



DESTINATION
BRITISH COLUMBIA®

CCCTA AGM 2023

November 17, 2023
Williams Lake

Chilko Lake | Yuri Choufour



AGENDA

- Destination BC Corporate Strategy
- Recovery & Strategy
- Rainforest to Rockies launch
- Co-op Marketing Partnerships Program
- Taking Action for Tourism
- Working with Indigenous Tourism BC
- Forecast



CLINTON BC



CARIBOO COUNTRY
THE
NORTH ROAD
TRADING

DESTINATION
BRITISH COLUMBIA®

Core Focus for Destination BC: 2023 - 2025



Grow the tourism economy across all regions of BC and in all seasons.



Enable more tourism organizations and businesses to access technologies, marketing channels, tools, data, insights, and training.



Take action to continue to grow a sustainable, authentic Indigenous cultural tourism industry in BC.



SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



- 1 Tourism businesses are profitable
- 2 People love travelling in BC
- 3 People living in BC value the visitor economy
- 4 People travel year-round and to lesser-known places
- 5 The tourism industry meets or exceeds the BC's Climate Change Action Plan targets

OUR 8 GOALS



OUR 8 GOALS

- 6 BC's tourism industry partners value the work we do
- 7 People working at Destination BC are well supported for success
- 8 Indigenous voices, values and presence are strengthened in all our work

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



STRATEGIC LEVERS

1

COMPELLING
REASONS TO
EXPLORE BC

2

GLOBALLY
COMPETITIVE
TOURISM
ECOSYSTEM

3

RESPECTFUL
GROWTH OF
INDIGENOUS
TOURISM

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



DESTINATION
BRITISH COLUMBIA®

Tourism Partners: Cariboo Chilcotin Coast tourism region



**Visitor
Centre
Network**

**Community
DMOs**

**Provincial
Sectors
Associations**


**16,600
Tourism
Businesses**



ILLAHEE

“Our lands and our place within them”

**A look into the interconnectedness of nature
in BC as seen through the eyes of Indigenous
Peoples.**

A boat is shown at night, illuminated by its own lights. The boat has a prominent white light on the front and a green light on the side. The background shows a dark sky and a forested shoreline. The water is dark with some ripples.

Video:

<https://youtu.be/OGeiTSLt78>

Working with Regional DMOs



TOTA

THOMPSON OKANAGAN
TOURISM ASSOCIATION



Working with CCCTA

- Destination Stewardship
- Industry Training & Business Advisory Services
- Compelling Reasons to Explore BC
- Travel Trade
- Travel Media
- Content Marketing
- Social Media Marketing
- Indigenous Tourism
- Destination Development



Destination BC Supporting Roles

**Workforce
Realities**

**Environment
& Climate
Change**

**Emergency
Management**

**Government
Policy**

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



DestinationBC.ca

Recovery & Strategy



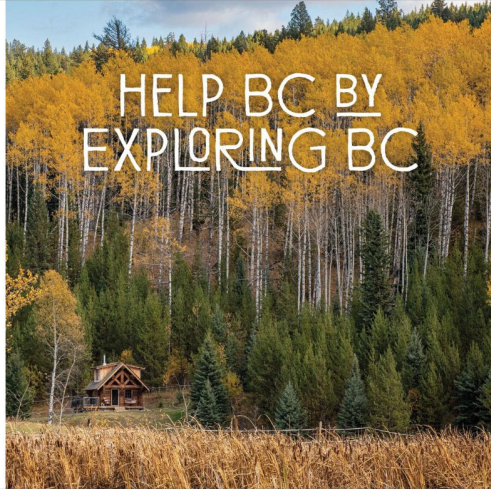
01 Help BC by Exploring BC



Destination British Columbia

Sponsored (demo)

The Cariboo region is open and ready to welcome you. The best way to support local communities is to travel now.

