

MARK CLARKE

Mark is a graduate of the Universities of Winnipeg & Manitoba with degrees in Geography, Recreation Management & Community Development. Mark has held numerous positions over the 24 years with the provincial government. He started his career with the Department of Conservation in 1985 as the Park Interpreter for Hecla Provincial Park. In 1988, he was promoted to the position of Park Manager for Whiteshell Provincial Park where he worked for 10 years. In 1998 he was transferred to the Parks Branch Head office in Winnipeg as Head of Marketing.

In April of 2002, Mark took a position as Manager of Tourism Services with Travel Manitoba. The responsibilities included the operation of the province's six Tourism Information Centres, the Distribution Facility, as well as managing the guided tour program at the Manitoba Legislative building.

In 2005, Travel Manitoba became a Crown Corporation and Mark has fulfilled a number of roles—from the building and fostering of tourism industry partnerships and the execution of promotional campaigns to the staging of events in support of Travel Manitoba's marketing campaigns. As the Manager of Market Development, Mark works closely with tourism industry partners in the development and marketing of tourism products. Additional responsibilities include the meeting & conventions sector and sport tourism acquisition. Mark works very closely with Destination Winnipeg and Brandon First to attract meetings and convention business opportunities to these cities. Most recently, Mark has worked with the City of Dauphin in the formation of Destination! Dauphin, a marketing partnership that focuses on bringing sport tourism event to the community.

Mark, his partner Cathy and her son Jasper, enjoy a wide range of outdoor activities and can be found most summer weekends at their boathouse on Lake of the Woods.