

# Meet Allison!

## #BCTourismMatters



Allison is a Marketing Coordinator on the channels team at Destination BC. Her job includes supporting consumer-direct marketing including #ExploreBC and global campaigns. Allison has been with the organization for four years and loves being able to promote a province and industry she is so passionate about.

As a born and raised British Columbian, her favourite memories growing up include summers in Parksville and exploring a different Gulf Island with her family every year.

Despite having beautiful memories of BC growing up, Allison says that a career in tourism wasn't necessarily top of mind. She stumbled across the Marketing and Tourism Program at the British Columbia Institute of Technology years ago and quickly realized that it was the perfect blend of her skills and interests.

“What I appreciate most about working in tourism is what a fun industry it is and how ardent people are. Everyone loves to travel and they're passionate about providing memorable experiences to visitors.”

Allison believes that tourism adds value across the province, providing many jobs for communities. As tourism continues to grow, she thinks it will be exciting to see the positive outcomes visible through employment opportunities.

“Tourism is an amazing industry to work in. There's a lot of flexibility in what you can do with your career, and there is tremendous opportunity for growth as the industry continues to expand.”

With new advances in technology, and the ever-changing digital landscape, is tourism future-proof? The days of staying in the same job for thirty years are dwindling. Today, careers evolve with our interests and circumstances. If you equip yourself with solid skills and an understanding of the basics of the tourism industry, you will find those skills will lead you to an exciting future full of possibilities.