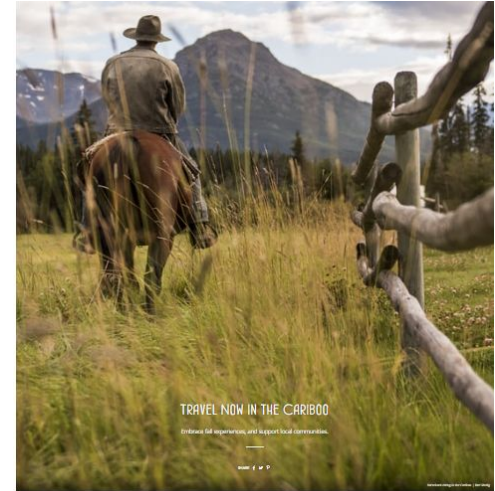


HELLOBCC.M

Plan Your Trip

Visit now

Learn more



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The text "Travel Now in the Cariboo" is a registered trademark of Destination British Columbia.

DONT MISS THESE CARIBOO EXPERIENCES



LAND OF HEBSIN WATERS

Experience the beauty of the Cariboo region with a guided tour of the Hebsin Waters. Enjoy the stunning views and the peaceful atmosphere of the area.

VIEW MORE



THE GOLD RIVER TRAIL

The Gold River Trail is a scenic route through the Cariboo region. Enjoy the stunning views and the peaceful atmosphere of the area.

VIEW MORE

FALL TRIP IDEAS



Discover our Home



A Taste of the Cariboo



Climb the Cariboo



A Journey to the Cariboo

Video:

<https://youtu.be/w0MMdrysjco>


OPEN FOR EXPLORING



Social Media: Instagram stories



Social Media: High-level travel inspiration



hellobc • Following

hellobc • 6w
Embrace the open road and let your spirit of adventure guide you. Whether it's the majestic mountains, serene lakes, or charming towns, let the road lead you to extraordinary moments. Head to our link in bio for road trip ideas for your next adventure.

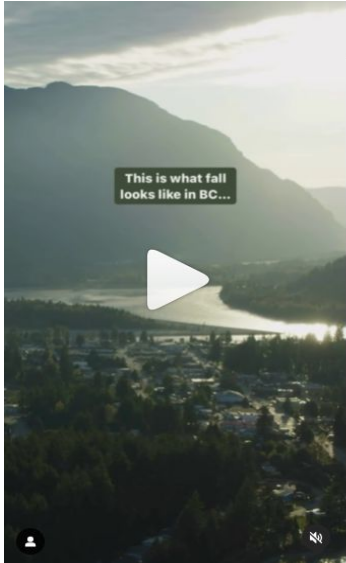
Credit: @stephsheslesky, @grantharder, Melissa Barnes, @ryancreary, @michaelbednarphotography, @localwanderer, @explorecanada, @benhagkull

#exploreBC

As you may know, areas of British Columbia are currently dealing with wildfires. However, British Columbia is a

3,193 likes
SEPTEMBER 9

Add a comment...



hellobc • Following
Giulio Cercato • Memories

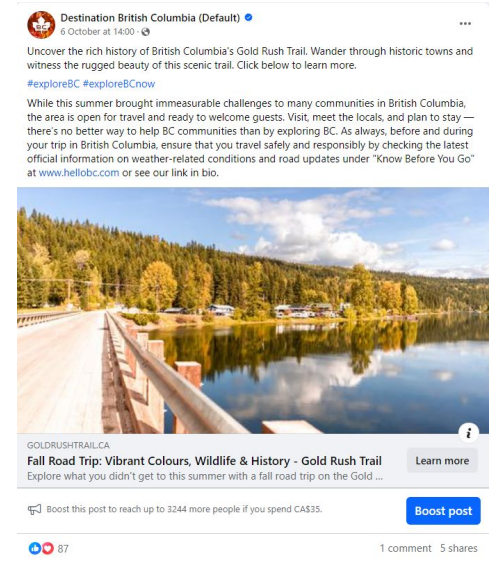
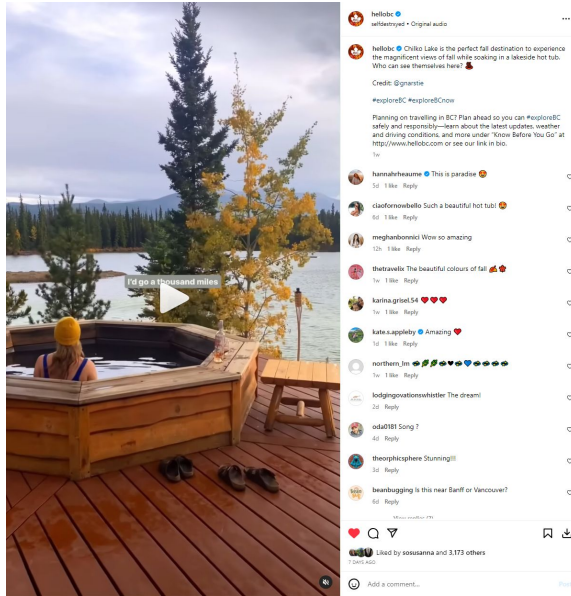
#exploreBC #exploreBCnow

