

A woman with long brown hair is sitting on a light-colored sofa, smiling at the camera. She is wearing a strapless dress and has her hands resting on her chin. A large, vibrant blanket with a red, green, and white abstract pattern is draped over her lap and the sofa. The sofa has several beige and striped pillows. The background shows a window with light blue curtains.

TAMARA MOORE

Luxury Travel and Lifestyle Expert



TAMARA MOORE

As a leader in her field, Tamara is the Executive Editor of Bold Traveller and Bold Style Magazines www.boldtraveller.ca reaching 2.2 affluent readers per issue. She is featured as a luxury lifestyle and travel expert and influencer on top Canadian media outlets including Global Television's The Morning Show, CTV's etalk, 24hoursToronto and Notable.ca, Women of Influence, What She Said Radio and Brazen Women to name a few.

Tamara also starred on NBC Universal's hit TV Series, Après Ski, as CEO of a new luxury travel concierge company. The show airs in the USA on Bravo and Slice in Canada. Ms. Moore has also written regular content for various magazines including her own column in Dreamscapes Travel & Lifestyle Magazine.

In 2020, Tamara partnered with the former owners of Canada's largest Meeting and Corporate Travel company enabling her company, www.ascentbehave.com to offer PR, Sales, Marketing, Meeting and Corporate travel all under one roof.

TV SEGMENTS

Tamara Moore is an entrepreneur specializing in luxury travel, lifestyle, sports, entertainment, fashion and tech. She serves as an ambassador for high end brands and is also an experienced TV personality, producer and writer.

In 2009 she opened Toronto-based *Ascent Behave*, (formerly Ascent Destinations) a boutique communications agency. The luxury concierge arm of her communication business orchestrates bespoke experiences and events for corporations and affluent individuals including Hollywood's elite.

With a background in television production, Tamara was the original Casting Director and an associate producer on the hit TV series *Matchmaker*. She is currently a partner in www.vrnorth.ca a Virtual Reality production company.

Ms. Moore has also owned and operated the Waterski School at the renowned Deerhurst Resort for over 15 yrs.

Key career accomplishments include brokering the contract to bring the exclusive Gansevoort Hotel to the Turks and Caicos Islands. She went on to serve as Vice President of Business Development for that company.

With a wealth of experience, Tamara has garnered the reputation as one of Canada's leading authorities in luxury travel, brands and experiences.

Represented by the prestigious Elite Model and Butler Ruston Bell agencies, she continues to appear on television as a guest expert on luxury lifestyle, hot trends and travel.

She began her career working in sales for an NBA team, the Toronto Raptors.



Guest Executive Editor for Bold Traveller Magazine



Tamara Moore contributing writer/freelancer for plethora of print magazines including Conde Nast Johansens, City Magazines, Dreamscapes, Bold Traveller and Post Magazines



<https://boldtraveller.ca/travel-inspiration/local-expert/how-to-explore-collingwood-and-the-blue-mountains-like-a-local/>

<https://boldtraveller.ca/places-to-stay/hotels/best-new-hotel-openings-2021/>

<https://boldtraveller.ca/travel-inspiration/diverse-voices/in-conversation-with-rob-ayer-the-canadian-developer-and-owner-of-h2o-life-style-resort/>

<https://boldtraveller.ca/travel-inspiration/globetrotter/qa-with-tamara-bahry-photographer-and-philanthropist/>

<https://boldtraveller.ca/travel-inspiration/travel-stories/i-travelled-to-turks-caicos-and-south-beach-during-the-pandemic-heres-what-it-was-like/>

by CARTE / TRAVEL SMARTER. TRAVEL BETTER.



Courtesy Tamara Moore

The Perfect Day: Tamara Moore takes Whistler

by FEDERICA MARABOLI

As founder of Ascent Behave, Tamara Moore plans luxe vacations and experiences for celebrity and affluent clients from around the world. The Toronto-native also stars in *Après Ski*, a new docu-series set in Whistler, B.C. that goes behind the scenes at a travel concierge business as the team orchestrates unforgettable experiences for clients. Here, Moore gives us her version of a perfect day in Whistler, luxe-style.

