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## NEWS RELEASE

### Tourism Marketing Organization “Destination BC” Announced

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#### FOR IMMEDIATE RELEASE

**Vancouver, November 5, 2012** – The BC Chamber of Commerce welcomed the announcement today from Premier Christy Clark that a new industry-led, legislature-funded Crown corporation named Destination BC has been created, and will work directly with the tourism sector to market BC as a tourism destination.

“Destination BC will ensure that the marketing of BC’s tourism sector will be lead by tourism professionals in the private sector, in combination with protected funding from the BC Legislature,” said John Winter, President & CEO of the British Columbia Chamber of Commerce. “The funding model and sector-based leadership of this new crown corporation flow directly from policy of the BC Chamber of Commerce.”

The creation of Destination BC is a direct policy success for the Chamber of Commerce network in BC. The BC Chamber policy [Predictability for Provincial and Regional Destination Marketing Organizations](#), contained several recommendations which will be implemented such as set funding for a provincial destination marketing organization, performance-based formula through legislation, and ensuring that the executive leadership of the organization be comprised of a majority of independent tourism professionals.

“The BC Government and the tourism sector should be commended for working together to create a model that will move the industry forward,” continued Winter.

*The BC Chamber is the largest and most broadly based business organization in the province. Representing over 120 Chambers of Commerce and 32,000 businesses of every size, sector and region of the province the BC Chamber of Commerce is “The Voice of Business in BC.”*

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BC Chamber Policy: [Predictability for Provincial and Regional Destination Marketing Organizations](#)

BC Government [News Release](#)

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