While this summer brought immeasurable challenges to many communities in British Columbia, the area is open for travel and ready to welcome guests. Visit, meet the locals, and plan to stay — there's no better way to help BC communities than by exploring BC. As always, before and during your trip in British Columbia, ensure that you travel safely and responsibly by checking the latest official information on weather-related conditions and road updates under "Know Before You Go" at www.hellobc.com or see our link in bio.

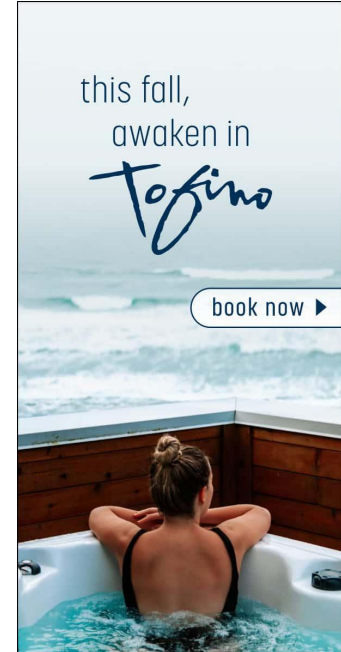
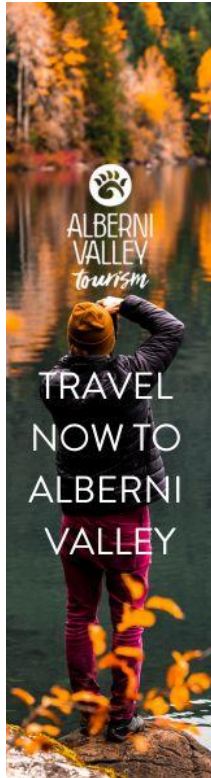
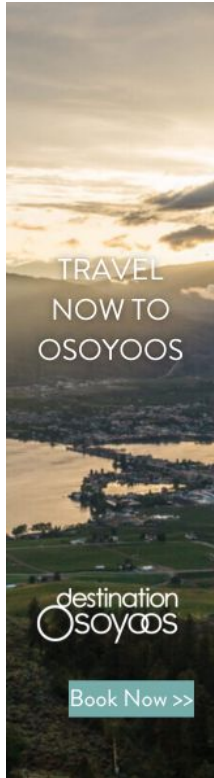
destination_vancouver 4w
247,486 likes
SEPTEMBER 22

Add a comment...

Social Media: Region specific recovery posts



DMO & Partner Ads: Travel now to....




Businesses: offers & promotions

Save 15%
Help BC by Exploring BC



Pacific Coastal
AIRLINES®




WESTJET


SAVE ON WESTJET FLIGHTS TO BC

Enjoy the beauty of the Okanagan and Vancouver Island for less! Take 15% off select base fares when you travel with WestJet by December 14 - visit westjet.com for offer details.

