

Information Bulletin –Call for Nominations

Destination BC Tourism Marketing Committee: Call for Applications 2022-2024 Term

Williams Lake—Destination BC is seeking representatives for its Tourism Marketing Committee (TMC) for terms beginning January 1, 2022.

In the Cariboo Chilcotin Coast region, the TMC requires one representative for a three-year term (January 1, 2022 to December 31, 2024).

Interested applicants should possess the following experience and skills, to complement those of the current members:

- ✓ Experience with tourism marketing on a global, national, and/or provincial scale demonstrating a thorough understanding of tourism issues, sectors, and opportunities.

Plus, at least one of the following, as an area of specific expertise:

- ✓ Sector knowledge – representative of one of our key sectors or stakeholder groups including cities/community DMOs (employed or Board), skiing, wine, culinary, golf, culture, Indigenous, fishing, camping etc.
- ✓ An operator/owner of a tourism business based in BC

All members are expected to represent the tourism industry from a provincial perspective, working collaboratively with others, for the benefit of tourism province-wide, in a fully transparent and accountable process. Members are expected to contribute to Destination BC's marketing objectives in a meaningful way, including prioritizing time for committee meetings and review of materials.

Destination BC strives to ensure that TMC members represent the cultural, ethnic and gender diversity of British Columbia. Applicants are encouraged to highlight their experience supporting and promoting diversity, equity, and inclusion in a tourism organization in their application form. Destination BC and regional representatives will evaluate qualified applicants and bring forward recommended nominations to Destination BC's Board of Directors for consideration.

More information about the TMC and its terms of reference can be found [here](#).

Application Process

Each application must include the completed and signed [Application Form](#) including your résumé and any other supporting documents you feel are relevant to this process. Applications are to be submitted in electronic form. Applications must be received no later than 5 pm on Wednesday, October 6, 2021.

Please submit your application form to: Tatyana.Slavkova@DestinationBC.ca

About Destination BC:

Destination British Columbia (Destination BC) is a Provincially funded, industry-led Crown corporation that supports a strong and competitive future for BC's tourism industry through a combination of global marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing. Destination BC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen BC's worldwide reputation as a destination of choice. For more information about Destination BC's programs and services, please visit: www.DestinationBC.ca

Media Relations
Destination British Columbia
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Background

Destination BC established an industry-based Tourism Marketing Committee (TMC) in 2013, as outlined in the [Destination BC Corp. Act](#), to provide advice to the Corporation's Board of Directors and CEO on:

- Marketing strategies for Destination BC
- Aligning Destination BC's marketing strategies with tourism marketing programs across the province
- Assessing the performance of Destination BC's tourism marketing programming, and the performance of the tourism sector (particularly against key competitors)

The Committee comprises up to 21 members:

- Eighteen regionally based members, three from each of British Columbia's six tourism regions
- One member nominated by the Indigenous Tourism Association of British Columbia (ITBC)
- Up to two additional members appointed by the Destination BC Board in consultation with RDMOs, if desired, to ensure that a broad cross-section of the tourism industry is represented on the Committee.

Collectively, TMC members must have the necessary range of skills and experience, regional and sector perspectives, and marketing knowledge to provide valued, strategic marketing advice to the CEO and Board.