

Job Description: Destination Sales 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

Reporting to the Director, Destination Development and Marketing, the Destination Sales Specialist is responsible for advancing Burlington's position as a leading destination for business and leisure travel, with a focus on groups, meetings, and conferences. This role drives new business opportunities, fosters strong stakeholder relationships, and contributes to the implementation of Burlington's Destination Stewardship Plan.

Key Responsibilities**Sales & Business Development**

- Proactively identify, pursue, and secure group travel, meetings and business event opportunities for Burlington.
- Oversee BEDT's Tourism Corporate Care program, including corporate calling and core service delivery to Burlington's hotels, venues, and core attractions.
- Build and manage a sales pipeline of prospective clients, including associations, corporations, and tour operators.
- Lead Burlington's participation in tradeshow, sales missions, and industry conferences, ensuring effective follow-up and conversion tracking.
- Develop compelling proposals, bids, and itineraries tailored to group travel and conference markets.
- Track and report sales performance, conversion rates, and economic impact metrics, with support from the EDO.

Destination Development & Strategy

- Support implementation of Burlington's Destination Stewardship Plan, aligning sales initiatives with destination development priorities.
- Collaborate with the marketing team on collateral, itineraries, and campaigns for business travel and group audiences, leveraging tools such as Bandwango.
- Surface insights from clients, industry trends, and stakeholders to inform destination strategy and product development.
- Identify new tourism products, experiences, or infrastructure opportunities to enhance Burlington's competitiveness.
- Work with the EDO to coordinate research, reporting, and program delivery that strengthens Burlington's tourism offerings.

Stakeholder Engagement & Communications

- Build and maintain strong relationships with hotels, venues, attractions, and tourism partners through the corporate care program and track and report on quarterly and annual KPIs.
- Act as a liaison between clients and stakeholders, ensuring seamless execution of group and business events.
- Communicate regularly with partners on industry trends, sales opportunities, and collaborative initiatives.
- Represent Burlington professionally at industry events, partner meetings, and stakeholder engagements.
- Oversee the planning and execution of BEDT's event series, including Industry Day, Marketing Mastermind and Executive Roundtables.
- Support and guide the EDO in stakeholder outreach and the development of partner-facing materials and communications for program delivery including the Tourism Investment Fund (TIF), concierge program and others.

Qualifications & Experience

- Post-secondary education in business, tourism, hospitality, or a related field.
- 3+ years of proven experience in sales, business development, tourism or events.
- Proven success in securing and managing sales opportunities, preferably related to tourism or group travel.
- Experience working collaboratively within a team environment.
- Strong organizational, communication, and relationship-building skills.

- Proficiency with Microsoft Office Suite and CRM tools (e.g. Salesforce).

Key Competencies

- Balanced approach combining results-driven sales with long-term destination development.
- Strong stakeholder management and partnership-building capabilities.
- Strategic thinker with the ability to connect market opportunities to destination growth.
- Collaborative, team-oriented style with the ability to provide subtle guidance and support to colleagues.
- Adaptable, resourceful, and able to thrive in a fast-paced environment.

Why Join Us?

This is an exciting opportunity to shape Burlington's tourism future by combining sales excellence with destination development strategy. The successful candidate will play a pivotal role in attracting new business, enhancing Burlington's reputation, and contributing to a collaborative team that delivers measurable economic and community impact.

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 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.