[VISIT SITE >](#)

 **BC Ale Trail**
Sponsored · 🌐

New experiences are brewing. Our popular Sip & Stays are back. Plan the road trip getaway you've been dreaming of.



bcaletrail.ca/sip-stay/

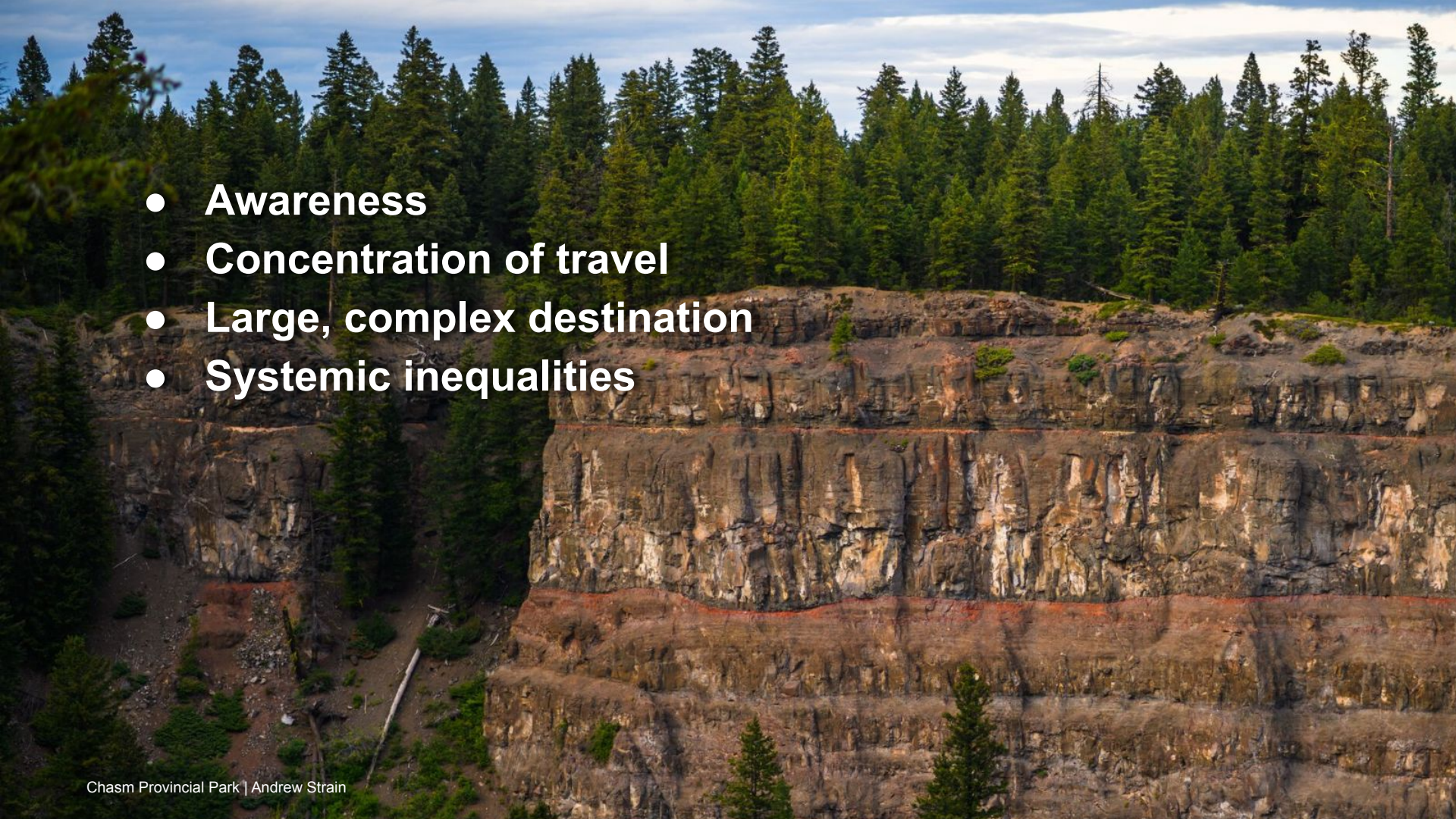
Explore the unlimited tastes of B.C.

