



JILL
CURRAN

NLOWE 2018 ANNUAL
CONFERENCE

In Newfoundland and Labrador *women mean business.*

APRIL 18-19 ST. JOHN'S
2018 NL

Jill Curran is an entrepreneur with a talent for building innovative companies that deliver unforgettable experiences to adventure-seeking travelers. She is the President of Maxxim Vacations, one of Canada's leading tour operators providing independent and escorted tours throughout Atlantic Canada. She acquired Maxxim in 2010 and over the past seven years, has negotiated partnerships with the industry's top suppliers to create custom travel experiences for clients.

In 2003 Jill founded her first company, Lighthouse Picnics, which went on to be featured in *enRoute Magazine* as one of their "100 Favourite Things in the World" list! Jill saw a unique business opportunity and renovated a 130-year old lighthouse on the Southern Shore of Newfoundland and turned it into a gourmet picnic experience for visitors. Lighthouse Picnics features gourmet lunches served on the cliffs of the Atlantic Ocean at the lighthouse just outside St. John's. Lighthouse Picnics employs 13 people, serves thousands of picnics annually and is recognized internationally as one of the most unique experiential tourism products in Canada.

Jill has received numerous awards for Lighthouse Picnics including a Cultural Tourism Award in 2005 and Restaurateur of the Year in 2007 and it was the #1 small business story of the year in *The Globe & Mail* in 2014. In 2016 Jill was awarded the prestigious Doug Wheeler Award by the Department of Tourism, Culture and Recreation to an individual who has made a long-term contribution to the tourism industry. Since 2015, Jill has been selected annually for the prestigious Wendy Perrin WOW List, a collection of the best travel planners around the world. As the WOW list's Trusted Travel Expert for Atlantic Canada, Jill is delighted to share her insights on our special part of the world.

Prior to moving back to Newfoundland to start her own business in 2003, Jill worked in the oil and gas industry in Scotland and New Zealand where she traveled extensively.

She holds Bachelor of Arts from Memorial University of Newfoundland and a Bachelor of Public Relations from Mount St. Vincent University in Halifax. She lives in Ferryland, Newfoundland – near the now-famous lighthouse with her husband and two sons.