



## 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, 2021, the TMC requires one representative from the following tourism regions<sup>1</sup>:

- Northern BC;
- Kootenay Rockies;
- Thompson Okanagan.

And two representatives from:

- Vancouver, Coast & Mountains.

### 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)
- Up to two additional members appointed by the Destination BC 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 Island and Cariboo Chilcotin Coast regions are required for 2021.

## 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 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, 2021 to December 31, 2023. 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 (and via video conference (Zoom) during the pandemic), 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 before completing it.]*

**Full name:**

**Street Address:**

**City:**

**Province:**

**Postal Code:**

**E-mail:**

**Contact number:**

**Company:**

**Years active in tourism:**

**Position (include if owner):**

**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.

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

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 Tuesday, October 27, 2020.**

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