



DESTINATION
BRITISH COLUMBIA®

CCCTA AGM 2024

Maya Lange, VP Global Marketing

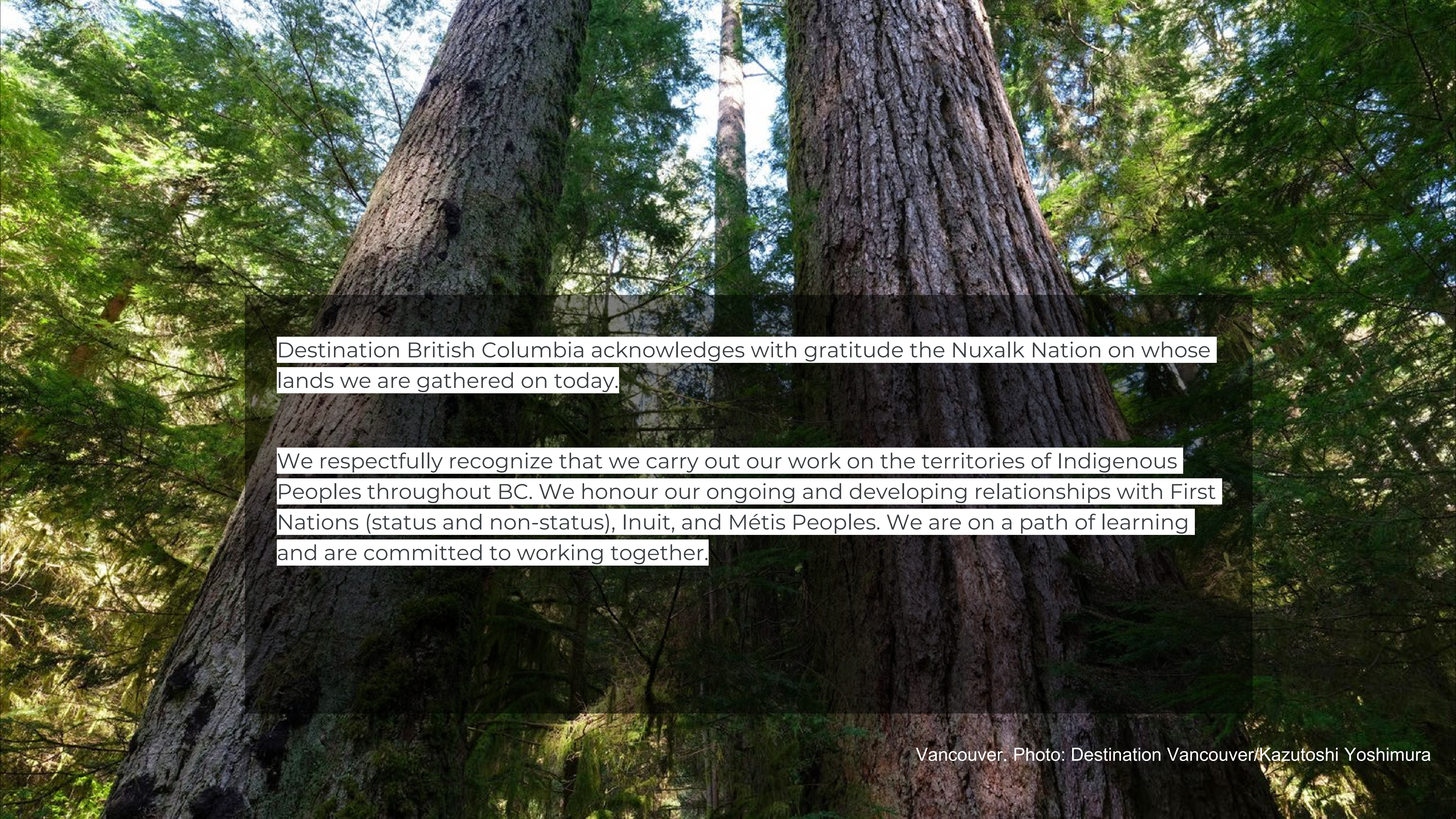
October 17, 2024
Bella Coola

Bella Coola

What We'll Cover Today

- Since we saw you last
- Rainforest to Rockies and The Great Wilderness Launches
- West Coast and Central BC Iconics
- Working together
- Next steps





Destination British Columbia acknowledges with gratitude the Nuxalk Nation on whose lands we are gathered on today.

