

BACKGROUNDER A

APPENDIX A

Destination BC Co-op Marketing Partnerships Program 2024/25 Participating Communities (*DMO= Destination Marketing Organisation)

Returning Participants

Consortium	Region	Approved DBC Funding
Explore Cariboo (City of Quesnel, City of Williams Lake, Cariboo Regional District, District of 100 Mile House, District of Wells, Quesnel & District Chamber of Commerce, Williams Lake & District Chamber of Commerce)	Cariboo Chilcotin Coast	\$11,025
Gold Rush Trail (Cariboo Chilcotin Coast Tourism Marketing Association, Partners along the Gold Rush Trail which include stakeholders, businesses and communities in: Barkerville Historic Town & Park, Quesnel, Cottonwood House, Likely, Xat'sull, Williams Lake, Cariboo Regional District (multiple electoral areas), 70 Mile House, Lac la Hache, 100 Mile House, 108 Mile House, Clinton, Cache Creek, Ashcroft, Lillooet, Bridge River First Nation, Bridge River Valley (SLRD Area A), Boston Bar, Yale, Lytton, Hope, Fort Langley, New Westminster)	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$94,500
CCC Regional Project (Cariboo Chilcotin Coast Tourism Marketing Association representing: Squamish Lillooet Regional District Areas A & B, Cariboo Regional District, Regional District of Kitimat-Stikine Electoral Area C Part 2, Thompson-Nicola Regional District Electoral Area E, Central Coast Regional District, Regional District of Fraser-Fort George Electoral Area E, District of 100 Mile House, City of Williams Lake, City of Quesnel, District of Lillooet, Village of Clinton, District of Wells)	Cariboo Chilcotin Coast	\$175,750
Land of Hidden Waters (The Fishing Highway Tourist Association, Lower North Thompson Valley Tourism Association, Tourism Kamloops, Tourism Wells Gray, Cariboo Regional District, CCCTMA)	Cariboo Chilcotin Coast and Thompson Okanagan	\$21,788
Visit Arrow Slocan (Arrow Slocan Tourism Association (ASTA) consisting of Village of Slocan, Village of Silverton, Village of New Denver, Village of Nakusp, Regional District Central Kootenay Areas H and K)	Kootenay Rockies	\$68,933
Castlegar Connects (Destination Castlegar, Regional District of Central Kootenay Areas I and J, City of Castlegar, Doukhobor Discovery Centre)	Kootenay Rockies	\$31,185

Zoomer & Beyond (Tourism Fernie Society, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama Tourism, Tourism Radium, Columbia Valley Tourism Marketing Society, St. Eugene Golf Resort Casino)	Kootenay Rockies	\$16,170
Golden Triangle (Tourism Golden Association, Parks Canada, Tourism Radium)	Kootenay Rockies	\$11,025
Travel Columbia Valley (Columbia Valley Tourism Marketing Society, Invermere Panorama DMO, Tourism Radium)	Kootenay Rockies	\$10,000
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism representing RDCK Area E & F - Balfour and area, RDCK Area D – Ainsworth Hot Springs, Kaslo, Lardeau, North Kootenay Lake, RDCK Area A - East Shore, City of Nelson - Nelson and area)	Kootenay Rockies	\$121,144
Visit South Kootenay (Tourism Rossland, Village of Warfield (pending), City of Trail (pending), City of Rossland (pending), Village of Montrose, Village of Fruitvale(pending), Regional District of Kootenay Boundary Electoral Area A and B, RED Resort, The Josie, Trail and District Arts Council)	Kootenay Rockies	\$28,350
Rockies Exploring (Cranbrook Tourism, Tourism Kimberley, St. Eugene Resort, Canadian Rockies International Airport)	Kootenay Rockies	\$10,000
Explore Creston Valley (Creston Valley Tourism Society, Town of Creston, Regional District of Central Kootenay Electoral Areas B and C, Private Sector)	Kootenay Rockies	\$22,234
RE:BC – Rejuvenate, Regenerate, and Revitalize Travel in BC (Revelstoke Accommodation Association, Tourism Squamish, Parksville Qualicum Beach Association (pending), Tourism Sun Peaks, Southern Gulf Islands Tourism, Tourism Prince George)	Kootenay Rockies, Vancouver, Coast and Mountains, Vancouver Island, Northern BC	\$16,380
Ktunaxa Homelands (Cranbrook and Region Tourism Society, Tourism Kimberley, Travel Columbia Valley, Tourism Fernie, City of Cranbrook, St. Eugene Resort)	Kootenay Rockies	\$10,000
Haida Gwaii (Go Haida Gwaii (Misty Isles Economic Development Society), Council of the Haida Nation (pending), Gwaalagaa Naay (pending), Gwaii Haanas (pending))	Northern BC	\$51,188
Visit North-East BC (Northern Rockies Regional Municipality, City of Fort St. John, Tourism Dawson Creek, District of Chetwynd, Village of Pouce Coupe, District of Tumbler Ridge, Tourism Prince George, District of Hudson Hope, District of Taylor, District of Mackenzie)	Northern BC	\$40,950
Visit Northwest BC (Tourism Smithers, Tourism Prince Rupert, Kermodei Tourism Society, District of Stewart, Nisga'a Tourism, Tourism Kitimat, Regional District of Kitimat-Stikine, Regional District of Bulkley-Nechako, Tourism Prince George)	Northern BC	\$25,988

