

## Background

Destination Canada has multiple advisory committees to attain industry input and expert advice on key issues and opportunities in delivering innovative programs and services for the Canadian tourism industry. The Leisure Marketing Advisory Committee is co-managed by Sarah Finstad, Regional Managing Director- Americas, and Rupert Peters, Regional Managing Director - Europe & India.

## Mandate

Committee members will help inform and provide input relating to key opportunities, marketplace trends and issues relating to Destination Canada's leisure marketing strategies and programs. Destination Canada currently markets to leisure travellers across 10 primary international markets.

## Membership

The collective membership, to a maximum of 18 members, for this committee seeks to include industry representation from across Canada and reflect a reasonable balance of tourism sub-sectors, destination marketing organizations, retail travel organizations (tour operators/OTAs), technology companies, federal agencies and SMEs operating in the industry. Independent consultants, market research firms, media agencies and creative agencies may be invited to sit on the committee as observers or experts from time to time, as determined by the Chair.

Candidates for the committee are selected based on their experience and expertise, with a view to having a committee with diverse skills, experience and perspectives to ensure Destination Canada, and its Board of Directors, will benefit from a richness of advice. Geographic diversity will also be considered in selecting members.

Destination Canada's marketing and sales programs include a mix of consumer direct, media relations/PR and travel trade activities executed primarily in markets outside of Canada, and therefore candidates with a high degree of knowledge and experience across these channels in international markets is beneficial. Furthermore, many of our programs are partnership oriented so having experience in managing co-investment strategies and programs for sales and marketing is beneficial.

## Member Composition Profile

**Taking into consideration the mandate of the committee, and to adequately fulfill their advisory role, members of the committee are:**

- In a senior/executive position for at least 3 years and with an organization involved in some manner with the Canadian tourism industry
- Work experience, competencies, skills and expertise that are most relevant to the committee's mandate
- While not mandatory, representing an organization who has either co-invested and/or worked closely in support of Destination Canada's leisure programs is beneficial

**More specifically, committee members will reflect a cross-section of the following core attributes, competencies and experience:**

- awareness of leisure marketing and sales trends
- strategic marketing and planning skills
- responsibility for oversight of global marketing and sales plans in their organization
- solid understanding of partnership marketing
- dynamic and energetic, with stature and influence in the industry
- independent informed judgement serving first the interests of Destination Canada before their own organization

- strong oral communication and listening skills – capable of speaking out and challenging
- ability to work as a part of a group – persuasive, assertive and flexible
- high ethical standards and integrity – willing to commit time and effort

## Appointment Terms

Committee membership is on a volunteer basis and for a maximum three-year term. Destination Canada reserves the right to assign terms of one year and two years to ensure continuity of membership year over year. Past members who have already served a three-year term in the past can reapply for another term. The maximum number of years that an individual can participate on the committee is for a total of six years.

## Meeting Schedule / Format / Reimbursement

Advisory committees must meet at least twice a year in person. Excluding the committee chair, committee members personally incur all expenses, including travel. Meetings are scheduled to support Destination Canada's annual strategic planning cycle and they are generally held in Q1 and Q3. Requests for advice and input can occur on an ad hoc basis and may necessitate conference calls outside of face-to-face meetings.

## How to Apply

Individuals interested in serving on a volunteer basis on the Leisure Marketing Advisory Committee for either a one, two, or three year term from January 2019 to December 2021 are asked to submit a brief statement of interest (250 words or less) and a CV/resume.

**Your submission must include in the body of the email or cover note the following:**

- Indication of Name of Committee
- Indication of membership: member or Committee Chairperson
- A summary of most relevant skills, experience and knowledge that would support the mandate of the Committee;
- Evidence of an ability to work in a consensus decision-making environment.

Please complete and send your application to [advisorycommittees@destinationcanada.com](mailto:advisorycommittees@destinationcanada.com).

Please Note: at this current time, the Business Events Canada Advisory Committee is not requiring a new Chair as this role is filled.

## Closing Date For Applications

Friday, October 26, 2018

### For more information

For more information about Destination Canada's committees, please refer the FAQ document on the Destination Canada corporate website or contact [advisorycommittees@destinationcanada.com](mailto:advisorycommittees@destinationcanada.com).

Due to the volume of interested applicants, Destination Canada will strive to get back to everyone as best they can, but those selected for membership will be notified by no later than December 7, 2018.

The next meeting for the Leisure Marketing Advisory Committee will be held in Q1, 2019.