

Alison McKay Bio – Oct 2022

Alison is Vice President of Destination Management at Destination BC, responsible for our destination management programs and efforts with a focus on supporting the revitalization of a strong and sustainable tourism sector in the province.

Alison leads the Destination Management team in implementing annual plans, programs and projects; works with the Executive team to support corporate-wide projects, such as Invest in Iconics, Destination Stewardship, and Diversity, Equity, Inclusion and Accessibility; and collaborates with Indigenous Tourism BC on projects specific to Indigenous communities.

Alison joined Destination BC in 2006 as a member of the research department. During her 16-year tenure, she has taken on progressively senior roles, most recently as Director of Destination & Industry Development. Her career highlights include partnering with RDMOs and Ministry staff to create a new provincial destination development program; and developing provincial, regional and local area strategies in cooperation with Indigenous communities, residents, businesses, economic development agencies, government and the tourism industry.

Alison holds a Masters of Applied Environmental Studies: Tourism Policy & Planning from the University of Waterloo. She is an active volunteer in her local youth soccer and lacrosse communities and sits on the board of the Invasive Species Council of BC. During her free time, she enjoys exploring the outdoors with her family in their home of Coquitlam, on the unceded traditional territory of the Coast Salish Peoples and the Kwikwetlem First Nation.