



DESTINATION
BRITISH COLUMBIA®

BC Tourism Industry Opportunities and Programs

Fall 2024

VASEAUX LAKE
Photo: Grant Harder



As a tourism business, sector, or organization there are many ways to get involved with a variety of Destination BC's activities and programs.

Showcase Your *Super, Natural*® Corner of British Columbia

TRAVEL TRADE FAMILIARIZATION TOURS AND TRAVEL MEDIA PRESS TRIPS

Destination BC, in partnership with Regional Destination Management and City Destination Marketing Organisations (DMOs), invites key travel trade (tour operators, receptive tour operators, travel agents) and travel media from top markets to experience British Columbia tourism products on familiarization tours (FAMs) and press trips. In consultation with our DMO partners, FAM itineraries are coordinated to educate travel trade and generate awareness with travel media on BC tourism experiences, which align with their consumer audience. Please contact your [Regional or City DMO](#) to find out more.

VISITING JOURNALIST PROGRAM

Destination BC's North American Visiting Journalist Program provides support to tourism industry partners to host media and travel journalists on assignment. To support your marketing and public relations objectives, Destination BC provides assistance primarily for air or ground transportation. Applicants must demonstrate that they are also making an equal investment in the press trip. *Note: while we also work closely with media from outside of North America, overseas media requests are handled by our in-market teams. For program criteria and the application form, please visit our [Travel Media page](#) to learn more.



COMOX
Photo: Experience Comox



VANCOUVER
Photo: Hubert Kang



SUN PEAKS RESORT
Photo: Cristina Gareau

INCREASE YOUR VISIBILITY AND HIGHLIGHT YOUR BUSINESS

HELLOBC.COM LISTINGS

Destination BC is committed to featuring compelling tourism product information on our consumer website, [HelloBC.com](https://www.hellobc.com). List your business and/or event on [HelloBC.com](https://www.hellobc.com) for free, and you will benefit from exposure to the millions of travellers who visit the website each year. Visitors to [HelloBC.com](https://www.hellobc.com) are able to search for accessible accommodation, attractions, activities, events, and experiences. Through our partnership with TripAdvisor, all business listings on HelloBC include information pulled directly from the related TripAdvisor listing, and businesses have the opportunity to add additional content including accessibility features, social media information, and travel offers through Destination BC's [Tourism Business Portal](https://www.hellobc.com).

Travellers are looking for value, and travel offers play an important role in their trip planning to and around BC. For a tourism business, posting your travel offers on [HelloBC.com](https://www.hellobc.com) provides several key opportunities to stay competitive, encourage visitation during non-peak seasons, sell excess inventory, highlight new products or experiences, drive website traffic, and acquire new customers.

Don't miss out—register today. Contact BusinessListings@DestinationBC.ca.

DIGITAL ASSETS & BRAND TOOLS

Destination BC's digital assets, including photos and video, are available to the tourism industry and travel media for the purposes of promoting travel to and within British Columbia. To explore these assets, simply go to Destination BC's [BC Content Hub](https://www.hellobc.com) to login or click "Create an Account".

In addition to the Hub, Destination BC has an extensive brand program that aims to build a unified global brand that is easily recognized by travellers, which in turn allows us to amplify and strengthen our voice as a province and helps us all stand out in the competitive global landscape. To learn more about the *Super, Natural British Columbia*® brand, including quick tips for brand alignment, view the [Industry Tools](https://www.hellobc.com) section of our website.

UGC (USER-GENERATED CONTENT) PARTNER NETWORK

Local residents and visitors are capturing and sharing amazing experiences across BC on social media, using hashtags like #exploreBC. This user-generated content is currently being used across the social media channels and websites of many tourism organizations in British Columbia, as a key source for content marketing.

Join our UGC Partner Network (powered by CrowdRiff) to seamlessly feed user-generated content directly to Destination BC and community DMOs. As a member of the Network, you will be helping to surface the best content from your destination, sector, or organization, so partner organizations can amplify it across their global social media channels. Access special pricing that has been negotiated on behalf of all members of the tourism industry. For more information or to join, email Crowdriif at hello@crowdriff.com with the subject line "User-Generated Content Partner Network."

THE BC STORY NETWORK

The Network is focused on creating BC stories, built around a social video format, by network partners (DMOs and BC tourism Businesses). Destination BC shares those Stories with potential BC visitors on [HelloBC.com](https://www.hellobc.com), through consumer emails, and on social channels. Through the BC Story Network, members will receive regular updates on messaging, seasonal activities, and best practices in short-form video storytelling from Destination BC for content alignment. If you're interested in joining the network, please email GlobalContent@DestinationBC.ca.



FERNIE
Photo: @iamkylehamilton



CHILCO LAKE
Photo: Yuri Choufour



HAZELTON
Photo: Shayd Johnson

WEBSITE TAGGING PROGRAM

Travellers interact with hundreds of touch points on the path to purchase, and trying to gain meaningful, actionable insights from their signals of intent is complex. The Website Tagging Program creates a clear and holistic view of the path to purchase by combining data from Destination BC and tourism partners.

