

Meet Carmen!

#BCTourismMatters



Meet Carmen, the Corporate Development Coordinator at Destination BC. She provides support to the Regional Partnerships program and to the Corporate Development Division, making sure everything runs like a well-oiled machine (and providing many laughs with her quips along the way).

Carmen says that passion is so evident in the tourism industry—it's infectious! When people love what they do, it makes her work enjoyable by the pure nature of being around happy people.

However, to the general public, Carmen has noticed that there can be a lot of misconception about what tourism entails, and tries to pull back the curtain in an effort to educate others. She believes it's a huge contributor to the economy, because BC is a destination that people want to return to, whether to experience the bustling city life or the serenity of the outdoors.

“There is a wide range of work happening in tourism across the province, it's not just about hotels, restaurants, and attractions—it's about partnerships, destination development, and collaborative marketing efforts spread across a number of regions—it's a total team effort.”

Carmen loves that tourism is currently becoming a movement for rejuvenation and fulfillment. Today, travellers are looking for experiences that help them disconnect from their busy day-to-day lives, something she says will be beneficial to remote areas of BC in the future.



DESTINATION
BRITISH COLUMBIA