



Lisa Adams

Vice President, FlyOver Attractions

Pursuit Collection

Lisa Adams, Vice President, FlyOver Attractions, has 20 years experience in tourism and hospitality management, including 11 years in progressive roles in privately owned, and publicly listed companies.

Since joining FlyOver Canada as its first employee in 2013, she has developed rapidly through a series of increasingly responsible management positions across a variety of disciplines including Human Resources, Sales & Marketing and Operations.

Most recently, Lisa was appointed VP of FlyOver Attractions and continues to lead the FlyOver group through its rapid expansion across North America and overseas, with a location in Reykjavik, Iceland, and future locations in Toronto and Las Vegas. She also acts as Executive Producer for all creative content including feature films, pre-show entertainment, and seasonal features which involves coordinating producers, directors, and global creative and animation houses.

Lisa takes pride in her refined relationship-building skills having worked collaboratively with internal and external partners across all levels of business. She holds a Bachelor of Business (2012) from Swinburne University of Technology in Melbourne, Australia, and has completed Executive Development Courses (2017 – 2018) through McGill University's MiniMBA program in Montreal, Canada.

Lisa is excited for an opportunity to apply her experience to support the Attractions & Sightseeing Category as a member of the Tourism Vancouver Board of Directors.