Best breakfast
"I like to start the morning early with breakfast at LIFT Coffee Company, the one on Nesters Road just north of Whistler Village. It's an iconic destination and the eggs benedy is out of this world."

Run to the hills
"Right after breakfast, my family and I head to Whistler Blackcomb ski resort, preferring to get

After a full morning of skiing, my body needs some pampering. I love the outdoor hot baths, saunas and massages at the Scandinavian Spa

Relax and recharge
Depending on the mood, and if I'm with my girlfriends, I might hit the boutiques in the village or have a spa afternoon. Especially after a full morning of skiing, my body needs some pampering. I love the outdoor hot baths, saunas and massages at the Scandinavian Spa. If I want something a bit more private, the Spa at the Four Seasons Hotel is my haven. I am obsessed with their signature body treatment, which includes an exfoliating Canadian maple syrup and brown sugar body scrub, a nourishing body wrap with clay and algae, a Moroccan Oil massage and conditioning treatment for your hair and scalp, followed up a deep moisturizing full body massage."

Après-ski
"For some sophisticated après-ski action, head to Axaxi Restaurant in the heart of Whistler Village — they have the best truffle popcorn and I recommend washing it down with a glass of Champagne. I also love the Taperoom lobby lounge; it's a throwback to another era with big fireplaces and old-time, craft cocktails. I'm a wine drinker and not usually too big on spirits, but I really enjoy their cocktails."

first tracks on the mountain while it's still quiet. We favour the Blackcomb side as it's usually not as crowded and it's very picturesque — the views on this side are breathtaking. My husband snowboards but the rest of us ski and, in my opinion, the slopes here are some of the best in the world."

Cocoa at Crystal
"Around 10:30 is the perfect time to take a break and warm up with some hot chocolate at the Crystal Hut. It's a big log cabin with cozy decor near the top of Blackcomb Mountain — around 6,000 feet — and you can't beat the views! Also, if you like Belgian waffles, this is the place to get them."

A fine lunch
"After a few more runs, my favourite place for lunch is Christine's on Blackcomb, a fine dining restaurant. They've recently renovated and the decor is modern minimalist — all blond woods and black leather — but the view is laid back and friendly. The food is incredible and they also have an impressive wine list. And again, the panoramic views are breathtaking and worth the visit alone."

Nicklaus North on the golf club has the most delicious fondues that are a favourite of locals and expats. Plus, it offers impressive views of Green Lake. AURA Restaurant at Nita Lake Lodge is also a good choice. Located in the boutique hotel in Creekside village, it's more contemporary, with spectacular local menus and a great wine cellar."

Champagne dreams
"For a little after-dinner nightlife, my favourite spot is the Bardfoot Bistro. There's the Kestrel One Ice Room, where you can sample vodkas from around the world — if you can stand the cold temperature. But I go for the Champagne bar in the underground wine cellar, where you can order a bottle of bubbly and watch the owner, André, save the top in grand fashion."

Après-Ski airs Tuesdays on Slice at 11 p.m. ET/PT.

Also, check out the week's top stories on the app.

Follow us on social media: @tamara.moore



Tamara Moore is the owner and president of Ascent Behave, a boutique luxury lifestyle/travel concierge company. She has more than 15 years experience working with socialites and Hollywood stars alike. She also stars in the new docu-reality-series on Slice, *Après-Ski*, set in Whistler, B.C.

1 Canada's Top 10 Film Festival

Take advantage of living in Hollywood North. Canada's Top 10 Film Festival is on at TIFF Lightbox this month (Jan 8-17). Get the first look at the newest films made-in-Canada that are receiving global buzz, and spend time with the nation's film elite. Not to be missed: *Guantanamo's Child* with Omar Khadr and in conversation with Kiefer Sutherland.