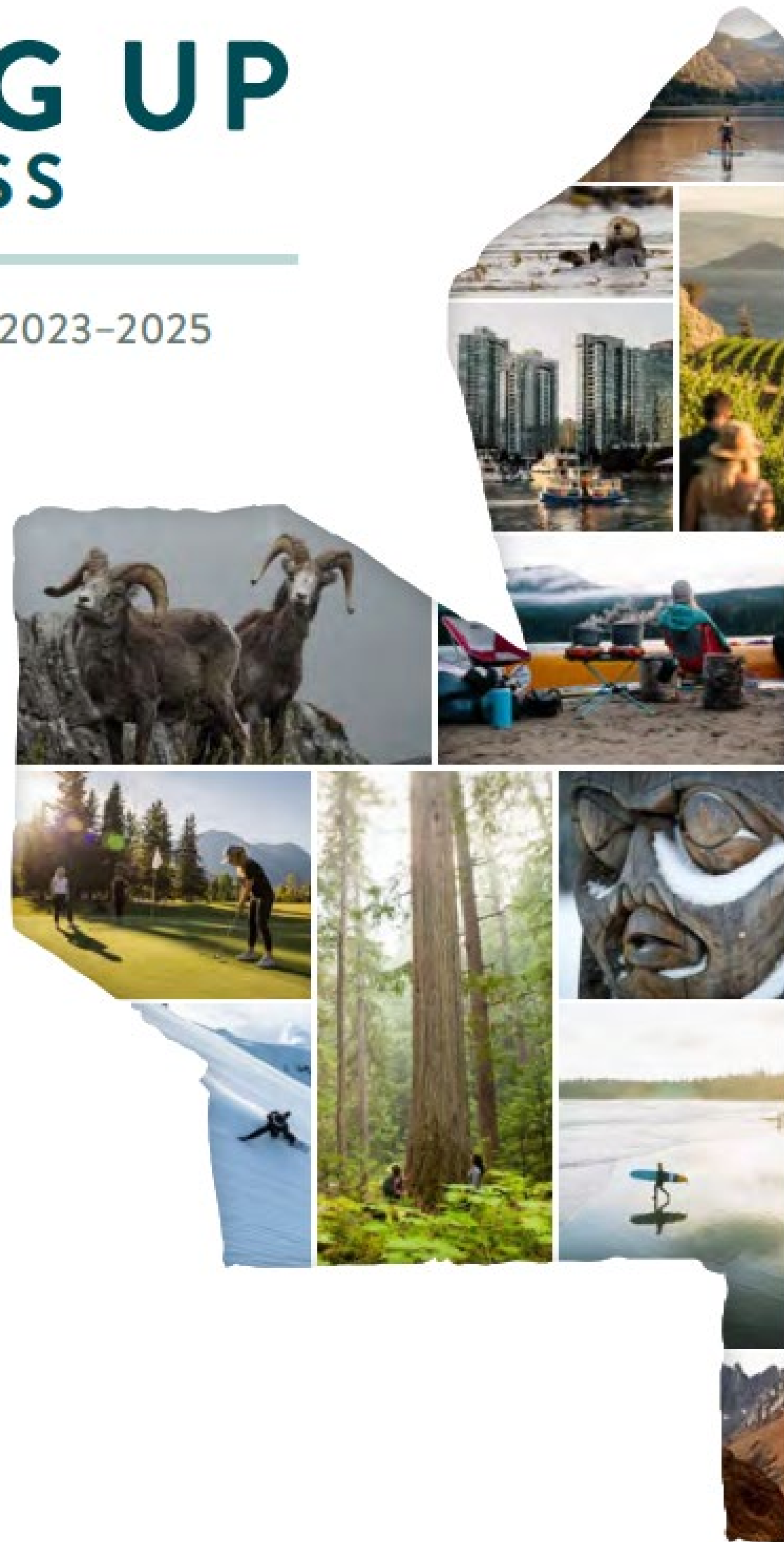
We respectfully recognize that we carry out our work on the territories of Indigenous Peoples throughout BC. We honour our ongoing and developing relationships with First Nations (status and non-status), Inuit, and Métis Peoples. We are on a path of learning and are committed to working together.

