

Meet Maya!

#BCTourismMatters



MAYA AND HER FAMILY ON A CAMPING TRIP

Maya is the VP of Global Marketing at Destination BC. As a passionate British Columbian raising a young family, she loves skiing, sailing, swimming, and exploring BC's hidden wonders. When the opportunity came to work in the tourism industry, Maya says she seized it immediately.

Throughout her career, she spent time working across Canada and in other countries, too. She was always proud to tell people that she was from British Columbia, and was proud of what that meant.

Now as the VP of Global Marketing, she develops the future-forward marketing strategy that drives tourism revenue through visitation to the province. Maya works with an amazing team in British Columbia and in six global markets, as well as provincial partners across Canada and with large platforms around the world.

What she loves most is the impact the organization has on the success of individual businesses and the BC economy as a whole.

“Tourism is an opportunity all around BC: rural or urban, north or south, east versus west, outdoors or indoors, on the water or in a cafe/museum. No other industry in BC can offer opportunity everywhere to the same extent.”

Maya shares that while many may think of tourism as mostly entry-level jobs, there are many rewarding careers available in the industry. Working at a hotel in guest services or as a tour guide in your community provides significant value to an organization because you understand the visitor in a much deeper way. All opportunities in tourism serve as a gateway to unlimited potential.

Tourism is core to BC's economy and a key to BC's future. By choosing a career in tourism, Maya believes you will be part of the world's fastest growing sector, ripe with opportunity.