



## **Tourism Sales Committee Charter**

### **Mission**

The VADMO Tourism Sales Committee is dedicated to creating and facilitating tourism promotion opportunities for association members in the areas of leisure and group travel.

### **Roles and Responsibilities**

- Create unique opportunities for promotion of member destinations.
- Collaborate with tourism and travel partners to develop opportunities for members.
- Maintain an industry travel promotion event calendar and inform members about tourism promotion opportunities.
- Assist state-level tourism promotion activities coordinated by the Virginia Tourism Corporation.

### **Meetings**

The Tourism Sales Committee shall meet at association meetings and at least once during the year to plan tourism committee activities.

### **Membership**

- **Committee Leadership:** The chair of the Tourism Committee shall be appointed by the association President
- **Other Committee members may include:**
  - Volunteer member participants appointed by the VADMO President
  - The Association's Administrator as an Ex Officio Member.

### **Past Activities**

- Annual AAA Blitz
- Participation and support of VTC involvement in trade shows