Destination BC is partnering with DMOs, BC tour operators, tourism businesses and other industry members to add data collection tags (also known as pixels or beacons) to develop a holistic view of travellers interested in exploring British Columbia. As additional tourism partners also add these small pieces of code to their websites, a more powerful marketing network is created. Contact ConsumerMarketing@DestinationBC.ca or visit destinationbc.my.site.com/s/tagging to learn more about the Website Tagging Program or adding tags to your website.

VISITOR SERVICES NETWORK

There are more than 130 community-owned Visitor Centres throughout British Columbia that make up the Visitor Services Network. Each year, community Visitor Centres serve millions of people at their physical locations and around their communities. In addition, many Visitor Centres provide customer service outreach through social media before visitors arrive, while they are here, and after they return home. Trained Tourism Visitor Information Counsellors are often the first point of contact a visitor has in a community. Do they know what your business has to offer? Have they experienced your offerings first hand? Educate your local Tourism Visitor Information Counsellors about your business by contacting the Visitor Centre directly. If your community does not have a Visitor Centre, a list of communities participating in the Visitor Services Network Program can be obtained by contacting CommunityVisitorCentres@DestinationBC.ca.

PRODUCT PRESENTATIONS

Share what's new in your destination or business with Destination BC to help us promote your products through travel trade, travel media, social media, content marketing, and other related activities. Product presentations from DMOs, sector organizations, or tourism businesses can be arranged with our teams by contacting Dbc.Events@DestinationBC.ca.

STAY CONNECTED

Stay up-to-date on industry news, research, marketing campaigns, destination development activities, announcements, events, and partnership opportunities. Here's how:

- Subscribe to *Directions*, Destination BC's industry newsletter. Visit [DestinationBC.ca/subscribe](https://www.destinationbc.ca/subscribe) to sign up.
- Follow our corporate channels for timely and relevant tourism industry news (#BCTourismCounts):
 - **LinkedIn** [linkedin.com/company/destinationbritishcolumbia](https://www.linkedin.com/company/destinationbritishcolumbia)
 - **YouTube** [youtube.com/DestinationBritishColumbiaCorporate](https://www.youtube.com/DestinationBritishColumbiaCorporate)
- Amplify your social media reach by engaging with, and subscribing to, our various consumer channels (#exploreBC):
 - **Facebook** [fb.com/HelloBC](https://www.facebook.com/HelloBC)
 - **Instagram** [@HelloBC](https://www.instagram.com/HelloBC)
 - **TikTok** [@HelloBC](https://www.tiktok.com/@HelloBC)
 - **YouTube** [youtube.com/HelloBC](https://www.youtube.com/HelloBC)
- Use the #exploreBC hashtag, which has garnered more views on Instagram than any other tourism organization in Canada! Share your tourism-related photos and reach an international audience, and encourage your guests to do the same.
- Help Destination BC share and amplify your social media content by setting up alerts for Destination BC's social media team every time you upload a new video. Contact SocialMedia@DestinationBC.ca to establish a cross posting relationship with us.

LEARN WITH US AND STRENGTHEN YOUR NETWORK

DESTINATION BC'S LEARNING CENTRE

Open 24/7, access free resources and tools, featured articles, workshops, guides, templates, and videos to help amplify your marketing efforts, enrich your visitors' experiences, and generate tangible business results. Learn something new today! Visit [DestinationBC.ca/Learning-Centre](https://www.destinationbc.ca/Learning-Centre).

DESTINATION DEVELOPMENT

Destination BC partners with Indigenous Tourism BC, the Ministry of Tourism, Arts, Culture and Sport, and the Regional Destination Management Organizations to support the ongoing viability of BC's tourism sector. The Destination Development team facilitates the collaboration of local, regional, and provincial agencies, First Nations, DMOs, tourism operators and other community interests, to identify opportunities to guide the long-term sustainability of tourism destinations and experiences that are in alignment with community aspirations and values and informed by the principles of destination stewardship to ensure tourism benefits local communities. Across the province, multiple 10-year destination development strategies have been created, along with regionally specific strategies. Provincially, the Invest in Iconics Strategy is a long-term strategy to responsibly increase the benefits of tourism throughout British Columbia through the integration of Place Branding and Destination Development to competitively differentiate BC on the world stage.

To find out more about our work and its benefits for communities, visit: <https://www.destinationbc.ca/strategic-approach/invest-in-iconics-strategy/destination-development/> or contact DestinationDevelopment@DestinationBC.ca.

RESEARCH, ANALYTICS, & INSIGHTS

Strengthen your competitive advantage through BC tourism industry performance insights, and the characteristics, preferences, and attitudes of travellers to British Columbia. Destination BC conducts research, and shares data and insights on various aspects of the tourism industry which can assist you in identifying new markets, products and services, as well as monitor and track industry performance at the provincial level or in your region or community, and can serve to improve the quality of tourism experiences in BC. To learn more, visit <https://www.destinationbc.ca/research-insights/> or contact the [Research & Analytics team](#).



