



## Tourism Marketing Committee: Application Process

Destination BC works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional, and local levels. The Tourism Marketing Committee (TMC) provides strategic advice to Destination BC's Board and CEO relating to the corporation's marketing strategies, alignment with tourism marketing programs across the province, and performance assessment of Destination BC's tourism marketing.

Destination BC is currently seeking five representatives. Beginning January 1, 2022, the TMC requires one representative from the following tourism regions<sup>1</sup>:

- Cariboo Chilcotin Coast;
- Kootenay Rockies;
- Northern BC;
- Thompson Okanagan; and
- Vancouver Island.

### 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)

### Terms of Reference (TOR)

The [TOR for the TMC can be found here](#).

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), 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 knowledge to provide valued, strategic marketing advice to the CEO and Board.

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<sup>1</sup> No new representatives for the Vancouver Coast and Mountains (VCM) region are required for 2022.

## **Experience and skills**

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.

## **Term**

The initial term of each appointment is three years, beginning January 1, 2022 to December 31, 2024. 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, if required, via video conference), 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. Members will not receive compensation for meetings.

## **Eligibility**

Residents of British Columbia and/or Tourism business owners and/or members of sector associations.

**Destination BC  
Tourism Marketing Committee  
Application Form**

*[Please save this form on your computer before completing it.]*

**Full name:**

**Street Address:**

**City:**

**Province:**

**Postal Code:**

**Contact number:**

**E-mail:**

**Company:**

**Years active in tourism:**

**Position (include if owner):**

**Where is the tourism business you are representing located? If multiple locations, please list all locations but select one main operating location.**

**Which region are you applying for?**

☐ Cariboo Chilcotin Coast

☐ Kootenay Rockies

☐ Northern BC

☐ Thompson Okanagan

☐ Vancouver Island

**Please tell us more about yourself**

Destination BC is committed to diversity, equity, and inclusion in all aspects of its activities, including the work and membership of the TMC. Applicants from equity seeking groups are encouraged to apply and self-identify in their TMC Application Form, if they so wish. All applicants are encouraged to highlight their experience supporting and promoting diversity, equity, and inclusion in a tourism organization. As a collective, the members of the TMC should represent the diversity of British Columbia. Destination BC is committed to protecting the privacy of applicants. Any personal information provided to us is collected, used, and disclosed in accordance with the British Columbia [Freedom of Information and Protection of Privacy Act](#) ("FOIPPA").

**Do you identify as:**

☐ Woman   ☐ Man   ☐ Transgender   ☐ Gender diverse (e.g., agender, two-spirit, etc.)

☐ Prefer not to say

**Do you identify as LGBTQ2S+?**

☐ Yes

☐ No

☐ Prefer not to say

**Do you identify as Indigenous or Métis?**

☐ Yes

☐ No

☐ Prefer not to say

**Do you identify as a person of colour?**

☐ Yes

☐ No

☐ Prefer not to say

**Do you identify as a person with a disability?**

☐ Yes

☐ No

☐ Prefer not to say

**Please answer the following questions.**

- 1. Why would you like to serve on Destination BC's Tourism Marketing Committee (TMC)?**  
*(maximum 250 words)*

- 2. Please demonstrate how you meet the specific characteristics, experience, and skills that have been outlined in the current Call for Applications. *(maximum 250 words)***

✓ Experience with tourism marketing on a global, national, and/or provincial scale demonstrating a thorough understanding of the tourism industry. Focus on travel trade, online travel agencies, and travel media as well as direct to consumer including complex integrated marketing programs, brand development and content marketing.

**Plus, at least one of the following:**

✓ 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. *(maximum 250 words)*

✓ An operator/owner of a tourism business based in BC

✓ How do you support Destination BC's work toward diversity, equity, and inclusion? This is defined as creating opportunities for people with disabilities, Indigenous Peoples, racialized persons, persons who identify as LGBTQI2S+, and other traditionally underrepresented groups. *(maximum 250 words)*

**3. In your opinion, what are the most important factors in ensuring strong collaboration and alignment within the provincial tourism industry? (*maximum 250 words*)**

**4. Please provide any other relevant information to support your application. (*maximum 250 words*)**

I certify all information contained in this Application Form to be correct:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**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 13, 2021.**

**Please submit your application form to: [Tatyana.Slavkova@DestinationBC.ca](mailto:Tatyana.Slavkova@DestinationBC.ca)**