



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 and destination management within British Columbia. The Tourism Marketing Committee (TMC) provides strategic advice to Destination BC's Board and CEO relating to the corporation's marketing and management strategies, alignment with tourism marketing and management programs across the province, and performance assessment of Destination BC's tourism marketing and destination management programming.

The TMC has up to twenty-one members; Destination BC is currently seeking to fill six seats. Beginning January 1, 2023, the TMC requires one representative from the following tourism regions¹:

- Cariboo Chilcotin Coast;
- Kootenay Rockies;
- Northern BC;
- Vancouver, Coast and Mountains.

And two representatives from:

- Vancouver Island.

Background

Destination BC established an industry-based 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
- Destination management strategies for Destination BC
- Aligning Destination BC's marketing and destination management strategies with tourism marketing and destination management programs across the province
- Assessing the performance of Destination BC's tourism marketing and destination management 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 twenty-one 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), and
- Up to two additional members appointed by Destination BC's 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 and/or destination management knowledge to provide valued, strategic advice to the CEO and Board.

¹ No new representatives for the Thompson Okanagan (TO) region are required for 2023.

Experience and skills

Interested applicants should possess the following experience and skills, to complement those of the current members:

- ✓ Understanding of the tourism industry, its issues, trends and opportunities.
- ✓ Experience with tourism marketing on a global, national, and/or provincial scale with a focus on travel trade, online travel agencies, and travel media as well as direct to consumer including complex integrated marketing programs, brand development, content marketing and data-driven, digital marketing strategy.
- ✓ Experience with destination management on a provincial, regional, and/or local scale, demonstrating a thorough understanding of trends, issues and opportunities impacting the growth and development of the visitor economy.

Plus, at least one of the following, as an area of specific expertise:

- ✓ Sector knowledge – representative of one of BC's key tourism sectors or stakeholder groups including cities/community DMOs (employed or Board), ski, wine, culinary, golf, culture, Indigenous, fishing, camping, etc.
- ✓ An owner/operator/senior manager 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. Members will need to prioritize time for committee meetings and review of materials in order to contribute to Destination BC's marketing and destination management objectives in a meaningful way.

Destination BC strives to ensure that TMC members collectively represent a well rounded committee comprised of diverse cultures, ethnicities, gender(s), and abilities present in British Columbia. Applicants are encouraged to highlight their experience supporting and promoting diversity, equity, inclusion and accessibility in a tourism context in their Application Form.

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, 2023 to December 31, 2025. 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 (or, if required, via video conference), 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

Tourism business owners or senior management, and/or members of community or sector associations. Members must be residents of British Columbia. Please note eligibility for the TMC excludes consultants and agencies.

**Destination BC
Tourism Marketing Committee
Application Form**

[Please save this form on your computer before completing it.]

Full name:

Street Address:

City:

Province:

Postal Code:

Contact number:

E-mail:

Company:

Years active in tourism:

Position (include if owner):

Where is the tourism business you are representing located? If multiple locations, please list all locations but select one main operating location.

Which region are you applying for?²

- ☐ Cariboo Chilcotin Coast ☐ Kootenay Rockies
☐ Northern BC ☐ Vancouver Island
☐ Vancouver, Coast and Mountains

Please tell us more about yourself

Destination BC is committed to diversity, equity, inclusion and accessibility in all aspects of its activities, including the work and membership of the TMC. Applicants from equity seeking groups are encouraged to apply and self-identify in their TMC Application Form, if they so wish. All applicants are encouraged to highlight their experience supporting and promoting diversity, equity, inclusion and accessibility in a tourism context. As a collective, the members of the TMC should represent the diversity of British Columbia. Destination BC is committed to protecting the privacy of applicants. Any personal information provided to us is collected, used, and disclosed in accordance with the British Columbia [Freedom of Information and Protection of Privacy Act](#) ("FOIPPA").

Do you identify as:

- ☐ Woman ☐ Man ☐ Transgender ☐ Gender diverse (e.g., agender, two-spirit, etc.)
☐ Prefer not to say

Do you identify as LGBTQ2S+?

- ☐ Yes ☐ No ☐ Prefer not to say

Do you identify as Indigenous or Métis?

- ☐ Yes ☐ No ☐ Prefer not to say

Do you identify as a person of colour?

- ☐ Yes ☐ No ☐ Prefer not to say

Do you identify as a person with a disability?

- ☐ Yes ☐ No ☐ Prefer not to say

² No new representatives for the Thompson Okanagan (TO) region are required for 2023.

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 experience, and skills that have been outlined in the current Call for Applications.

✓ 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, content marketing and data-driven, digital marketing strategy. *(maximum 250 words)*

✓ Experience with destination management with a focus on industry development/training, cooperative programming, sustainable tourism development, visitor management strategies, resident engagement and familiarity with provincial, regional, or local destination development strategies. *(maximum 250 words)*

Plus, at least one of the following:

✓ Sector knowledge – representative of one of BC's key tourism sectors or stakeholder groups including cities/community DMOs (employed or Board), ski, wine, culinary, golf, culture, Indigenous, fishing, camping, etc. *(maximum 250 words)*

✓ An owner/operator/senior manager of a tourism business based in BC. (*maximum 150 words*)

✓ How do you support British Columbia's tourism industry's work toward diversity, equity, inclusion and accessibility? This is defined as creating opportunities for people with disabilities, Indigenous Peoples, racialized persons, persons who identify as LGBTQI2S+, and other traditionally underrepresented groups. (*maximum 250 words*)

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 application.
(maximum 250 words)

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

Signature: _____

Date: _____

Each application must include the completed and signed application form including your resume and any other supporting documents you feel are relevant to this process. Applications are to be submitted in electronic form. Applications must be received no later than 5:00 pm on Tuesday, October 11, 2022.

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