MALAHAT
Photo: Milen Kootnikoff



GIBSONS
Photo: Sunshine Coast Tourism



WEST KELOWNA
Photo: Destination Canada

ACCESS FUNDING FOR YOUR TOURISM MARKETING

CO-OPERATIVE MARKETING PARTNERSHIPS PROGRAM

Destination BC's Co-operative Marketing Partnerships Program is an application-based program that provides co-operative marketing and promotion support to community consortiums and sector organizations in British Columbia. The program has an approximate total annual budget of \$4 million, distributed widely across the province. The program aims to increase BC tourism revenues by driving consumer demand, and leverages private and public funds to maximize marketing impact and aims to align industry marketing efforts to provincial and regional initiatives. To find out more about the program and the application process visit <https://www.destinationbc.ca/what-we-do/funding-sources/co-op-marketing/> or contact [Coop@ DestinationBC.ca](mailto:Coop@DestinationBC.ca).

MUNICIPAL AND REGIONAL DISTRICT TAX

The Municipal and Regional District Tax (MRDT) is jointly administered by Destination BC, the Ministry of Tourism, Arts, Culture and Sport, and the Ministry of Finance, and provides funding for local tourism marketing, programs, and projects in participating communities around the province. The tax is intended to help grow BC revenues, visitation, and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace. Affordable housing was added as a permissible use of funds in 2018, to help address local housing needs. MRDT is an up-to-three percent tax applied to sales of short-term accommodation provided in participating areas of British Columbia, on behalf of municipalities, regional districts, and eligible entities. To find out more visit <https://www.destinationbc.ca/what-we-do/funding-sources/mrdt/> or contact [MRDT@ DestinationBC.ca](mailto:MRDT@DestinationBC.ca).

BC TOURISM CLIMATE RESILIENCY INITIATIVE

The [BC Tourism Climate Resiliency Initiative \(BCTCRI\)](#) is a foundational program to support a resilient tourism sector that is prepared to adapt to climate change. This initiative is a provincial partnership with Destination BC, the BC Ministry of Tourism, Arts, Culture and Sport, BC's six Regional Destination Management Organizations (RDMOs) – the Cariboo Chilcotin Coast Tourism Association, Kootenay Rockies Tourism Association, Northern BC Tourism Association, Thompson Okanagan Tourism Association, Vancouver, Coast & Mountains Tourism Region, and 4VI – and Indigenous Tourism BC. The BCTCRI is comprised of four project streams that invest in practical climate adaptation and sustainability planning for tourism businesses, providing micro-grants to facilitate implementation of these plans, developing a data framework to enable more insightful decision-making, and offering new province-wide learning and training opportunities. To find out more about the four BCTCRI projects, eligibility, application intake periods, and project partners, visit <https://www.destinationbc.ca/what-we-do/destination-management/bc-tourism-climate-resiliency-initiative/> or contact DestinationStewardship@destinationbc.ca



JUMBO PASS
Photo: Kari Medig



BOWRON LAKE PROVINCIAL PARK
Photo: Adam Wells



KITIMAT
Photo: Andrew Strain

EMERGENCY PREPAREDNESS

BC TOURISM EMERGENCY MANAGEMENT FRAMEWORK

Created by BC's Tourism Emergency Management Committee (TEMC), the BC Tourism Emergency Management Framework provides a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management: mitigation, preparedness, response, and recovery. The Framework helps to reduce the industry's vulnerabilities and risks and lessen the potentially adverse impacts to visitor experiences during emergencies. The TEMC membership includes The Ministry of Tourism, Arts, Culture and Sport, the Tourism Industry Association of BC, Destination BC, BC Destination Management Organization Association, Indigenous Tourism BC, the BC Regional Tourism Secretariat, and Emergency Management and Climate Readiness. To learn about the Framework, visit <https://www.destinationbc.ca/what-we-do/destination-management/emergency-preparedness/>

EMERGENCY RESOURCES

Emergencies can happen at any time, and seasonal transitions can put us at even greater risk of major weather events such as flooding and wildfires. Destination BC has key visitor-facing [Know Before You Go information](#), and a webpage dedicated to [emergency preparedness resources](#) for the tourism industry, including key agencies, links to newly updated messaging & action guidance with shareable responsible travel graphics. Visit the webpage to access the guides, download the graphics, and prepare your organization.

GUIDES AND PLANS FOR TOURISM OPERATORS

In partnership with PreparedBC, BC's Tourism Emergency Management Committee has created step-by-step guides to prepare tourism businesses and their staff for emergencies, with templates and tools to help operators easily plan a fast and effective response. Visit the following links for the [Guide for Tourism Operators](#) and [Emergency Plan for Tourism Operators](#), or to learn more, visit: www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/preparedbc

