DESTINATION BRITISH COLUMBIA®

May 22, 2025

John Davison
President and CEO
Public Sector Employers' Council Secretariat
Suite 210, 880 Douglas Street
Victoria, BC
V8W 2B7

Dear Mr. Davison:

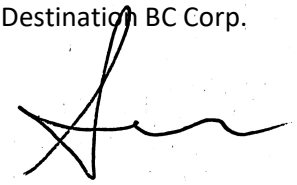
Re: **Public Sector Executive Compensation – March 31, 2025**

I am pleased to present the Public Sector Executive Compensation schedule for Destination BC Corp. for the year ended March 31, 2025.

I confirm that the Board of Destination BC Corp. is aware of the compensation paid to the Executive for the year ended and that the compensation provided for the Executive was within the approved compensation plan for the corporation.

Yours truly,

Destination BC Corp.



Scott Fraser
Chair, Destination BC Corp.

Enclosures

Destination BC Corp.
Statement of Executive Compensation
Year ended March 31, 2025
Compensation Philosophy

BACKGROUND

Established on November 2, 2012 under the *Business Corporations Act* and continuing as a statutory Crown corporation pursuant to the *Destination BC Corp. Act,* Destination BC Corp. is wholly owned by the Province of British Columbia and commenced operations on April 1, 2013.

Operating as Destination British Columbia (Destination BC), the Crown corporation works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional and local levels.

Destination BC is responsible for executing key components of ***A Plan for Recovery and Resiliency Together***, the Provincial government's strategic framework for tourism in British Columbia.

MANDATE

Destination BC has a mandate to:

- Market British Columbia domestically, nationally and internationally as a tourist destination;
- Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation:
    - Provide support for regional, sectoral and community tourism marketing;
    - Provide industry leadership in tourism marketing;
    - Promote training and development in relation to tourism marketing;
    - Provide support for visitor centres; and
    - Conduct tourism-related market research;
- Provide advice and recommendations to the minister on tourism-related matters;
- Enhance public awareness of tourism and its economic value to British Columbia; and
- Administer and perform agreements assigned to it by the Minister.

COMPENSATION PHILOSOPHY

Destination BC is subject to the *Public Service Act* and all employees, other than the Chief Executive Officer*,* are subject to the terms and conditions of employment as set out under that legislation. Consequently, Destination BC's compensation philosophy follows the BC Public Service's objectives and guiding principles for compensation.

The Chief Executive Officer is subject to the *Public Sector Employers Act.* The CEO compensation package is set by the Board of Directors as per guidelines established by the Public Sector Employers' Council in accordance with government's compensation guidelines.

Objectives

The objectives of Destination BC's compensation philosophy are to:

- Support and retain individuals who demonstrate Destination BC's leadership expectations, values and competencies needed to achieve the objectives of government.
- Attract qualified, diverse and high-potential individuals to Destination BC.
- Support a performance-based culture by providing in-range increases to employees to achieve results and exhibit superior performance.

Guiding Principles

The following principles guide the design, implementation and administration of Destination BC's compensation programs:

- **Performance –** Compensation programs support and promote a performance-based organizational culture.
- **Differentiation –** Differentiation of salary is supported where there are differences in the scope of the position within an organization, and/or due to superior individual team contributions.
- **Accountability –** Compensation decisions are objective and based upon a clear and well documented business rationale that demonstrates the appropriate expenditure of public funds.
- **Transparency –** Compensation programs are designed, managed and communicated in a manner that ensures the program is clearly understood by employees and the public while at the same time protecting individual personal information.

Destination BC is positioning itself as a learning organization and promotes self-awareness and encourages staff to advance themselves through training and work experience.

Destination BC

Summary Compensation Table at 2025

Name and Position	Salary	Holdback/Bonus/ Incentive Plan Compensation	Benefits	Pension	All Other Compensation (expanded below)	2024/2025 Total Compensation	Previous Two Years Totals Total Compensation	
							2023/2024	2022/2023
Richard Porges, Chief Executive Officer	$ 268,730	-	$ 40,157	$ 28,100	$ 4,753	$ 341,740	$ 316,619	$ 314,056
Lesley Christian, Chief Financial Officer	$ 149,269	-	$ 23,211	$ 14,703	$ 7,813	$ 194,996	$ 185,907	$ 167,756
Maya Lange, CMO and VP Marketing	$ 206,734	-	$ 32,147	$ 20,363	$ 1,197	$ 260,441	$ 248,568	$ 206,562
Neil McInnes, VP Corporate Development	$ 181,708	-	$ 28,256	$ 17,898	$ 5,961	$ 233,823	$ 220,522	$ 211,536
Alison McKay, VP Destination Management	$ 178,301	-	$ 27,726	$ 17,562	$ 7,397	$ 230,986	$ 220,728	$ 200,329

Summary Other Compensation Table at 2025

Name and Position	All Other Compensation	Severance	Vacation Payout	Paid Leave	Vehicle / Transportation Allowance	Perquisites / Other Allowances	Other
Richard Porges, Chief Executive Officer	$ 4,753	-	$ 4,753	-	-	-	-
Lesley Christian, Chief Financial Officer	$ 7,813	-	$ 7,813	-	-	-	-
Maya Lange, CMO and VP Marketing	$ 1,197	-	$ 1,197	-	-	-	-
Neil McInnes, VP Corporate Development	$ 5,961	-	$ 5,961	-	-	-	-
Alison McKay, VP Destination Management	$ 7,397	-	$ 7,397	-	-	-	-

Notes

Richard Porges, Chief Executive Officer	**General Note:** Effective April 1, 2024, Richard Porges was provided a 2.96% performance-based salary increase from $260,990 to $268,730. Effective April 1, 2023, Richard Porges was provided a 6.79% performance-based salary increase from $244,400 to $260,990.
Lesley Christian, Chief Financial Officer	**General Note:** Effective July 1, 2024, Lesley Christian was provided a 5% performance-based salary increase from $143,807 to $150,998.
Maya Lange, CMO and VP Marketing	**General Note:** Effective July 1, 2024, Maya Lange was provided a 3% performance-based salary increase from $202,096 to $208,159.
Neil McInnes, VP Corporate Development	**General Note:** Effective July 1, 2024, Neil McInnes was provided a 3% performance-based salary increase from $177,632 to $182,961.
Alison McKay, VP Destination Management	**General Note:** Effective July 1, 2024, Alison McKay was provided a 3% performance-based salary increase from $174,301 to $179,530.