



Travel Industry Council of Ontario (TICO) **Board Member Profile**

One of the most important criteria for a TICO Board Member is the ability to demonstrate and commit to serve the full term of the position.

Collective Board Skills and Experience

Each Director brings unique skills and experience to the Board. In selecting new members, attention will be given to ensuring that the collective mix of skills and experience supports the Board's ability to add strategic value to TICO.

Collectively, Board members should:

- Provide credible stakeholder perspectives
- Provide strong participation that strives for excellence and supports consensus building
- Be strategic thinkers who take a governance-focused approach to Board responsibilities
- Demonstrate a willingness to support TICO's vision

The Board will seek to achieve diversity in its membership.

Individual Knowledge and Experience

To foster its ability to provide strategic direction and fulfill its oversight responsibilities, the collective Board should include members with knowledge of and experience in the following areas:

- Travel industry
- Membership on Boards of Directors, including not-for-profit boards
- Possess diverse perspectives in relation to business, regulated industries and consumer issues
- Risk management and analysis
- Public policy and regulatory environments
- Financial literacy
- Marketing, public relations and communications
- Public education
- Building partnerships and strategic alliances
- Developing and operating businesses

This profile is reviewed and updated annually to ensure that it reflects the current needs of the Board consistent with the achievement of TICO's Business Plan.