**Information Bulletin –Call for Nominations**

**Destination BC Tourism Marketing Committee: Call for Applications 2024-2026 Term**

Williams Lake—Destination BC is seeking representatives for its Tourism Marketing Committee (TMC) for terms beginning January 1, 2024.

In the Cariboo Chilcotin Coast region, the TMC requires one representative for a three-year term (January 1, 2024 to December 31, 2026).

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

* Understanding of the tourism industry, its issues, trends, and opportunities.
* Experience with tourism marketing on a global, national, and/or provincial scale with a focus on travel trade, online travel agencies, and travel media as well as direct to consumer including complex integrated marketing programs, brand development, content marketing and data-driven, digital marketing strategy.
* Experience with destination management on a provincial, regional, and/or local scale, demonstrating a thorough understanding of trends, issues and opportunities impacting the growth and development of the visitor economy.

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

* Sector knowledge – representative of one of BC’s key tourism sectors or stakeholder groups including cities/community DMOs (employed or Board), ski, wine, culinary, golf, culture, Indigenous, fishing, camping, etc.
* An owner/operator/senior manager 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. Members will need to prioritize time for committee meetings and review of materials in order to contribute to Destination BC’s marketing and destination management objectives in a meaningful way.

Destination BC strives to ensure that TMC members collectively represent a well-rounded committee comprised of diverse cultures, ethnicities, gender(s), and abilities present in British Columbia. Applicants are encouraged to highlight their experience supporting and promoting diversity, equity, inclusion, and accessibility in a tourism context 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](https://www.destinationbc.ca/content/uploads/2022/08/DBC-Tourism-Marketing-Committee-Terms-of-Reference-updated-July-2022.pdf).

**Application Process**

**Each application must include the completed and signed**[**Application Form**](https://www.destinationbc.ca/content/uploads/2023/08/TMC_Call-for-Applications-and-Application-Form_August-2023.pdf) **including your resumé and any other supporting documents you feel are relevant to the process. Applications are to be submitted in electronic form and must be received no later than 5 pm on Wednesday, October 11, 2023. Please submit your application 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](http://www.DestinationBC.ca)

Media Relations
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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*](http://www.bclaws.ca/civix/document/id/complete/statreg/13006_01), to provide advice to the Corporation’s Board of Directors and CEO on:

* Marketing strategies for Destination BC
* Destination management strategies for Destination BC
* Aligning Destination BC’s marketing and destination management strategies with tourism marketing and destination management programs across the province
* Assessing the performance of Destination BC’s tourism marketing and destination management 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.