



Welcome Danielle Fox
Media Relations and Business Development Specialist, Tourism Tofino
Tofino, British Columbia

We asked Danielle what the best piece of advice she ever received about the incentive industry was:

"The best piece of advice I've received is how life changing this industry can be – for both yourself and your guest/client. We truly get to create memories that our guests and clients will never forget and that is something incredibly special! And, you'll build lasting relationships with some really amazing individuals! "

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 Danielle's full interview.

Danielle Fox, Media Relation & Business Development Specialist Tourism Tofino, Tofino, BC

Tell us about one of your favourite SITE events (and why it's a fav).

Living in Tofino, BC, has made it a bit more challenging to get involved or attend too many SITE events. I have participated in the Education Days – both virtually from the Tourism Vancouver office and in attendance in Toronto once before. These education days are incredibly valuable, for not only learning from some of the best in the industry, but for actually getting to meet colleagues I have only had the pleasure of speaking to on the phone or via email. Nothing beats an in person event!

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

I was previously with the Wickaninnish Inn for almost 10 years as their Group Sales and Events Manager – which was my first introduction to SITE. Last year, I moved to Tourism Tofino where I am now the Media Relations and Business Development Specialist - handling any Travel Media, Travel Trade, and assist with developing the meetings and incentive program for Tofino as a whole. Many individual properties have a presence already in this area, however, working collectively will only bring a stronger awareness of the amazing experiences attendees of a corporate retreat or incentive program can have on the coast of British Columbia. I am looking forward to bringing this program to light, and working with many of you once again!

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

This past year has allowed me to develop my love for the industry even more. With the future feeling more like the unknown, it really showed that we shouldn't wait to learn as much as possible. I have been able to take courses to further develop my knowledge and skills which have been great, and probably not done otherwise.

What is the best piece of advice you ever got about our industry?

The best piece of advice I've received is how life changing this industry can be – for both yourself and your guest/client. We truly get to create memories that our guests and clients will never forget and that is something incredibly special! And, you'll build lasting relationships with some really amazing individuals!

What career advice would you give to your younger self?

I think the main thing is to take chances on yourself – don't be scared to put yourself out there, doing so is very important and you'll learn so much from the experience.

What do you do for fun?

Living in Tofino provides me with one of the best backyards in the country so I'm often outside with my fiancé and dogs. Beach walking, hiking, fishing and exploring the waters on our boat is where you'll find me the majority of the time. I also love travelling, with an ever growing list of places to get to when we can, and then we love entertaining (currently just with our bubble!), so having great dinners and delicious wine tops the list as well!