



Michel Dubreuil
Senior Manager, Tourism Industry Intelligence
Destination Canada

Michel Dubreuil is a Senior Manager of Research within the Insights and Analytics division at Destination Canada, the national tourism marketing, research, and destination management organization based in Vancouver, British Columbia.

In his role, Michel spearheads the tourism statistics program, fostering robust collaborations with Statistics Canada, federal departments, and various provincial, territorial, and municipal tourism authorities nationwide. His expertise extends to economic analysis and forecasting, guiding the development of impactful strategies for Destination Canada. Leading a team of skilled research analysts, Michel oversees comprehensive research programs focusing on Business Events and Destination Development strategies.

Internationally, Michel is serving on the UN Tourism's Committee on Statistics and the Working Group of Experts on Measuring the Sustainability of Tourism. Additionally, he chairs the SF-MST Editorial Board, tasked with providing guidance on the consultation process and drafting the new global statistical framework to measure the sustainability of tourism.

Michel's dedication to advancing tourism research is evident through his leadership roles, including his tenure as President of the Travel and Tourism Research Association (TTRA) of Canada and now as an active member of the TTRA International Board of Directors. Michel was honored to be presented with the Cheryl Schutz Award for Destination Marketing and Research Excellence at the 2024 Marketing Outlook Forum.