

## THE OSBORNE OBSERVER

July 2016

### Leisure Travellers Driving the Tourism Bus

In my January newsletter article "[2016 Outlook – Hospitality and Tourism](#)", I forecasted this year to be another economically challenging one for the tourism sector, even with a few favorable conditions existing in the market. A weak Canadian dollar will incent Canadians to travel their own country more and will motivate the American traveler – our number one international travel market - and other foreign visitors to make Canada their 2016 destination. Also, with lower fuel prices lower travel costs will provide travelers some relief at the pump for the important "rubber tire" market. However, my prediction of 2016 duplicating the poor results of 2015 was based on an expected drop off in business travel due to the Oil and Gas economy.

To read the remainder of the article, [click here](#).



### What's New

#### New Mandates - Lifetime Adventures Travel

We are pleased to announce that Osborne Business Advisors will be providing services to Lifetime Adventures Travel, a Calgary-based company that specializes in Calgary History and Custom Tours and Africa Safaris.

Our Senior Advisor will be assisting [Lifetime Adventures Travel](#) with various marketing initiatives, including social media, website search engine optimization and website content updates. In addition, with the help of Osborne Interim Management seasoned executives who have tourism experience, they and the OBA Senior Advisor will draft a comprehensive marketing strategy and media plan that addresses both sides of the client's business.

### Featured OIM Principals



[Joel Benjamin](#) is a senior HR leader who brings deep expertise in executive compensation and total rewards planning, design and implementation. He is experienced at developing total rewards programs that support an organization's business and people strategies.



[Blane Hogue](#) brings his clients the powerful combination of broad senior management and CEO experience combined with highly developed specific skills in small business management, brand building, marketing/communications and NFP management.

To learn more about other members of the OIM team, [click here](#).

### Case Study

A not-for-profit charitable organization needed leadership during the transition following the departure of the Executive Director. [Read More](#)

### Featured OBA Advisors



[Shaun See](#) is an IT professional with over 30 years of experience in increasingly senior leadership and strategic roles, including: IT management, managed operations, technical architecture design and implementation, disaster recovery and project management.



[Andrew Jarvis](#) is a respected executive, manager and business builder whose expertise include general management, strategic planning and implementation, operations, mergers and acquisitions, investor relations, capital raising and corporate finance.

To learn more about other members of the OBA team, [click here](#).

### Affiliate's Corner

Below are some blog posts from UK affiliate, Alum Partners.

[Why We Need More Courageous Women in the Workplace](#)

[Do You Need to Find Cultural Fit for Interims?](#)

[Why Agile Businesses Are More Competitive](#)

### Reading Corner

[The 7 Types of People You Meet at Networking Events](#)

[5 Reasons Good Deals Get Rejected](#)

[Alberta's Next Generation of Leaders](#)

### Newsletter Archives

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