin

Bannikin is a proudly Canadian and purposeful company operating within and beyond travel and tourism. Specializing in research, strategy, and development as well as strategic communications, Bannikin has been co-creating value with diverse individuals, businesses, and organizations since 2011. All its efforts are towards enabling the flourishing of the places where people live and visit, and everything that brings them to life.

About the Tourism Industry Association of Canada (TIAC)

TIAC is the national voice of Canada's tourism industry. Representing businesses and organizations across the country, TIAC advocates for policies and programs that enhance the competitiveness and sustainability of the sector.

