

# **Explorers' Edge Tourism Operator Relations (TOR) Committee Draft - Terms of Reference**

## **1. THE ROLE OF EXPLORERS' EDGE TOURISM OPERATOR RELATIONS (TOR) COMMITTEE**

The Tourism Operator Relations Committee brings together tourism operators to help Explorers' Edge achieve its strategic goals of engaging operators and to maximize the positive impact of applicable programs on the industry. The role of Committee Members is to provide input and recommended engagement tactics while also providing input on industry partnership and product development initiatives.

## **2. RESPONSIBILITIES OF THE COMMITTEE**

- Assist EE to strengthen all components as it relates to industry partnerships.
- Review communication mechanisms and applicable outcomes.
- Identify applicable tactics to be used to interact with operators i.e. phone, e-mail, face to face.
- Help to develop a greater understanding of the brand Explorers' Edge, its role and opportunities that exist.
- Help identify opportunities and potential partnerships in the region.

## **3. MEETINGS**

- Quarterly meetings with locations (webinars), dates and times decided by majority of the TOR Committee
- Meetings will be Chaired by a member of the Explorers' Edge Board of Directors

## **4. COMPOSITION OF THE COMMITTEE (Maximum 8 Members)**

- A Committee Chair who is a member of the Explorers' Edge Board of Directors (1)
- At least two members of the Explorers' Edge Board of Directors in addition to the Chair (2)
- A maximum of 5 additional members, including regional tourism stakeholders and industry experts. (5)

## **5. TERM OF THE COMMITTEE**

- Committee members will serve a maximum term of 4 years