

Tourism Marketing Committee: 2025-2027 Application Process

Destination BC works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional, and local levels as well as coordinating destination management within British Columbia. The Tourism Marketing Committee (TMC) provides strategic advice to Destination BC's Board and Executive team relating to the corporation's marketing and management strategies, alignment with tourism marketing and management programs across the province, and performance assessment of Destination BC's tourism marketing and destination management programming.

The TMC has up to twenty-one members; Destination BC is currently seeking to fill three seats. Beginning January 1, 2025, the TMC requires one representative from each of the following tourism regions¹:

- Kootenay Rockies;
- Thompson Okanagan;
- Northern BC.

Background

Destination BC established an industry-based 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
- 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)

Terms of Reference (TOR)

The full TMC of Reference are available on [Destination BC's website](#).

The Committee comprises up to twenty-one 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), and
- Up to two additional members appointed by Destination BC's Board, 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 and/or destination management knowledge to provide valued, strategic advice to the CEO and Board.

¹ No new representatives for the Cariboo Chilcotin Coast (CCC), Vancouver Coast and Mountains (VCM) and Vancouver Island (VI) regions are required for 2025.

Experience and skills

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 destination marketing on a global, national, and/or provincial scale demonstrating a thorough understanding of the tourism industry.
- ✓ Experience with destination management with a focus on industry development/training, cooperative programming, sustainable tourism development, visitor management strategies, resident engagement and familiarity with provincial, regional, or local destination development strategies.

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

- ✓ Sector knowledge – representative of one of our 2025 priority industry or experience sectors or stakeholders including wine, culinary, golf, fishing, camping, transportation, etc.
- ✓ An owner/operator or a senior leader in 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 the TMC is, collectively, a well-rounded committee comprised of the 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.

Destination BC and regional representatives will evaluate qualified applicants and bring forward recommended nominations to Destination BC's Board of Directors for consideration.

Term

The initial term of each appointment is three years, beginning January 1, 2025 and ending December 31, 2027, or otherwise as determined by Destination BC's Board of Directors. Committee members may serve for one-, two-, or three-year terms, and may not serve for more than six years in total.

Time commitment

The Committee will meet on a regular basis, on a schedule determined by TMC members and Destination BC's TMC Chair. The Committee will meet two to three times each year in person or virtually, coinciding with the annual strategic planning schedule created by Destination BC's Board of Directors.

Compensation

Members of the committee will have their travel expenses reimbursed to attend committee meetings. However, they will not be paid a per-diem with the exception of those who are not otherwise already compensated. Those who are not already compensated will receive remuneration via a daily rate in line with the Remuneration Guidelines that govern the

remuneration and expense reimbursement payable to ministry and Crown agency board appointees.

Eligibility

Tourism business owners or senior management, and/or members of community or sector associations. Members must be residents of British Columbia. Please note eligibility for the TMC excludes consultants and agencies.

Contact

If you have questions about the TMC application process or need assistance completing the electronic [application form](#), please contact: vittoria.urpens@destinationbc.ca