



Welcome Colin Brost!  
Senior Director, Market Development, Tourism Sun Peaks  
Sun Peaks, British Columbia

We asked Colin what he is most looking forward to as a SITE member:

*"We're prioritizing the incentive travel market and increasing our engagement with this sector, SITE is the natural first step to connect with the industry."*

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.  
Click on the link below for Colin's full interview.

## **COLIN BROST, SENIOR DIRECTOR, MARKET DEVELOPMENT, TOURISM SUN PEAKS, SUN PEAKS, BRITISH COLUMBIA**

### **Quick overview of your role and where you see your organization headed.**

I've been with the DMO Tourism Sun Peaks for nearly 13 years and am the Senior Director, Market Development. As a purpose built destination, we're in a unique position of already having strong alignment between tourism and the community, now the fastest growing municipality in BC. Our task is to maintain that balance as landscapes and visions evolve with stakeholders.

### **What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?**

The [Sun Peaks Centre](#) opened in Sept. 2020, COVID gave us an opportunity to slow down and really define the goals for the new Centre, create and implement all the backend policy/procedures etc. with less pressure on filling the space immediately. It also gave us time to review our strategic objectives and streamline efforts within the department. All those little projects on the side of the desk got addressed. We will be more agile and focused moving forward.

### **What are you most looking forward to as a SITE member?**

We're prioritizing the incentive travel market and increasing our engagement with this sector, SITE is the natural first step to connect with the industry.

### **What is the best piece of advice you ever received about our industry?**

Relationships are everything.

### **What career advice would you give to your younger self?**

Always put your hand up and sit in the front row.

### **What do you do for fun?**

I actually love my job, it's fun and the people are amazing, but maybe I would choose some camping, skiing, biking, reading, golfing or playing some poker on the weekend rather than another day at the office.

### **Tell us something interesting about yourself.**

We named our chocolate lab after one of our favorite BC provincial parks "Fintry" on the west side of Okanagan Lake. When she was a puppy we camped at the park and she got off the leash so my family and I had to run around the campground yelling Fintry...much to the confused entertainment of other campers. We weren't invited over to their fire for s'mores that night.