HAPPY HOUR	BRUNCH	DINNER	PATIOS
SEP 15 - SEP 30	NOV 2 - NOV 12	JAN 17 - FEB 11	MAY 26 - JUN 9

BC Ferries Vacations

STORM WATCHING GETAWAYS

Enjoy a 3rd night FREE in Tofino or Ucluelet when you book a hotel and ferry package with BC Ferries Vacations for travel before Dec 31, 2023.

- 
- **Awareness**
 - **Concentration of travel**
 - **Large, complex destination**
 - **Systemic inequalities**

Compelling Reasons to Explore BC



Clinton | Cariboo Chilcotin Coast/6ix Sigma



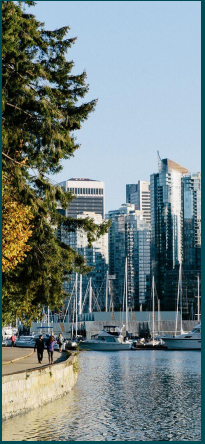
Short-term
competitiveness
through
compelling
branding
and destination
marketing

**PLACE
BRANDING**
(Identity)

**DESTINATION
DEVELOPMENT**
(Experience)

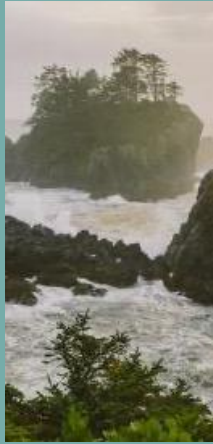
Long-term
competitiveness
through
in-destination
experience
design and
development

