



BARRETT FISHER

PRESIDENT & CEO, TOURISM WHISTLER

Barrett Fisher is the President & CEO of Tourism Whistler. She brings to her position 30 years of tourism experience, and is responsible for promoting Whistler to global markets, raising awareness of the resort from a regional winter destination to an international four-season destination.

In addition to heading up the tourism organization of Research, Destination Development, Market Development, Conference Sales, Marketing and Communications, Fisher's responsibilities also include overseeing the operations of the Whistler Conference Centre, the Whistler Golf Club, the Whistler Visitor Centre, and Whistler.com Reservations.

Fisher is passionate about strategic planning, change management, and people leadership, and her organization's most recent focus has been on responsible tourism and growth management. As well, she co-lead a federal government advocacy effort with national tourism partners to remove barriers to Canada's tourism industry in 2014-15.

Fisher has served on a number of Boards, including the Vancouver Organizing Committee of the 2010 Winter Olympic Games, as well as the Whistler Chamber of Commerce, the Whistler Arts Council, and the Pemberton Airport Authority. She currently sits on the boards of the Tourism Industry Association of B.C. (of which she is the vice-chair), the B.C. DMO Association (of which she is a past-chair), and Whistler Sports Legacies.

She holds a Bachelor of Arts degree in English from the University of British Columbia, a diploma in Journalism from Vancouver Community College, and an executive diploma in Marketing from the Kellogg School of Management, Northwestern University, Chicago.