2 NBA All-Star Game

I'm a huge basketball fan and can't wait for the NBA All-Star Game here in Toronto on Feb. 13. This will be a high-profile, well-attended event, and you might even get an opportunity to hobnob with Drake over cocktails at The ACC Sher Club afterwards. It's a tough ticket to get, but even more sought after is the Friday night Tech party the evening before.

3 Cafe Boulud

Enjoying premium foodie experiences is a great way to live like a king/queen — and Toronto offers an array of fine dining and cool cuisine options. I personally love Cafe Boulud (Four Seasons Hotel) for its upscale, star-worthy atmosphere and incredible French cuisine from world renowned Chef Daniel Boulud. It's the perfect place for a business power breakfast, lunch with girlfriends or an intimate dinner filled with champagne. It also has valet parking, which is ideal for the winter season!

4 The Miraj Hammam Spa

Getting pampered is one of my favourite ways to soak in some luxury. The Miraj Hammam Spa at the Shangri-la Hotel is an exotic oasis that will leave you feeling like a million dollars. The Divine Body Treatment will nourish dry winter skin and the St. Tropez Tan Application will prepare you if you're planning to escape with a vacation down south.

5 The Windsor Arms

Having High Tea with friends is a quintessential luxe experience. The Windsor Arms boasts a stunning tearoom that provides the ultimate elegant afternoon indulgence. And in January, sipping tea while snacking on mini-sandwiches and pastries is the best way to spend a chilly afternoon.

6 Maxi Boutique

Shopping the boutiques in Yorkville always offers a luxury experience and is something my clients love to do while they're in town. When I am looking (or one of my VIP clients is) for something special to wear to an upscale event or on a red carpet, I head to Maxi Boutique, a fabulous spot with gorgeous pieces from Canadian and international designers.



Kiefer Sutherland



Miraj Hammam Spa



Omar Khadr



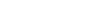
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Today's Notable Young Entrepreneur is Ascent Behave owner Tamara Moore, who's one of Canada's leading authorities in luxury travel and lifestyle public relations. We caught up with her to find out how she hopped aboard this career path and what advice she would share with other young professionals...

WORK:

1. Describe what you do in less than 140 characters. (Or, even a boutique agency [Ascent Behave] that promotes luxury lifestyle and travel brands. The concierge arm of my business creates bespoke experiences for affluent clientele.

2. What was the inspiration for your career route?
It's more of a who than a what — my father. Although I didn't realize it at the time, he semi-retired when I was young, but he had been in the hotel business in the earlier part of his career and my core business is based around my hospitality clients. He also instilled in me a love for travel and a passion for adventure. I started my career thinking I was going to be an actor, and instead I ended up working in the very same field as my father.

3. What is the most memorable milestone in your career so far?
Helping to bring the Gansevoort Hotel Group to the Turks and Caicos Islands is probably the most memorable milestone in my career. It is the first (and really only) modern boutique luxury hotel brand in Turks and Caicos Islands. It was a very exciting time and experience.

4. Where do you see yourself in 5 years, 10 years, 20 years?
I believe it is important to have an end game. In five years I'd like my company to have reached a level of success where larger companies are offering to buy it. I'm not saying I'd sell, but it would be nice to have an offer on the table!

5. Do you have any advice for other young professionals?
To quote Heather Rasmussen from Indigo Books and Music (particularly for women), "Stay at the table." Find mentors to serve as the unofficial advisory board of your career. Be respectful of their time and counsel. I'm fortunate to have several. The fearless. My mother used to say, "There is nothing to fear, but fear itself." We stop ourselves from achieving greatness when we allow fear to stop us from taking that next step. We often tell ourselves we shouldn't be doing this, or that, that it's not the right decision, when really we are just afraid. Don't procrastinate. Rise.