Vancouver. Photo: Destination Vancouver/Kazutoshi Yoshimura



SCALING UP FOR SUCCESS

Corporate Strategy Summary 2023-2025



DESTINATION
BRITISH COLUMBIA®

Winning Aspiration

Grow sustainable social, cultural, environmental and economic benefits for all people in British Columbia by sharing the transformative power of BC nature and experiences with the world.

Our Strategic Levers

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



1

COMPELLING REASONS TO EXPLORE BC

- Attract responsible travellers to specific parts of BC at the right time
- Facilitate the development of (sustainable) compelling experiences.

2

GLOBALLY COMPETITIVE TOURISM ECOSYSTEM

- Enable access to data, systems, knowledge, and capabilities
- Drive collaboration to strengthen the BC tourism ecosystem.


3

RESPECTFUL GROWTH OF INDIGENOUS TOURISM

- Develop meaningful and collaborative relationships with Indigenous Peoples
- Support connections between Indigenous and non-Indigenous Peoples.

Iconics Update

Bridge Lake

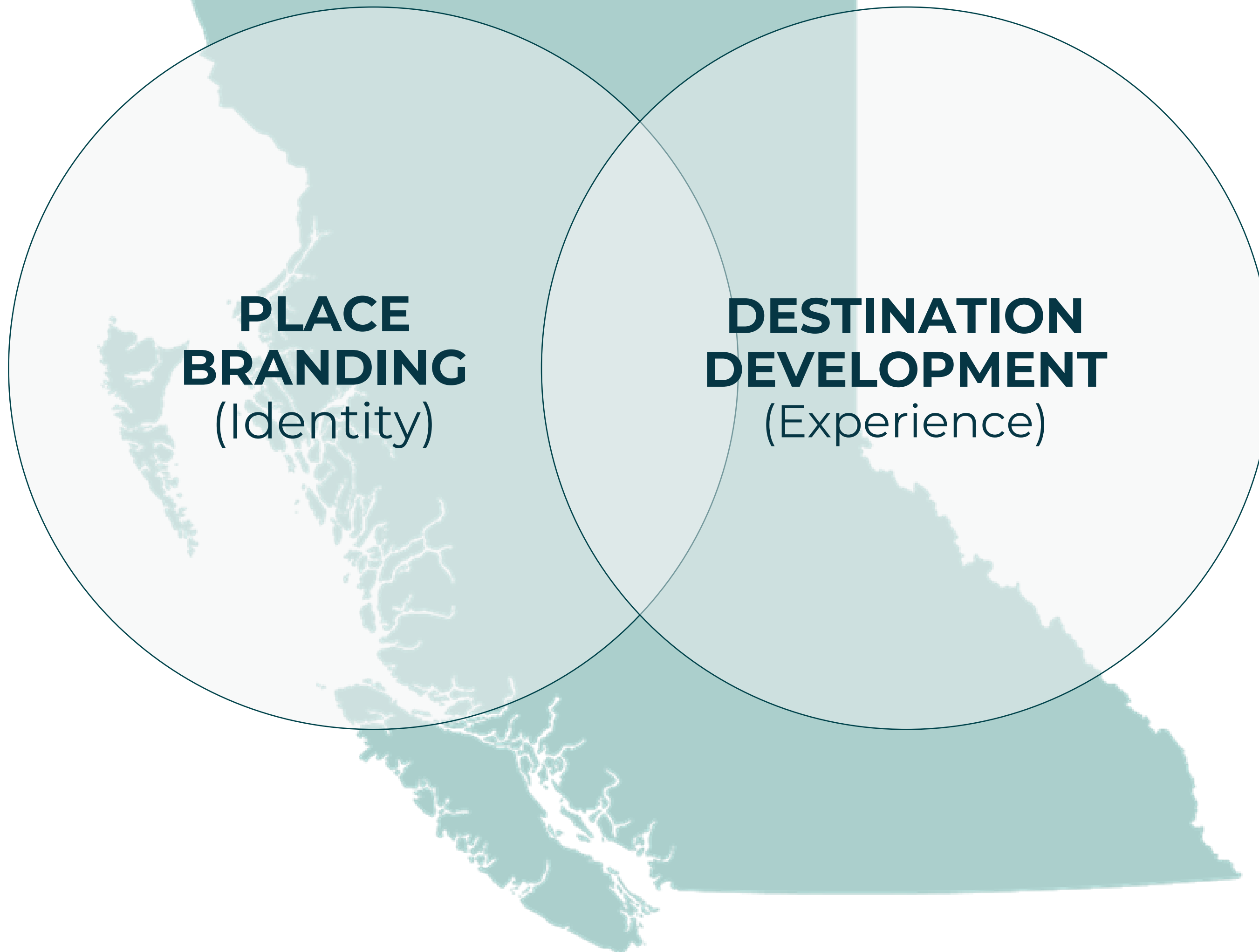
A close-up photograph of a brown bear in a natural setting. The bear is the central focus, looking slightly to the left. It has thick, brown fur and is surrounded by tall, dry grasses and some green plants in the foreground. The background is a soft-focus landscape of more vegetation.