Vancouver & Fraser Valley



Iconic Place

West Coast



Iconic Place

Southern Valleys



Iconic Place

Rainforest to Rockies

WAVE 1



Iconic Route

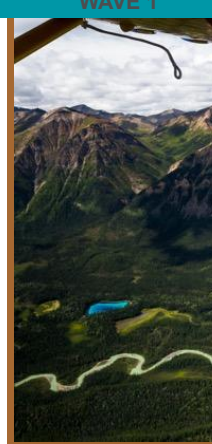
Southeast BC



Iconic Place

The North

WAVE 1



Iconic Place

Central BC



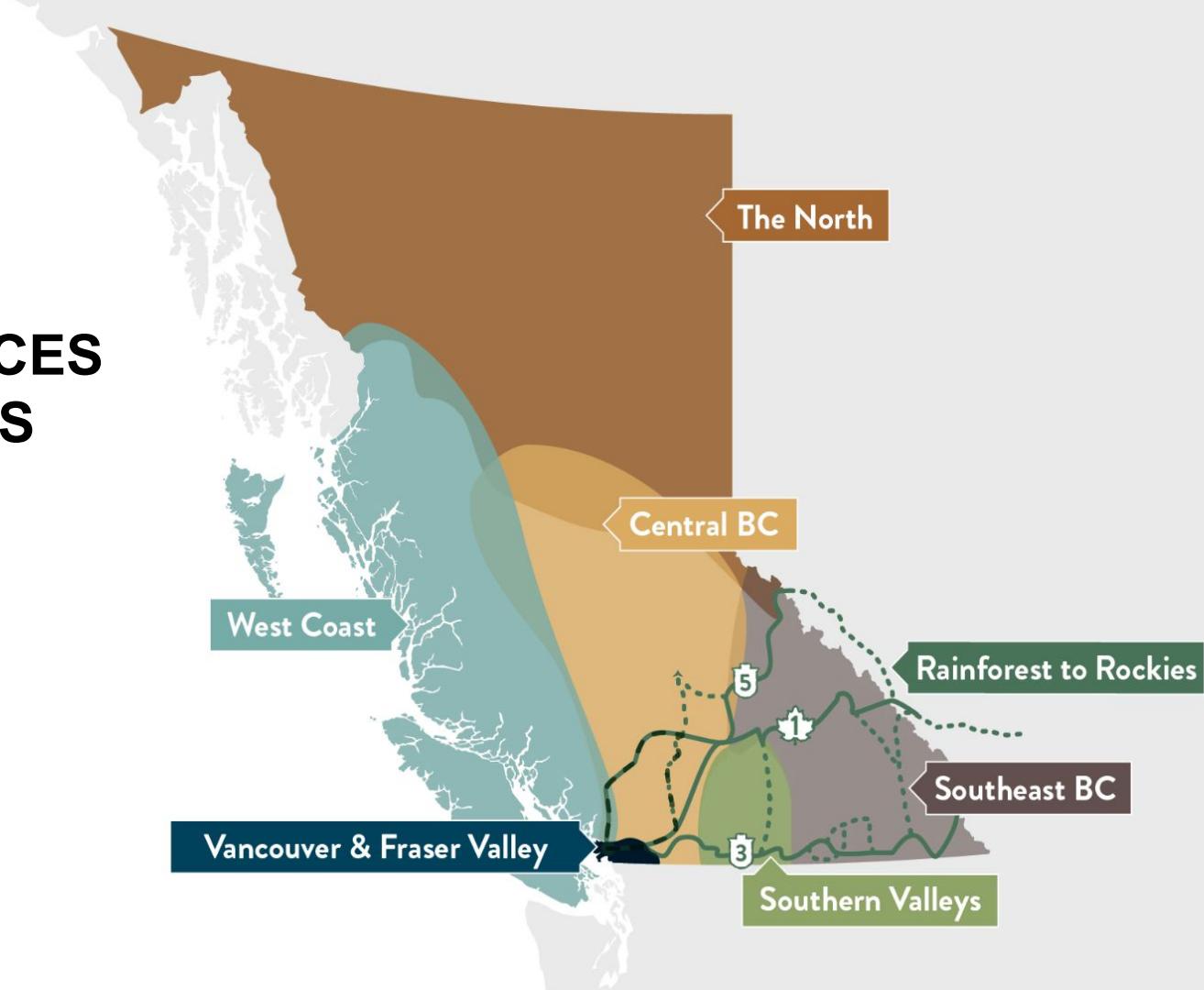
Iconic Place

SEASONAL GROWTH

GEOGRAPHIC GROWTH

ICONIC PLACES AND ROUTES

(Brand boundaries)



RAINFOREST TO ROCKIES

Super, Natural British Columbia,
Canada

Rainforest to Rockies is the
quintessential Canadian journey
along ever-changing landscapes
from Vancouver on the Pacific
Coast to the Canadian Rockies.



