

Explorers' Edge Research, Tracking and Measurement Committee Draft – Terms of Reference

1. THE ROLE OF EXPLORERS' EDGE RESEARCH, TRACKING AND MEASUREMENT COMMITTEE

The role of the Research Tracking and Measurement committee is to advise the Board of Directors on research & measurement strategies, initiatives and innovation that promote the research and measurement interests of Explorers' Edge. Members of the committee may be called on from time to time to interact with external stakeholders and agencies.

2. RESPONSIBILITIES OF THE RESEARCH TRACKING AND MEASUREMENT COMMITTEE

The Committee shall take responsibility and appropriate steps with the objective of

- Assuring the quality of research, tracking and measurement activities;
- Establishing criteria and developing processes for reviews of all research;
- Monitoring performance measures for research, in order to advance quality of the science and safeguard scientific integrity;
- Ensuring that an applicable tourism indicator framework is in place.

3. MEETINGS

- Quarterly meetings with locations (webinars), dates and times decided by majority of the Research, Tracking and Measurement 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 marketing industry experts. (5)

5. TERM OF THE COMMITTEE

- Committee members will serve a maximum term of 4 years