

Explorers' Edge Tourism Operator Relations Committee

Draft - Terms of Reference

1. THE ROLE OF EXPLORERS' EDGE TOURISM OPERATOR RELATIONS 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 (1) share information (2) provide input and recommended engagement tactics and (3) assess product development programs.

2. FUNCTIONS OF THE COMMITTEE

- 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.
- Identify communication gaps and provide feedback on applicable solutions

3. ACTIVITIES

- Solicit other operators to be involved in programs developed by Explorers' Edge
- Develop and annual report.
- Provide Board updates when applicable.
- Assess product development opportunities and develop the terms of reference for the assessment of these opportunities.
- Develop and provide feedback on tactics for engagement.
- Provide the Board of Directors with operator feedback on mission, vision and mandate.

4. MEETINGS

- Quarterly meetings with locations, conference call details, dates and times decided chosen by majority of the Tourism Operator Relations Committee
- Meetings will be Chaired by a member of the Explorers' Edge Board of Directors

5. COMPOSITION OF THE COMMITTEE

- At least two members of the Explorer's Edge Board of Directors will sit on the Tourism Operator Relations Committee at all times.
- The committee is inclusive to regional operators and applicable organizational leaders.