

## 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 Research Advisory Committee is managed by Chantz Strong, Executive Director Consumer & Market Intelligence.

## Mandate

**Destination Canada believes that data and the insights from this data is a critical aspect to delivering on its legislated mandate to:**

- a) sustain a vibrant and profitable Canadian tourism industry;
- b) market Canada as a desirable tourist destination;
- c) support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- d) provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

Accordingly, the mandate of the Research Advisory Committee is to ensure that Destination Canada is a global leader in the way that it generates, collects, analyzes and handles data, as well as how, where and why it disseminates insights to its internal team and the industry.

## Membership

The collective membership for this committee, to a maximum of 18 members, 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 Advisory Committees with diverse skills, experience and perspectives to ensure the organization will benefit from a richness of advice. Geographic diversity will also be considered in selecting members.

Consideration will also be given to members and their skills and experience on research methodologies, data and analytics technologies and approaches.

## Member Composition Profile

**Taking into consideration the mandate of the committee, and to adequately fulfill their advisory role, members of the committee will reflect a cross-section of the following core attributes, competencies and experience:**

- awareness of leisure marketing and sales trends
- strategic research and planning skills
- responsibility for oversight of global research in their organization
- solid understanding of 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 Research 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).

## 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 Research Advisory Committee will be held in Q1, 2019.