6. Do you support any charities? If so, which one(s) and why is it (or they) important to you?
MLSE (Maple Leaf Sports & Entertainment) Foundation. Their vision is to change lives through the spirit and the power of sports and their mission is to improve the lives of youth by building facilities, giving to sustainable programs, and empowering youth through sports and recreation. I believe passionately that sports can change children's lives by building their self-esteem and teaching them valuable life lessons. MLSE Foundation has been integral in the revitalization of Rogers Park, which is important to me for personal reasons. I'm honoured to be the first female member recruited to their Presidents' Club team. Other charities I support include 30dream.org and netlives.org.

8. What does the word notable mean to you?
Something of importance, significance.

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HOW TAMARA MOORE TURNED A LOVE OF TRAVEL INTO A LIFELONG CAREER AND A TV GIG

December, 17th, 2015 Profiles of Women of Influence, Entrepreneurs, Expert Advice

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new for me.

You started your career working for professional sport franchises in sales and marketing. Have you ever felt your gender has helped, or held you back, during your career?

I've experienced both. In a positive way, I think there's a lot of men and women that are trying to help women succeed and break that glass ceiling and take that C-Suite. And then to be candid, although I've worked with some amazing men, there have been times in my career where someone may appear to be interested in a business opportunity but really there's another agenda. It's important to set clear lines between business and pleasure, and it's important to be strong and firm in your resolution.

Why did you decide to be an entrepreneur?

I have to give credit to my father. He was an entrepreneur and I watched him do so many exciting and different things in his career. I love being in control of my own destiny. I'm ambitious and self-motivated and that's what drove me.

What would you tell your 20 year old self?

Love yourself. Love how you are as a person, how you look, how you feel, and enjoy every moment.

Tamara Moore is no stranger to bold moves. She started her luxury travel company, *Ascent Behave*, in the middle of a recession. She successfully brought the boutique Gansevoort Hotel Group from NYC to Turks and Caicos when there were limited female leaders on the small island. She has turned her passion for travel into a lifelong career, most recently landing the CEO role in Slice's reality TV show, *Après Ski*. We sat down with Tamara to learn more about her entrepreneurial success story:

As told to Meghan Jeffery

Tell me how you got into the luxury travel industry. Did you set out to achieve it or did it arise organically?

I do have a love of travel from my father, who was quite an adventurer and involved in the hotel industry. Subconsciously I think he definitely influenced me. I also have a BA in English, and I wanted to be a writer. I did some writing for a travel magazine, which introduced me to the travel and luxury hotel market in the United States, but there wasn't a big enough market in Canada to employ me full time. They still wanted to work with me, and were interested in doing some contracts together. The industry found me, and to be honest, I was slightly intimidated when they asked me to do their contracts because it was something

NBC *Après Ski*

Most recently, this travel maven starred in Season 1 of *Après Ski*, a reality-docu-series that aired on Slice in Canada and on Bravo in the U.S.

Set in Whistler, British Columbia, the show centers around Canadian hospitality mogul Joey Gibbons' travel concierge business, Gibbons Life.

Tamara, served as the CEO of Gibbons Life, leading a dynamic team of concierge hopefuls that orchestrate unforgettable and one-of-a-kind experiences for their VIP clients – and who will do anything to make it big in the travel concierge business.





Micro Influencer

Tamara is a staple at red carpet events and charity galas across Canada and the U.S. She has been featured on the party pages of National Post, Hello! Canada Magazine, TorontoLife.com and more.

Tamara is also a proud supporter of the MLSE Foundation - and is the first female member to be recruited to the MLSE Presidents' Club.



[@tamaraascent](https://twitter.com/tamaraascent)



[@tamaramooreascent](https://www.instagram.com/tamaramooreascent)



Brand Experience

Over the past 15 years, Tamara has represented premium brands such as Condé Nast, Gansevoort Hotel Group, Albany Bahamas (founded by Tiger Woods and Ernie Els), Pink Tartan, Ryan Alexander, NARCES, Caribbean Club, Cap Maison Luxury Resort and Spa in St. Lucia, Sher Club in Toronto (founded by Drake), the MLSE Foundation and Spyder Ski Wear - to name a few!



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Contact:
Tamara Moore,
tamara@ascentbehave.com