



**Registration is now open for the 2025 TIAA Winter Event in support of Jasper's rebuild.**

***Space is limited! Register today to secure your spot!***

We are excited to invite industry professionals from across Canada to come together for a powerful and meaningful weekend in Jasper National Park. This event isn't just about winter adventures and networking—it's a rally for Jasper's recovery after last year's devastating wildfires.




A wildfire-devastated neighbourhood in Jasper, Alta., on Aug. 19, 2024. Photo by Amber Bracken/The Canadian Press.


**The Wildfires of 2024:**

- Burned over 32,722 hectares (80,860 acres) of Jasper National Park.
- Destroyed 358 structures in the town.
- Forced 25,000 people to evacuate.
- Became one of Canada’s costliest natural disasters, with \$880 million in damages.

This weekend is more than just an opportunity to connect—it’s a rally for Jasper. Together, we’ll support the recovery of Jasper National Park and its community after the devastating wildfires of 2024. All proceeds and fundraising efforts during the event will go directly toward helping Jasper rebuild and move toward a sustainable future.

 Where: Jasper National Park

 When: March 14–16, 2025

 Why: Support Jasper’s recovery, connect with industry members, and enjoy a weekend of adventure!



## ACCOMMODATIONS

Our weekend stay will be a cozy retreat in Jasper National Park for two nights at the Tonquin Inn.

Nestled in the breathtaking Canadian Rocky Mountains, your stay in Jasper offers the perfect blend of modern comfort and rustic charm. This picturesque retreat is surrounded by snow-covered peaks, endless wilderness, and crisp alpine air, making it the ideal setting to unwind after a day of adventure.

Enjoy exclusive access to two outdoor whirlpools, two rejuvenating saunas, indoor pool and hot tub, and the largest fitness room in Jasper National Park. Whether you’re relaxing after a day on the slopes or warming up before a scenic ice walk, this is the perfect place to recharge.

**Two Beds (Pricing Per Room)**

4 Adults: \$109.00 PP + GST  
3 Adults: \$129.00 PP plus GST  
2 Adults: \$169.00 PP plus GST

**One Bed (Pricing Per Room)**

2 Adults: \$169.00 PP plus GST  
1 Adult: \$329.00 plus GST

Please note, all accommodations and **activities will be booked through Tammy Kidd at CXA Adventures using the registration link below.** Please feel free to contact Tammy directly for any special requests.

**ADVENTURE OPTIONS**

**SATURDAY MARCH 15TH**

**Lift tickets to Marmot Basin**

9:30 AM - 4:30 PM  
1 -day adult - \$130.00 plus GST  
1-day Youth - \$105.00 plus GST  
1-day Junior - \$45.00 plus GST

**Maligne Canyon Ice Walk (approximately 3 hours)**

9:30 AM - 6 spots (max is 8)  
1:30 PM - 8 spots (max is 8)

**Cost:**

6-12 yrs - \$38.00 plus GST  
13 + - \$78.00 plus GST

**Snowshoeing Adventure (approximately 3 hours)**

1:30 pm - 10 spots (12 available)

**Cost:**

6-12 yrs - \$38.00 plus GST  
13 + - \$78.00 plus GST

**SUNDAY MARCH 16TH**

**Maligne Canyon Ice Walk (approximately 3 hours)**

9:30 AM - 4 spots (max is 8)  
Cost:

6-12 yrs - \$38.00 plus GST  
13 + - \$78.00 plus GST

**Join Us for a Scenic Afternoon at Pyramid Lake!**



Before we say goodbye to Jasper, we invite you to Pyramid Lake for a leisurely and memorable afternoon surrounded by the stunning Canadian Rockies.

Sunday, March 16 | 1:00 PM – 4:00 PM

Skate, Relax, and Connect

Gather around crackling bonfires, lace up your skates, and take in the breathtaking views of the frozen lake and snow-capped peaks. Whether you bring your own skates or rent a pair for \$20/hr, this will be the perfect way to unwind, connect with fellow industry members, and reflect on the incredible weekend together.

No skates? No problem! Simply come and enjoy the fresh mountain air, warm up by the fire, and soak in the beauty of Jasper before we depart.

Let's rally one last time as an industry, share stories from the weekend, and create lasting memories in one of Jasper's most beautiful settings.

 Join Us at Pyramid Lake – See You There!



[EMAIL CXA ADVENTURES FOR REGISTRATION HERE](#)

**By clicking the registration link above it will take you to email Tammy at CXA Adventures. Please indicate your accommodation preferences, and which activities you wish to register for.**

**Dinner & refreshments will be provided on Friday and Saturday.**

## **ITINERARY**

### **FRIDAY MARCH 14TH**

**4:00 PM**

Arrive in Jasper & hotel check-in  
Tonquin Inn 100 Juniper Ave, Jasper, AB T0E 0A8

**6:00 PM**

Welcome Reception & Networking Dinner at Inn's Grill  
98 Geikie St, Jasper, AB T0E 0A8

Join us for our first evening together as we kick off the Jasper Industry Weekend! This will be an evening of networking, connection, and introductions.

*Light dinner and refreshments will be provided.*

**SATURDAY MARCH 15TH**

**9:30 AM – 4:30 PM**

Optional Pre-registered Activities

**6:00 PM**

Group Dinner at Maligne Range  
604 Connaught Dr, Jasper, AB T0E 0A8

Join us for a three-course plated dinner with refreshments, as we come together for another evening of networking and connection. During the evening, we will also highlight our initiative to support Jasper's recovery efforts and the charity we've chosen to contribute to. This is a great opportunity to reflect on the impact we're making while enjoying a fantastic meal with industry peers. We look forward to seeing you there!

*Three-course dinner and refreshments will be provided.*

**SUNDAY MARCH 16TH**

**9:30 AM – 11:30 AM**

Optional Pre-registered Activities

**11:30 AM – 12:30 PM**

Lunch on your own

**1:00 PM – 4:00 PM**

Industry Rally at Pyramid Lake  
6 kilometres north on Pyramid Lake Road, Jasper, Alberta, Canada T0E 1E0  
Skating, networking, bonfires

**5:00 PM**

Departure for home

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**By clicking the registration link above it will take you to email Tammy at CXA Adventures. Please indicate your accommodation preferences, and which activities you wish to register for.**

**Dinner & refreshments will be provided on Friday and Saturday.**



### **Support Jasper's Recovery – Every Contribution Counts**

Whether you're joining us in Jasper or not, you can still make a meaningful impact. We have set up a GoFundMe page for the Jasper Fire Caring Community Fund, where 100% of donations will go directly toward helping the Jasper community rebuild after the devastating 2024 wildfires.

Every contribution—big or small—helps rebuild homes, support local businesses, and provide relief to those affected. This is our chance, as an industry, to rally together and give back to a place that means so much to all of us.

We encourage everyone to donate and be part of this important cause. On Saturday evening during our group dinner, we'll be sharing an update on how much we've raised together. Let's make a real impact and show Jasper the strength of our support!

Thank you for your generosity and for standing with Jasper during this time of recovery.

[DONATE TODAY & SUPPORT JASPER](#)

[www.tiaa.ca](http://www.tiaa.ca)