

Michel Dubreuil Lead Tourism Economist Destination Canada

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Board of Directors
Travel and Tourism Research Association

Dear Members of the Board.

Re: Letter of Intent to pursue a second term as a member on the Board of Directors of TTRA

I am writing to formally express my interest and intent to pursue a second term as a member of the Board of Directors for TTRA International representing Canada. Serving on the board has been a deeply enriching experience, allowing me to contribute to our shared mission of advancing research and innovation within the travel and tourism sector in Canada and beyond.

During my current term, I have worked diligently to promote strategic initiatives and support our members' interests. I have been actively involved in guiding policy discussions, enhancing industry collaborations, and exploring opportunities to leverage emerging trends and technologies. My commitment to the association's vision is unwavering, and I am eager to continue working alongside my esteemed colleagues to further our collective goals.

If reappointed, I will continue to drive cutting-edge research, nurture strategic collaborations, and promote sustainable, ethical practices in our field. I appreciate your consideration of my candidacy, and I look forward to the opportunity to further contribute to our dynamic organization, to help shape the future of our industry, and to furthering TTRA's mission.

Sincerely

Michel Dubreuil, M.Sc. Ag.



## Michel Dubreuil Destination Canada

Michel Dubreuil serves as the Lead Tourism Economist within Destination Canada's Insights and Analytics unit. Destination Canada is the nation's premier tourism marketing, research, and destination management organization, headquartered in Vancouver, British Columbia.

In his current role, Michel oversees the tourism statistics program, collaborating closely with Statistics Canada, federal departments, and provincial, territorial, and municipal tourism authorities. He is responsible for economic analysis and forecasting at Destination Canada, and works with a team of research analysts and data scientists on initiatives such as new data integration, economic impact assessments, and <u>sustainability measurement</u>.

Michel brings deep expertise in tourism statistics to his international roles. He represents Canada on the World Tourism Organization (UN Tourism) Committee on Statistics and the Working Group of Experts on Measuring the Sustainability of Tourism, where he chairs the Editorial Board. Additionally, he contributes as a member of the Tourism Human Resources Canada (THRC) Research Advisory Council.

A past President of the Travel and Tourism Research Association (TTRA) of Canada and an active TTRA member since 2009, Michel was honored with the Cheryl Schutz Award for Destination Marketing and Research Excellence at the 2024 Marketing Outlook Forum. First elected to the TTRA International Board of Directors in 2022, he is now seeking a second term, eager to continue collaborating with dedicated board colleagues worldwide to keep the association at the forefront of travel and tourism research.

Michel holds an M.Sc. in Agricultural Economics from the University of British Columbia. Beyond his professional endeavors, he is passionate about travel, spending time with his family, and enjoys playing ice hockey and music with his sons.