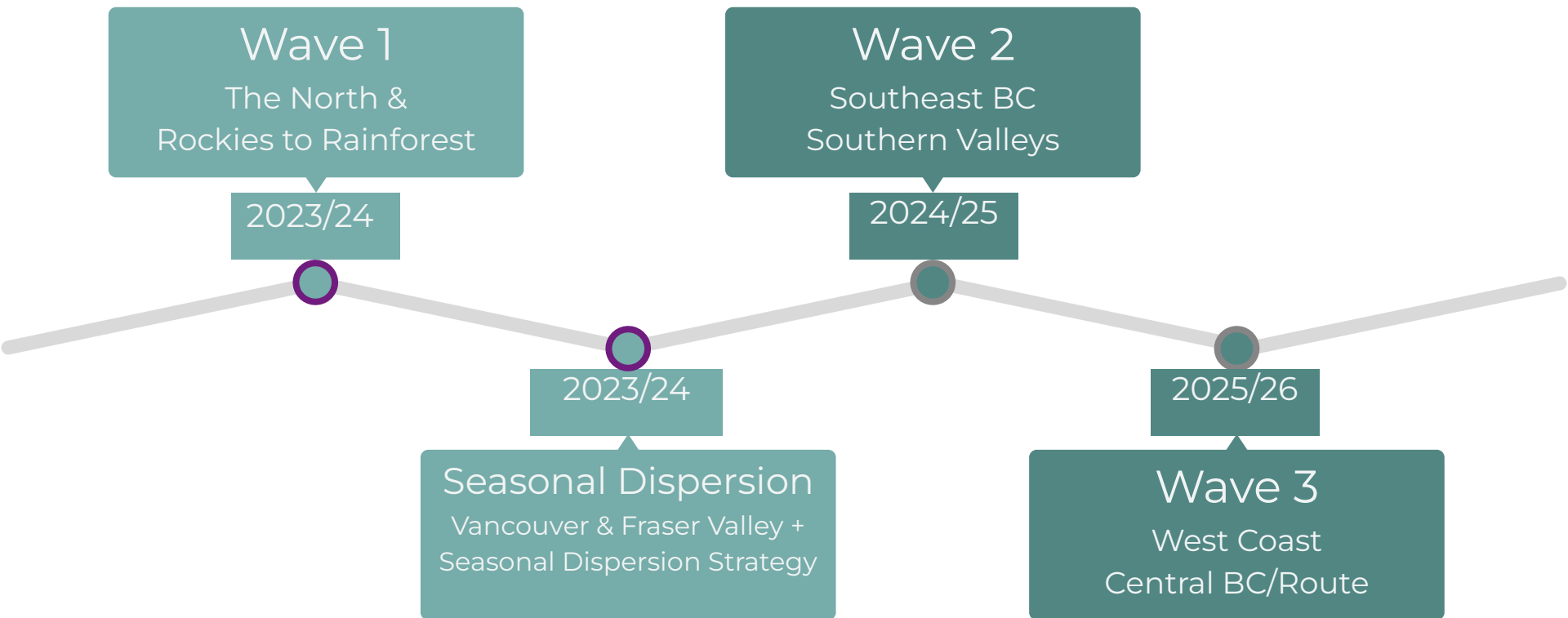
**RAINFOREST
TO ROCKIES**



**RAINFOREST
TO ROCKIES**



What is next?



