

Destination BC Employee Profile

BC's tourism industry is known as a close-knit ecosystem where people work, play, and connect with each other year-round, with many colleagues working together for decades. People bond over unforgettable adventures, and sometimes cut their teeth in a myriad of tourism jobs along their career paths.

At Destination BC, we're celebrating our staff—the people who power tourism across the province. These are the people who show up every day with passion and purpose, helping to deliver remarkable experiences for visitors and, in the process, creating meaningful connections and memories of their own. They are the heart of our industry, and we're proud to recognize their impact.

Destination BC Employee: Karen Homes

Job Title: Senior Project Manager, Industry Development

What tourism jobs have you had?

Before starting at Destination BC, I worked at a Cirque du Soleil ticket office, a bus company, the [Pacific Coliseum](#) in Vancouver, and the [Visitor Centre in Whistler](#). I grew up in a restaurant family, so hospitality is in my blood. That said, tourism wasn't a career I planned for – life just led me here.

What do you love about working in tourism?

I love working with people. Travellers are generally happy to be discovering new things in a new destination. Being involved in some of the ways they explore their choice destination has always been a fun part of tourism for me. Peoples' excitement about travelling in BC is contagious.

What's your most memorable BC travel moment?

Going to a backcountry lodge for the first time, in the Kootenays, has stayed with me. There was no connectivity and no interruptions. We did yoga in the mountains, hiked, and had meals cooked for us by a personal chef. It was serene and beautiful, and so quiet. I can't wait to go back.