Route 16 (Tourism Prince George, Tourism Smithers, Kermodei Tourism, Regional District of Fraser-Fort George, Tourism Prince Rupert, Regional District of Bulkley-Nechako, Tourism Kitimat, Regional District of Kitimat-Stikine)	Northern BC	\$21,000
Ski North BC (Tourism Smithers, Hudson Bay Mountain Resort, Smithers Airport, Northern BC Tourism, Powder King Mountain Resort, City of Quesnel, Murray Ridge, Troll Ski Resort, District of Wells, Barkerville Brewing Co., Rocky Peak Outfitters)	Northern BC and Cariboo Chilcotin Coast	\$19,880
North Thompson Valley (Symphony Tourism Services c.o. North Thompson Valley Marketing Committee (NTVMC) on behalf of Thompson-Nicola Regional District (TNRD)/Explore Blue River, Tourism Wells Gray Association, Tourism Valemout Society)	Thompson Okanagan	\$10,000
Boundary Country (Symphony Tourism Services c.o. Boundary Country Tourism, Regional District Kootenay Boundary (RDKB) - Boundary Economic Development Committee (BEDC) (representing Areas C, D, E, City of Grand Forks, Village of Midway, and City of Greenwood), Tourism Big White Society and Big White Ski Resort Ltd., Black Press Media, Grand Forks)	Thompson Okanagan	\$81,900
Shuswap Tourism (Columbia Shuswap Regional District/Shuswap Tourism representing: Salmon Arm, Sicamous, CSRD Electoral Areas C, D, E, G, F)	Thompson Okanagan	\$38,500
Similkameen Valley (Similkameen Valley Planning Society (representing Village of Keremeos, Town of Princeton, Regional District of Okanagan Similkameen Areas B, G and H), Black Press Media)	Thompson Okanagan	\$20,000
Visit South Okanagan (Travel Penticton Society, Peachland Visitors Centre (pending), Discover Naramata, Regional District of Okanagan-Similkameen Area I and D, Summerland Chamber of Commerce, Oliver Tourism Association, Peachland Visitor Centre (pending), Bottleneck Drive Wineries Association, Naramata Bench Wineries Association, Oliver Osoyoos Wineries Association, Penticton Beer Block (pending), Roadside Hospitality, Pacific Coastal Airlines)	Thompson Okanagan	\$19,000
Traveling Out in the Thompson Okanagan (TOTO) (Tourism Kelowna, Tourism Kamloops, Tourism Vernon, Travel Penticton, Destination Osoyoos)	Thompson Okanagan	\$31,500
Don't Love it to Death (Tourism Whistler, Tourism Squamish, Vancouver's North Shore Tourism Association, Sunshine Coast Tourism, Discover Surrey, Harrison River Valley, Tourism Abbotsford, Tourism Burnaby, Tourism Hope, Cascades & Canyon, Tourism Pemberton)	Vancouver, Coast and Mountains	\$32,813

Sea to Sky Arts, Culture & Heritage Campaign (Tourism Squamish, Tourism Whistler, Tourism Pemberton)	Vancouver, Coast and Mountains	\$10,500
VANPASS (VanPass, Beaty Biodiversity Museum, Bloedel Conservatory, Britannia Mine Museum, Burnaby Village Museum, Canada Chinese Museum, Capilano Suspension Bridge, Chinatown Storytelling Centre, Cycle City Bike Rentals, Dr Sun Yat Sen Classical Chinese Garden, FlyOver Canada, GrayLine Westcoast Sightseeing, Grouse Mountain, Harbour Cruises, MONOVA/Polygon Gallery, Museum of Anthropology, Museum of Vancouver, Playland/PNE, Sea to Sky Gondola, Science World, Stanley Park Horse-Drawn Tours, UBC Group of Gardens, Vancouver Aquarium, Vancouver Art Gallery, Vancouver Lookout, Vancouver Maritime Museum, VanDusen Garden)	Vancouver, Coast and Mountains	\$90,300
Lower Mainland Tourism Alliance (West Coast Food) (Destination Vancouver, Tourism Coquitlam, Tourism Langley, Discover Langley City, Tourism New Westminster, Tourism Richmond, Discover Surrey, Vancouver's North Shore, Tourism Burnaby)	Vancouver, Coast and Mountains	\$61,425
Lower Mainland Tourism Alliance (West Coast Curated) (Destination Vancouver, Tourism Whistler, Tourism Burnaby, Tourism Langley, Tourism New Westminster, Vancouver's North Shore, Discover Surrey)	Vancouver, Coast and Mountains	\$58,013
Explore BC's Sunshine Coast (Sunshine Coast Tourism, Sunshine Coast Regional District, qathet Regional District, City of Powell River, District of Sechelt, Town of Gibsons)	Vancouver, Coast and Mountains	\$137,813
Fraser Valley (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison River Valley, Tourism Hope, Cascades and Canyons, Tourism Langley, Tourism Mission/District of Mission)	Vancouver, Coast and Mountains	\$126,000
Scenic Route 7 (Tourism Mission, Tourism Coquitlam, Tourism Harrison River Valley, Hope, Cascades and Canyons, City of Maple Ridge)	Vancouver, Coast and Mountains	\$13,230
Greater Victoria Flavour Trails (Destination Greater Victoria, Southern Gulf Islands)	Vancouver Island	\$10,000
Indigenous Coast BC (Kiixin Tours/Huu-ay-aht First Nation, Secret Beach Campgroup & Kayak Launch, Tin Wis Resort, Tsawaak RV Resort & Campground, Tla-o-qui-aht Tribal Parks, Kwa'lilas Hotel)	Vancouver Island	\$34,052
Nanaimo and Region (Tourism Nanaimo Society, Snuneymuxw First Nation/Petroglyph Development Group, Gabriola Island Chamber of Commerce Nanaimo Airport Authority, Nanaimo Prosperity Corporation)	Vancouver Island	\$188,875
Comox Valley (Comox Valley Regional District including Electoral Areas A, B and C, City of Courtenay, Town of Comox, Village of Cumberland)	Vancouver Island	\$149,500