Co-op Marketing Partnerships Program



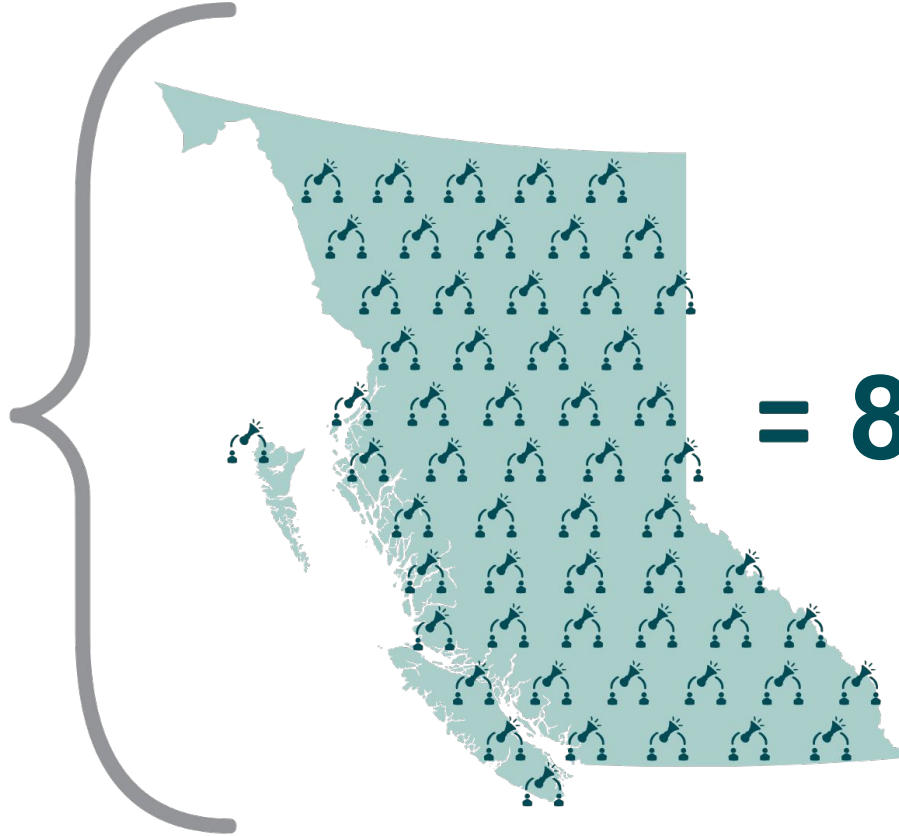
Co-op Marketing Partnerships Program



DESTINATION
BRITISH COLUMBIA



\$4.2 M



= 84 Projects



Co-op Program Achievements: 2016/17 to 2022/23

Advanced Digital
Readiness & Digital
Marketing
Capabilities

TOTAL 6 YR
FUNDING

\$62.2M

\$28.3M DBC leveraged
\$33.9M from Industry

Increased staff understanding & awareness

INCREASED
PARTICIPATION
33% increase
81 in FY 22/23

DOUBLED
SECTOR
CONSORTIUMS

Flexibility
&
Priorities

INCREASED COLLABORATION
38% Increase
Community Consortiums

LEVERAGED DOLLARS
Grew from 1.08 ratio to 1.4

BRAND ALIGNMENT
300% increase
23% to 74% highly
aligned

Co-op Program 2024/25 Objectives

1. Visitation in more seasons, and/or more of the province
2. Sustainably grow the visitor economy
3. Maximize marketing impact
4. Encourage and educate visitors on responsible tourism
5. Create deep collaboration
6. Align industry marketing efforts and connect industry to the provincial brand



Co-op Program 2024/25 Phase 1



**Administrative
Changes**



**Strengthen
Partnership
Model**



**Visitor
Education is
Eligible**



Taking Action in Tourism



Taking Action in Tourism



Climate Preparedness and Adaptation Strategy Actions for 2022-2025



For More Information



industry.landwithoutlimits.com



tourismsustainability.ca



DestinationBC.ca

Seasonal Extension Examples



WINTER CAMPING MAP

< Prev 1 of 19 Next >

- Acacia Grove RV Park & Cabins
Location: Spences Bridge 🔍
- Airforce Beach Campground
Location: Lazo 🔍
- Alder Bay RV Park & Marina
Location: Port McNeill 🔍
- Aloha RV Park
Location: Abbotsford 🔍
- Anmore Camp & RV Park
Location: Anmore 🔍
- Apple Beach RV Park
Location: Oliver 🔍
- Apple Valley Orchard & RV Park
Location: Kelowna 🔍
- Arrow Mountain RV Park
Location: Creston 🔍

Map
Satellite

Terrain
3

BC Parks

Private Camping & RV

RV Rentals

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NIAGARA
ICEWINE
FESTIVAL

COOL AS ICE RETURNS

JAN 12-14 | 19-21 | 26-28

The Inn

The Pointe Restaurant

Ancient Cedars Spa

Store

RESERVATIONS: 1.250.725.3100

RELAIS & CHATEAUX

The
WICKANINNISH INN
Tofino, Canada

THE INN ▾

ACCOMMODATION ▾

EAT & DRINK

EXPERIENCES

WEDDINGS & RETREATS

Winter Storm Watching





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2023
Celtic
COLOURS
INTERNATIONAL FESTIVAL

Presented By



Nuxalk Nation
Bella Coola |
Eric Berger



A hiker is seen from behind, standing on a rocky ridge in the foreground. The background features a vast mountain range with several peaks, some of which are covered in snow. The sky is filled with soft, white clouds, and the overall lighting suggests a late afternoon or early morning setting. The text 'FIND YOURSELF, IN EVERY SENSE' is overlaid in the center of the image in a white, sans-serif font.

FIND YOURSELF, IN EVERY SENSE

Immerse yourself in British Columbia, where vast wilderness and rich culture welcome you in to explore not just new sights, but new sides of yourself.

Video:

https://youtu.be/E_IdKOdRoCM

FIND
YOURSELF
IN EVERY
SENSE







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