



## **TERMS OF REFERENCE**

### **TOURISM ADVISORY COMMITTEE**

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#### **PURPOSE:**

The purpose of the Tourism Advisory Committee is to develop a new and comprehensive governance model for the delivery of tourism marketing/services in Nanaimo in order to optimize Nanaimo's competitive advantage. This structure will include a broad, integrated whole destination approach to include destination marketing/management, visitor services and engagement with stakeholders across all tourism sectors and community. Broadly tourism is defined to include leisure tourism, meetings & conventions, sport tourism, festivals & events, the accommodation sector and includes overnight visitation.

Key objectives of the Committee include:

- Engagement of a consultant/contractor to facilitate the process and identification of a governance structure for Nanaimo. A strong governance model lays the foundation for successful delivery of unified tourism services in Nanaimo.
- The review of documents and best practices pertaining to the governance of tourism organization, tourism and destination marketing/management trends and best practices of effective governance structures.
- Identification of a process for communication, collaboration and engagement of the broader tourism industry and the community.
- Identify strategic regional tourism partnerships with other stakeholders/partners in the context of governance and the delivery of collaborative tourism/destination marketing.
- Ensuring that all recommendations provided to Council include broad tourism sector feedback stakeholders from across the tourism sector and the community.

#### **MEMBERSHIP:**

The membership of the Committee will consist of a minimum of nine (9) members

#### **ELIGIBILITY:**

All residents of the City of Nanaimo are eligible to apply; however, individuals with direct involvement in the tourism industry will be given preference for membership on this Committee

**MEETING FREQUENCY:**

In addition to regularly scheduled meetings, the Committee will meet upon call of the Chair or the request of two Committee Members.

**STAFF SUPPORT:**

The following City Departments may provide support to the Committee in accordance with the ***City of Nanaimo Committee Operating Guidelines***:

- Communications & Community Engagement
- City Clerk
- Other Staff as required

**OBSERVERS & COMMUNITY SUPPORTS:**

Non-voting representatives may be invited to attend the meeting specific to topics of shared interest. All regular meetings are open to the public.