

Do you enjoy meeting and engaging with people from around the world? We invite you to gain valuable experience, knowledge, and transferrable skills when you work with our destination management and community economic development team.

Tourism Bowen Island Association is seeking Visitor Information Counsellors for summer 2026. We'd love to chat with you! If you're curious and would like to learn more, we invite to submit a résumé and cover letter as soon as possible via email

admin@tourismbowenland.com attention Jody Lorenz. This in-person position is based on Bowen Island, which is commutable from Vancouver. Read on for more information.

Visitor Information Counsellor

Bowen Island's Visitor Services Centre is open 7 days per week during the island's busy season, specifically May through September.

The primary role of the Visitor Services Counsellor (VSC) is to provide high-quality client services that welcome, inform, educate, and manage visitors. VSCs are Ambassadors that positively enhance visitors' experiences and enjoyment of Bowen Island and help to manage visitors according to destination management best practices that foster sustainable tourism, including facilitating safety, protecting natural habitats, mitigating negative impacts, and stimulating community economic development. VSCs meet and greet visitors, provide frontline customer services, and assist visitors in making informed decisions, whether the guest is looking for a map, a hike, or a restaurant for lunch.

The secondary role of VSCs is enhancing the economic and cultural benefits of tourism by promoting tourism products, cultural and historical organizations and activities, local services, and generating increased tourism revenue in the community and the region. VSCs liaise with local businesses, organizations and provide member services.

VSCs work collaboratively as part of the Visitor Services team. Shared roles and responsibilities encompass customer services, administrative duties, member relations, and digital skills and marketing. VSCs will learn new skills and more experienced VSCs are encouraged to mentor less-experienced team members.

VSCs should like and be comfortable engaging with a wide variety of individuals. Each counsellor will be supported in learning new communication and problem-solving skills. VSCs will develop foundational skills and experiences that are transferrable to a wide range of sectors, including business administration, marketing and promotions, non-profit sector management, special events, tourism and outdoor recreation. VSCs are encouraged to show initiative and leadership by taking on increasingly responsible roles during their work term.

Tasks and responsibilities:

- Serve as the tourism product knowledge expert, providing accurate, professional and friendly tourism information and guest services.
- Assist visitors with accessing local community resources, events, activities, and businesses.
- Facilitate extended length of stay in the community.
- Ensure that up-to-date and accurate information is available and accessible for all visitors.
- Proactively guide visitors consistent with destination management best practices, helping to mitigate potential problems and fostering responsible visitations.
- Facilitate and maintain relationships with local businesses, groups and non-profit organizations.
- Use the appropriate technology and information systems to keep current on local and regional information that will benefit visitors.
- Provide Ambassador and Roaming Guest Services in the Snug Cove area.
- When applicable, assist with marketing, website updates, content creation and social media.
- Keep accurate visitor statistics and provide reports on tourism trends.
- Working as part of a team, encourage a cohesive and productive work environment by effectively communicating important information with management and team members.
- Maintain a daily communication journal.
- Provide feedback and suggestions to help manage and to improve internal and external work practices.
- With the supervisor's guidance, create or manage a project that enhances visitor services, client and member relations or destination management.
- Various administrative and housekeeping duties to support daily operations.

If you enjoy meeting people and providing quality customer service, we encourage you to submit your résumé as soon as possible. We welcome an opportunity to chat and answer any questions you may have. *Please note: this position is grant-funded and, therefore, requires citizenship or permanent residency.*

Work is based on beautiful Bowen Island. Non-resident applicants are welcome because commuting to Bowen Island is not difficult and only a 20-minute ferry ride from Horseshoe Bay. Please inquire and we're happy to provide more information. We may be able to assist with locating temporary housing on Bowen Island. We appreciate your interest and hope to hear from you!

Tourism Bowen Island Association

Tourism Bowen Island Association (TBI) is a registered nonprofit member-based organization governed by a volunteer board of directors. TBI facilitates economic development through tourism and provides destination management services.

TBI's goal is to foster a sustainable and responsible tourism ecosystem that protects natural habitats, is responsive to the community, upholds cultural priorities and traditions, and supports economic development.