



## **New Prince Edward County Destination Marketing & Management Organization (DMMO) Marks its First Month of Incorporation and Begins Search for its First Executive Director**

Visit The County, Prince Edward County's new tourism-industry-led Destination Marketing and Management Organization (DMMO), is excited to have its first month of incorporation under its wing. [Governed by a board of directors](#), Visit The County has been established to represent and support the Prince Edward County tourism sector and will work closely with the municipality and community stakeholders to strategically advance responsible tourism, environmental sustainability, and regenerative tourism goals in a collaborative and inclusive manner.

Since its incorporation, the board has now met in a formal capacity twice and engaged in two afternoons of strategic planning, allowing the board to carefully consider their adopted mandates, clarify shared goals for tourism in Prince Edward County, and kickstart the transition of destination marketing assets from the municipality to Visit The County. One of the first steps Visit The County is taking is to begin seeking candidates for the full-time position of Executive Director, who will work with tourism stakeholders and partner organizations/associations to support the establishment of the new not-for-profit organization.

The Executive Director will work closely with the Board of Directors to lead the organization in the oversight of marketing and promotion, product development, visitor services, and tourism management in Prince Edward County. The successful candidate is a seasoned professional, with broad knowledge of tourism, experience in the non-profit sector, governance savvy, and a keen understanding of sustainable destination marketing and management.

"This is a wonderful opportunity to bring a fresh perspective to tourism in Prince Edward County," says Rebecca MacKenzie, Chair of the recently formed Board of Directors for Visit The County. "We are looking for a candidate who will confidently lead the charge and work closely with the Board and staff to uphold the mandates of our organization while uniting industry and community with a shared vision for a sustainable future for tourism in The County."

To learn more about the role head to [VisitTheCounty.com/workwithus](https://www.visitthecounty.com/workwithus). Qualified candidates can apply by sending their cover letter and resume to [opportunities@visitthecounty.com](mailto:opportunities@visitthecounty.com).

### **More about Visit The County**

Visit The County is a Municipal Services Corporation affiliated with The Corporation of The County of Prince Edward. It is funded by a portion of the revenue from the Municipal Accommodations Tax (MAT), a tax paid by visitors and remitted by accommodators to the municipality. You can learn more about their mandates on their [website](#). To learn more about the process of establishing this new Destination Marketing & Management Organization, head to [Have Your Say](#). For monthly updates from Visit The County, be sure to subscribe to the [Newsletter for Tourism Businesses](#).