

# GATHER AGAIN 2025

**Wednesday September 24, 2025 – Prairieland Park Saskatoon**

The Gather Again 2025 Conference & Tradeshow, proudly presented by Hospitality Saskatchewan will be an unforgettable celebration of our province's hospitality and tourism industries. Gather Again 2025 promises fresh ideas, meaningful networking, and the chance to shape the future of our sector. The conference culminates in the highly anticipated Tourism Awards Dinner, where we honour excellence and celebrate the people and organizations driving Saskatchewan's hospitality forward.

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**10:00 – 10:30 AM / Hall C**

**Welcome Delegates – Jim Bence, President & CEO, Hospitality Saskatchewan**

**Continental Breakfast**



Thank you for joining Jim Bence, the Hospitality Saskatchewan Board of Directors, and our team for the Gather Again 2025 Conference & Tradeshow. This signature event is more than a conference, it's a chance to reconnect with colleagues, spark fresh ideas, and fuel innovation as we work together to shape a bold, prosperous future for tourism in Saskatchewan and beyond.



**10:30 – Noon / Hall C**

**Flourishing in Tourism: Building Your Capacity to Flourish in the Future**

What does a flourishing future look like for your business or for Saskatchewan's tourism sector? Join **Trevor Jonas Benson and Camilo Montoya-Guevara of Bannikin** to explore the importance of setting inspiring visions and practical steps to improve your chances of flourishing. This session introduces the Flourishing Business Canvas—a tool for business design, strategy, and storytelling—and highlights contexts, perspectives, and key questions to ensure your organization is fit for the 21st century. Bannikin is a Canadian-based purposeful company co-creating value across travel, tourism, and beyond, with people and place at the centre of everything



**Trevor Jonas Benson, Managing Partner, Bannikin**

Trevor is a systems thinker, project manager, and entrepreneur dedicated to helping businesses, organizations, and communities flourish. Since 2006, he has led projects across Canada and internationally, combining strategy, research, and development with a strong focus on collaboration. As Managing Partner at Bannikin, Trevor guides company operations while remaining actively engaged in client work. He also contributes to industry dialogue through advisory roles and speaking engagements on sustainable tourism and community innovation.

**Camilo Montoya-Guevara, Partner, Bannikin**

Camilo is a strategist, researcher, and facilitator dedicated to advancing tourism systems that generate environmental, social, and economic value. As a Partner at Bannikin and co-developer of *Flourishing in Tourism*, he has supported more than

40 destination and business planning processes across Canada and abroad. With a background in cultural heritage policy and human-centred systems thinking, Camilo regularly shares insights on strategy and innovation, emphasizing inclusive engagement and the power of cross-cultural learning.



**Noon – 1:00 / Hall C / Soup & Sandwich Lunch / Tradeshow Opens**



**Where Innovation Meets Opportunity**

Whether you're seeking the next big idea, valuable partnerships, or emerging trends in tourism and hospitality, the tradeshow is your hub for inspiration and innovation. Meet leading exhibitors showcasing cutting-edge products, services, and ideas to elevate your business. Enjoy a soup & sandwich lunch and explore food stations on the tradeshow floor while you connect and discover.

**1:00 – 2:30 PM / Hall C**

**AI Made Simple: Unlocking Tourism's Next Frontier**

AI is revolutionizing the tourism industry, but many professionals feel overwhelmed by complex tools, jargon, and rapid changes. This keynote presented by **Peter Pilanski, Founder, Tourism AI Network** simplifies AI adoption, providing practical, actionable strategies tailored specifically for tourism businesses. Whether you're looking to enhance guest experiences, streamline operations, or gain a competitive edge, AI Made Simple will empower you to take confident steps toward AI integration—without the confusion.

**Peter Pilanski, Founder, Tourism AI Network**

With 20 years of experience in digital marketing, communications, and government relations, Peter excels as a versatile strategist dedicated to simplifying technology while embracing innovation. His mission is to demystify the AI landscape, enabling tourism professionals and businesses to navigate it with confidence.



**2:30 – 2:45 PM / Break**

**2:45 – 4:00 PM / Hall A Meeting Room**



**Tourism in Saskatchewan**

**Jonathan Potts, President & CEO, Tourism Saskatchewan**

Join Jonathan for an insightful look at the future of Saskatchewan's tourism industry. He will share the latest research and emerging trends, along with updates on Tourism Saskatchewan's efforts to strengthen and grow the sector.

With more than 25 years in the tourism field, Jonathan is a respected leader whose expertise is recognized nationally. He has served on numerous national committees and built strong partnerships with Destination Canada and tourism organizations across the country.



**2:45 – 3:00 PM / Hall A Meeting Room**



**Hospitality Saskatchewan's Annual General Meeting**

Join us for Hospitality Saskatchewan's Annual General Meeting, where members will receive important reports, review and approve the 2024 audited financial statements, consider resolutions, and participate in the election of new directors (as duly filed in advance). This meeting is a key opportunity to stay informed, have your voice heard, and help shape the future direction of our association.

5:00 – 6:00 PM / Reception / Hall C

6:00 – 7:30 PM / Hospitality Saskatchewan Tourism Awards of Excellence Dinner

7:30 – 9:00 Tourism Awards Presentations

Award presentations will be made in eight categories:



- Business of the Year Award, 20 or more employees
- Business of the Year Award, under 20 employees
- Employer of the Year Award
- Rookie of the Year Award
- Indigenous Tourism Experience Award
- Employee of the Year Award
- Travel Media Professional of the Year Award
- Tourism Builder Award

*Thank you to our Sponsors*

*Without their invaluable support, this conference would not be possible!*

