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## NEWS RELEASE

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Ministry of Tourism, Culture and the Arts

### **MINISTER'S COUNCIL ON TOURISM APPOINTED**

VICTORIA – Thirteen representatives from the tourism industry will provide advice to the Province on how to market and expand B.C.'s growing tourism industry as members of the new Minister's Council on Tourism, Minister of Tourism, Culture and the Arts Kevin Krueger announced today.

“The new council represents a broad cross-section of the tourism industry and reflects the diversity of B.C.'s distinct regions. Nearly half of the council's members have previously served on the board of directors of Tourism BC, providing continuity and working with the balance of the council to continue building B.C.'s successful tourism sector,” said Krueger. “The council's expertise and advice will directly impact how B.C. is marketed to the world as a top-notch tourism destination.”

The Minister's Council on Tourism will inform the minister on a wide variety of tourism matters including: product development, competitiveness, infrastructure, labour force, visitor services, and marketing and research. The council's advice will help guide development of marketing plans and other strategies to reach the Province's goal of doubling tourism industry revenues by 2015.

“Through the minister's council, tourism businesses will be able to help guide tourism marketing strategies, building upon B.C.'s reputation as a world-class destination at this critical juncture,” said Stuart McLaughlin, who will chair the council. “I look forward to working closely with the minister and with the other council members to help B.C. maximize the tourism opportunities presented by the 2010 Winter Olympics.”

Tourism BC is being brought into the Ministry of Tourism, Culture and the Arts, effective April 1, 2010. As part of the transition, the Minister's Council on Tourism has been established to provide input and advice on marketing B.C. successfully to potential visitors from around the world. The council includes tourism industry representatives from regions around B.C. and will report directly to the minister.

Bringing Tourism BC into the Ministry of Tourism, Culture and the Arts will better co-ordinate all the Province's marketing initiatives and reduce administrative costs, allowing these savings to be reinvested into marketing initiatives.

Tourism generated an estimated \$13.8 billion in 2008, providing more than 130,000 direct and 170,000 indirect jobs across the province. The Province of British Columbia has actively supported the robust development of strong, upgraded infrastructure for the tourism industry since 2001, including airports, highways and bridges.

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## BACKGROUND

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### MINISTER'S COUNCIL ON TOURISM MEMBERS

The council includes the following 13 members, who will serve two-year terms.

**Stuart McLaughlin** is the president of Grouse Mountain Resorts and a director of Kicking Horse Mountain Resort. He has 20 years experience in tourism and hospitality through businesses across the province. McLaughlin is a past chair of Tourism Vancouver, a former director of Tourism BC and has chaired the BC Chamber of Commerce tourism advisory committee. He has also served on the board of the Canada West Ski Areas Association and is a past chair of Outward Bound Western Canada.

**Keith Henry** is the chief executive officer of the Aboriginal Tourism Association of B.C., where his work focuses on implementing the Aboriginal Tourism Cultural Blueprint Strategy. Henry is a Métis person born in Thompson, Manitoba and raised in Prince Albert, Saskatchewan. He became the chief executive officer of the Métis Nation British Columbia in 2003, a post he held for the next five years. Henry has worked extensively with the Métis Nation and various Aboriginal communities.

**Darcy Alexander** has more than 25 years experience in the resort and development industries. He currently provides operations and development management and planning services to Sun Peaks Resort, the Harvest Golf Club, Nippon Cable Canada Ltd., and Benchlands Development Ltd. He has also served on the boards of the Thompson Okanagan Tourism Association, the Canadian Ski Council, the Okanagan Golf Alliance and the Canada West Ski Areas Association.

**Warren Buckley** is the president and CEO of PavCo following a seven-year term as the CEO of Suntec Singapore, International Convention and Exhibition Center. Prior to his post overseas, he had worked with the PavCo organization for 20 years, initially as sales manager at BC Place and then through various senior positions, culminating in his promotion to president and CEO in the mid-1990s.

**Steve Smith** is president and CEO of several Prince Rupert hospitality-related businesses including the Crest Hotel and Pacific Inn. Smith is a director of B.C. Ferries Services Inc and the B.C. Hotel Association and formerly served as alderman, president of the chamber of commerce, Skeena-Queen Charlotte Regional District director, and past president of Tourism Prince Rupert and the Northern B.C. Tourism Association.

**Dr. Nancy Arsenault** is currently on the boards of directors for Tourism Vancouver Island and Tourism Victoria, and is on the advisory committee for the Northwest Cruise Ship Association. Formerly the dean of the Faculty of Tourism and Hotel Management at Royal Roads University, Arsenault has collaborated on numerous projects with the Canadian Tourism Commission, Parks Canada, the Canadian Tourism Human Resource Council, provincial destination marketing organizations across Canada, and the Gros Morne Institute for Sustainable Tourism.

**Laird Miller** is the chief financial officer of London Drugs. He is also the chief financial officer of Sonora Resort, a B.C. luxury wilderness resort, and London Air Services, an executive charter airline. With a background in forestry and 10 years in public practice, he brings a wide array of experience in the hospitality, airline and retail industries. Miller received his chartered accountant designation from the Institute of Chartered Accountants of British Columbia.

**Andrew Cohen** is the senior executive of Fernie and Kimberly Resorts and the owner of three development companies building resort homes in Fernie and Kimberly. Cohen has extensive resort management experience in the Kootenays as well as Whistler and Colorado and is currently on the College of the Rockies Board of Governors. He has also served on the boards of various community organizations including the Fernie and Kimberly Chambers of Commerce, Whistler Planning Commission, Kootenay Rockies Regional Economic Alliance and Canada West Ski Areas Association.

**Peter Casement** is president of the board of directors of Venture Kamloops. Casement worked for CP Air/Canadian Airlines for 30 years where his last position was general manager of Prairies and B.C. airports. He has lived in Toronto, Winnipeg, Calgary, and Vancouver before moving to Kamloops and joining Rocky Mountaineer Vacations as vice president of operations. Before retiring earlier this year, Casement was named Business Person of the year by the Kamloops Chamber of Commerce, which also named Rocky Mountaineer Tourism Business of the Year and Business of the Year. Casement is a former director with Tourism Kamloops.

**Barrett Fisher** is the president and CEO of Tourism Whistler and has more than 20 years of tourism experience. Fisher also serves on a number of boards and committees, including the board of directors of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, the Pemberton Airport Authority, Coast Mountain Reservations and the Whistler Chamber of Commerce. She has also served on a number of tourism committees with the Canadian Tourism Commission, the Tourism Industry Association of Canada and the Council of Tourism Associations.

**Dave Brownlie** has over 20 years of mountain resort management experience and has been integral to the successful development of Whistler Blackcomb into North America's number-one Mountain Resort. As president and chief operating officer of Whistler Blackcomb, Brownlie is responsible for long-term vision and growth, as well as, the day-to-day management of all Whistler Blackcomb operations. Additionally, Brownlie serves as a member of the board of directors of Tourism Whistler and as president of the Whistler Blackcomb Foundation.

**Coralee Oakes** has worked her entire professional life in the tourism sector. She has been the executive director of the Quesnel & District Chamber of Commerce since 1999. Oakes is a former president of the B.C. Chamber Executives, and a former director of both the BC Chamber of Commerce and the Cariboo Chilcotin Coast Tourism Association. Oakes has also served on the City of Quesnel council since 2005.

**Susan Barcham** is the director of business development for Oak Bay Marine Group, where she oversees the sales, marketing and promotions department as well as working on external relations and special projects. Barcham is a board member of Go2 and previously served with Attractions Victoria and Tourism Victoria. She also worked for Tourism Nanaimo.

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