

**Job Title:** Destination Experience Specialist

**Location:** Burlington, Ontario

**Reports To:** Director, Destination Development and Marketing

**About us:**

Burlington Economic Development and Tourism (BEDT) is the economic development and destination management organization for Burlington, Ontario. We drive Burlington's economic prosperity by attracting new investments, supporting the growth of local businesses, and promoting the city as a vibrant destination for visitors. Through collaboration with businesses, tourism operators, and partners across sectors, we enhance Burlington's profile as a thriving business hub and welcoming destination. Our efforts focus on fostering sustainable growth, delivering exceptional customer experience, and contributing to the city's long-term economic vitality

**Position Overview:**

We are seeking a dynamic and creative **Destination Experience Specialist** to lead the development and enhancement of visitor-focused products and experiences in Burlington. This role is responsible for conceptualizing, planning, and implementing engaging offerings across culinary, festivals and events, and visitor experience activations. The ideal candidate is strategic, collaborative, and passionate about delivering memorable experiences that elevate the destination and drive visitor satisfaction and economic impact. This role will be the lead on defining and implementing Burlington's visitor experience with a focus on the in-person experience including future directions for Burlington's visitor experience. Working collaboratively with the marketing team the role will help inform digital marketing insights and digital visitor experience tools.

**Key Responsibilities:**

- **Experience Development:** Support the implementation of [Burlington's Destination Stewardship Plan](#) by conceptualizing, designing, and implementing innovative visitor experiences.
- **Program Management:** Develop programs and project management plans overseeing project timelines, budgets, and partnerships to ensure successful delivery of initiatives. Key initiatives include: Taste of Burlington, Visitor Experience Strategy implementation, transformation of Visitor Services Centre and Summer Visitor Experience Activation Plan.

- **Partnership Cultivation:** Collaborate with local businesses, tourism operators, vendors, and community stakeholders to develop compelling experiences and products. Build strong relationships and ensure that businesses and partners receive value from tourism programming delivered including the Taste of Burlington and off-site visitor experience activations.
- **Market Research & Insights:** Conduct research on visitor trends, competitive destinations, and emerging experiences to inform program development and identify opportunities for growth. Work across BEDT to integrate this information.
- **Brand Alignment:** Collaborate with the marketing team to ensure all experiences align with BEDT's brand, values, strategic objectives and customer experience standards.
- **Evaluation & Optimization:** Develop metrics and feedback mechanisms to assess visitor engagement and satisfaction and refine experiences accordingly.
- **Cross-Functional Collaboration:** Work closely with marketing, business development, destination sales, TechPlace, and relevant City of Burlington teams to develop, promote and integrate new experiences across channels.
- **Activations and Visitor Engagement:** Lead the planning and execution of BEDT activations at festivals and events, tournaments, and key attractions.
- **Visitor Services:** Lead the transformation of the Visitor Service Experience including the reimagining of the in-person visitor experience at our Downtown Burlington location and via off site activations in coordination with partners.

#### **Qualifications:**

- Bachelor's degree in Tourism, Hospitality, Business, Marketing, or a related field.
- 3–5+ years of experience in experience development, tourism services, hospitality, event management, product development, or related fields.
- Strong knowledge of culinary, retail, and festival/event sectors within tourism or destination development.
- Demonstrated ability to manage multiple projects simultaneously with attention to detail and deadlines.
- Exceptional communication, negotiation, and relationship-building skills.
- Creative mindset with the ability to translate insights into actionable experiences.
- Proficiency with project management tools and data-driven reporting.

**Preferred Skills:**

- Experience working in a Destination Marketing Organization (DMO) or similar tourism environment.
- Knowledge of local and regional visitor demographics and trends.
- Ability to identify revenue-generating opportunities within visitor experiences.

**What We Offer:**

- An opportunity to shape the visitor experience and create impactful programs that enhance the destination's profile.
- Collaborative and supportive work environment.
- Professional development opportunities in tourism, hospitality, and experience design.

**Employment Term:**

12-month contract with opportunity for extension.

**Salary and benefits:**

- Competitive salary and health and dental benefits
- This position is eligible for OMERS pension

**How to apply**

Please send your resume and cover letter to [explore@burlington.ca](mailto:explore@burlington.ca) by October 15, 2025.

**Work Environment:**

35-hours, hybrid office/work-from-home structure. Site visits to partners and businesses are also to be expected. Some weekend and evening work will be required to attend events and support activations. Must provide own transportation.