

INSIGHT CONFERENCE

Insights to Inspire

ERIN HODGINS

DESTINATION BC

Erin is the Director of Research & Analytics at Destination BC whose work is focused on progressing an analytical mindset across the tourism industry through sharing data and insights that drive decision-making.

Erin has worked for Destination BC for the past 15 years, in progressively senior roles that support industry & corporate performance measurement, and strategic planning. Her personal mission is to help educate and inspire others about the power of storytelling through data and insights.

Her research background is rooted in resident sentiment and market research, spatial analysis, and survey design. She holds a Masters of Science, in Geography, from the University of Victoria.

A mother of three young children, she is an active volunteer with Girl Guides of Canada and can be found on the sidelines of the soccer field most weekends. Outside of work, you can find Erin road tripping with her family, walking in the forest for moments of zen, and enjoying the reds (and whites!) of the two South Okanagan, BC wine clubs she is part of.

