

## APPOINTMENTS

### Globus

Jessica Bowman has been appointed to the position of marketing co-ordinator for the **Globus family of brands**. She brings to the role significant experience in content marketing and in her new position will be liaising with tourist boards, as well as co-



Bowman

ordinating consumer promotions and implementation of social media

initiatives. Bowman can be reached at [jbowman@globusfamily.ca](mailto:jbowman@globusfamily.ca) or by calling 416-915-6711.

### Osborne Group

Former TIAC and ACTA president **Randy Williams** has joined Calgary's **Osborne Group Contract Executives Corp.**, as Principal and Head of Practice: Hospitality, Tourism and Destination Marketing. Williams was formerly



### Emirates on the court:

In celebration of its sixth year as the official airline of the Rogers Cup, Emirates has partnered with the Doug Philpott Inner-City Children's Tennis Fund, a Toronto-based charity which reaches more than 6,500 disadvantaged youth each summer. The Emirates Returns program is a grass-roots charitable initiative run by the airline, in co-operation with Rogers Cup and Tennis Canada. In Toronto, Emirates will conduct a youth tennis clinic at the Rogers Cup to accomplish this goal, as well as contribute a financial donation of \$5,000 to the Doug Philpott Inner-City Children's Tennis Fund. Pictured, WTA Tennis pro Li Na poses with children from the Doug Philpott Inner City Children's Tennis Fund. (Canadian Press Images)

the president and CEO of Calgary Tourism. Prior to that he served as president and CEO of the Tourism Industry Association of Canada, president and CEO of the Association of Canadian Travel Agents, president and CEO of Tourism Saskatchewan and had a lengthy career in hotel management at a number of leading properties

across the country. Based out of Calgary, Edmonton and Vancouver, Osborne provides contract executive solutions, project management and business consulting services through Osborne Interim Management and Osborne Business Advisors.

### Goway

Goway Travel has named

**Anita Emilio** to the new position of wholesale general manager. Goway has six wholesale business units that will report directly to her. According to Goway president Bruce Hodge, Emilio, who was recently general manager for Travel Counsellors, was hired for "her knowledge, experience and business acumen that will complement the solid experience and knowledge already in each division of Goway Wholesale."

Emilio has a long history in the travel industry, having held senior positions at G Adventures, Travel Cuts and Flight Centre.

### Barcelo Hotels and Resorts

**Barcelo Hotels and Resorts** has named **Marilisa De Simone** as its new sales manager for Ontario and Manitoba. De Simone was most recently with Thomas Cook Canada, where she spent

the last 13 years in the Product and Marketing portfolio, as well as senior travel consultant and marketing manager of Marlin Travel. She will be responsible for further developing the Barcelo sales and group relationships with the retail and tour operator partners in Ontario and Manitoba. She can be contacted by e-mail at [m.desimone@barcelo.com](mailto:m.desimone@barcelo.com) or by phone at 416-873-5534.

### Club Med

**Club Med** is making a push into Ontario, with the addition of **Robert Ruttan** as its business development manager for Central and West Canada. Ruttan has more than 16 years experience with companies like The Adventure Travel Company, G Adventures and The Adventure Center, as well as with Tourism Australia and Tourism Simcoe County.

### Byrne

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own products for at least a third, if not more of their business. In Canada, it is much less than that and that's what we need to address."

Travel Counsellors also plans to be much more aggressive in recruiting in Canada, specifically agents "who care about the customers [and] who are comfortable operating in a net rate environment and understand what we're talking about... an agent who's got the network, the customer database, or the ability to go and find the customers who will appreciate that

kind of tailor-made product.

"We're never going to be the biggest here – that's not the intention – but we'll have a number of highly skilled people who are adept at creating their own product using our systems that support each other and create a reputation for themselves..."

Byrnes admits that he has been also meeting a number of senior industry people in Canada to discuss acquisitions and potential joint ventures.

"We've got to see the business grow," he says, "so whatever we do, that remains our most important focus and priority."