#ExplorePortAlberni (Alberni Valley Tourism Association, City of Port Alberni, Huu-ay-aht First Nations, Alberni-Clayoquot Regional District, Private Sector)	Vancouver Island	\$92,547
Campbell River (City of Campbell River, SRD Electoral Area A, Kyuquot/Nootka – Sayward, SRD Electoral Area B, Cortes Island, SRD Electoral Area C, Discovery Islands – Mainland Inlets, SRD Electoral Area D, Oyster Bay – Buttle Lake)	Vancouver Island	\$32,813
Vancouver Island North (4VI, Vancouver Island North consisting of: District of Port Hardy, Town of Port McNeill, Village of Alert Bay, Regional District of Mount Waddington Electoral Areas A, B, C, D & Port Alice)	Vancouver Island	\$101,829
Cowichan Valley (Tourism Cowichan Society, Cowichan Valley Regional District)	Vancouver Island	\$162,625
Southern Gulf Islands (Southern Gulf Island Tourism Partnership Society, Salt Spring Island Local Community Commission, Southern Gulf Islands Community Economic Sustainability Commission, Salt Spring Arts)	Vancouver Island	\$110,880
BC Ale Trail (BC Craft Brewers Guild)	Sector	\$200,000
Mountain Bike (Mountain Bike Tourism Association)	Sector	\$202,000
Golf (British Columbia Golf Marketing Alliance)	Sector	\$220,000
Camping/RV (Camping and RVing BC Coalition)	Sector	\$75,000
Wine (Wine Growers British Columbia Society)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$36,666
Fishing (BC Fishing Tourism Association, Sport Fishing Institute, Freshwater Fisheries Society of British Columbia)	Sector	\$210,000
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$90,626
Snowmobile (BC Snowmobile Federation)	Sector	\$35,000
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$23,310
Gardens (Gardens British Columbia)	Sector	\$45,000
BC Farmers' Market Trail (BC Association of Farmers' Markets)	Sector	\$52,000
BC Bird Trails (Tourism Richmond)	Sector	\$117,180
Paddle BC (Destination Castlegar)	Sector	\$80,189

APPENDIX B

**Destination BC Co-op Marketing Partnerships Program 2024/25
Participating Communities (*DMO= Destination Marketing Organisation)**

New Participants

Great Bear Rainforest (Chilcotin Coast Tourism Marketing Association)	Cariboo Chilcotin Coast	\$73,500
Highway 3 BC (Destination Castlegar, Nelson Kootenay Lake Tourism, Tourism Creston, Tourism Rossland, Tourism Cranbrook, Kimberly Tourism, Tourism Fernie, Tourism Hope, Cascade & Canyons, Manning Park, Similkameen Valley Planning Society, Destination Osoyoos, Boundary Country RDKB c/o Symphony Tourism, Similkameen Independent Winegrowers Association)	Kootenay Rockies, Thompson Okanagan, Vancouver, Coast and Mountains	\$30,000
Central Okanagan Asset Acquisition (Tourism Kelowna, City of West Kelowna (Visit Westside), District of Lake Country)	Thompson Okanagan	\$12,600
Explore North Okanagan (Destination Silver Star, Tourism Vernon, Okanagan Indian Band, Lumby Chamber of Commerce, Silverstar Mountain Resort)	Thompson Okanagan	\$188,875
Explore Thompson-Nicola Cinema (Thompson Nicola Regional District)	Thompson Okanagan	\$10,000
Cineventure (Tourism Burnaby, Tourism Richmond, Tourism Langley, Visit Surrey, Tourism Squamish, Motion Picture Production Industry Association of BC))	Vancouver, Coast and Mountains	\$10,000