



Jennifer Cooke, Chair of the Board

Jennifer Cooke has 30 years of experience in municipal government and has been actively involved in developing tourism at local, regional and provincial levels for the last 20+ years. Jennifer joined the Board of Central Counties Tourism in 2012, became Vice-Chair in 2014 and most recently, Chair of the Board in 2016. As a strong advocate of collaboration and partnerships that develop and promote tourism growth, Jennifer believes that tourism is a sustainable and a key driver of local, regional and provincial economies.