



Tourism Marketing Committee: Call for applications for Vancouver, Coast and Mountains, and Thompson Okanagan Regions

Destination BC is currently seeking:

- two representatives from the Vancouver, Coast, and Mountains tourism region
 - For a two-year (January 2018 to December 2019), and a three-year term (January 2018 to December 2020)
- one representative from the Thompson Okanagan tourism region
 - For a three-year (January 2018 to December 2020) term

The representatives will serve on Destination BC's [Tourism Marketing Committee](#).
View the application form below.

Background

Destination British Columbia 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](#). Destination BC and BC's Regional Destination Marketing Organizations (RDMOs) selected the founding members of the Tourism Marketing Committee in July 2013.

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 Aboriginal Tourism Association of British Columbia (AtBC)
- Up to two additional members appointed by the Destination BC Board in consultation with RDMOs, if necessary 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.

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:

- ✓ International marketing experience, with particular focus on US and China
- ✓ Digital/online marketing experience, with particular focus on data-driven and programmatic marketing
- ✓ Experience with international travel trade

Committee members are expected to work collaboratively with others, for the benefit of tourism province-wide, in a fully transparent and accountable process, and contribute to Destination BC's marketing objectives in a meaningful way, including prioritizing time for committee meetings and review of materials.

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 appointment is from January 2018 to December 2020 for one representative from the Vancouver, Coast and Mountains region, and one representative from the Thompson Okanagan region. The term of appointment for the second representative from the Vancouver, Coast and Mountains region is from January 2018 to December 2019. Committee members may serve no more than two consecutive terms.

Time commitment

The Committee will meet on a regular basis, on a schedule determined by TMC members and Destination BC's Tourism Marketing Committee Chair. The Committee will meet two to three times each year in person, 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.



**Destination British Columbia
Tourism Marketing Committee:
Application Form**

Full name:

Street Address:

City:

Province:

Postal Code:

E-mail:

Contact number:

Company:

Years active in tourism:

Position:

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 tourism issues, sectors, and opportunities

Plus, at least one of the following:

✓ International marketing experience, with particular focus on US and China

✓ Digital/online marketing experience, with particular focus on data-driven and programmatic marketing

✓ Experience with international travel trade

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 nomination. (maximum 250 words)

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

Signature: _____ Date: _____

Each application must include the completed application form including your résumé and any other supporting documents you feel are relevant to this process. Applications may be submitted in electronic form. Applications must be received no later than 5 pm on Friday, November 24, 2017.

Please submit your application form to: Tatyana.Slavkova@destinationbc.ca