Transforming the way travellers see British Columbia

A BC “Iconic” is a **travel route or place** that is already well-known or has the potential to be well known.

Destination BC is packaging and developing these travel routes and places in a powerful way to make them **world-famous destinations** that rise above the competitive noise.

Global
competitiveness
through
compelling
branding
and destination
marketing



Bringing the
brands to life
through in-
destination
experiences
design and
development

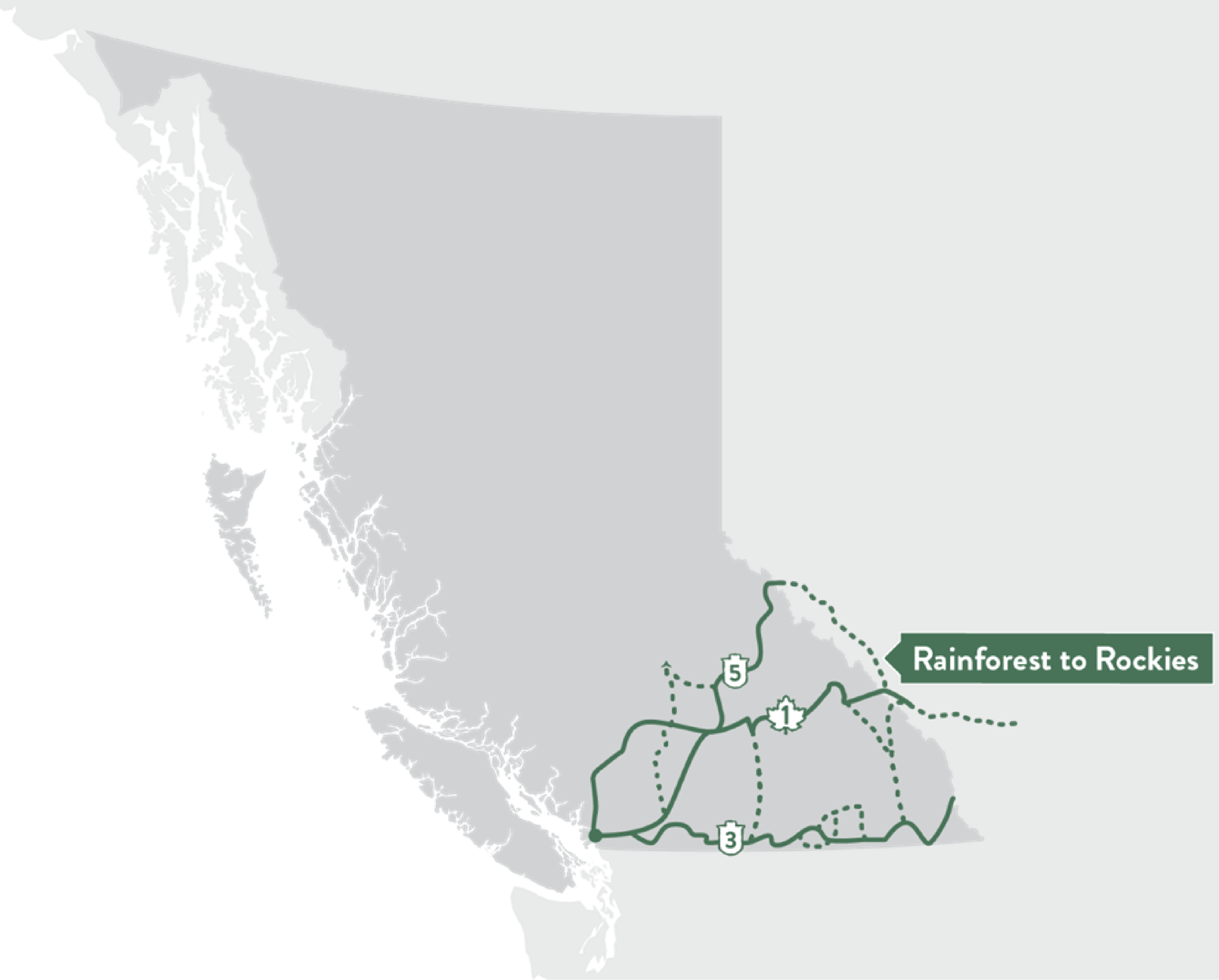
A man with short dark hair, wearing a white bathrobe, is sitting on a window ledge in a rustic wooden cabin. He is looking out a large window at a scenic view of a river flowing through a forested valley with mountains in the background. The cabin's interior is made of light-colored wood. The window ledge has a patterned blanket with geometric designs in red, white, and black. The man's feet are visible on the ledge.

Since We Saw You Last

RAINFOREST TO ROCKIES



SUPER. NATURAL
BRITISH COLUMBIA
CANADA



Rainforest to Rockies

Rainforest to Rockies - Industry, Travel Trade, and Consumer Launch



United Kingdom
"Wanderlust"

UNCOVER BRITISH COLUMBIA FROM THE RAINFOREST TO THE ROCKIES

Traverse diverse landscapes, from lush Pacific rainforest to the open and expansive Rockies, with these inspiring routes through British Columbia

From the misty pine forests of the Harrison River Valley to the rocky snow-capped summit of Mount Robson, British Columbia (BC) is home to some of Canada's most cinematic scenery. Even its biggest metropolises – the sprawling city of Vancouver – is flanked by stunning inlets and soaring mountains. There are several ways to navigate this majestic province, with a journey by car offering the chance to travel at your own pace and make stops at fascinating spots along the way. So, whether you stick to the mapped routes or go where your spirit takes you, the options are endless. You should also consider train travel too. British Columbia's landscapes demand attention at all times, and sitting back on the Rocky Mountaineer or on a Via Rail service while watching crystalline lakes and rising forests roll by is an endless joy.

Mountain high
(top) Mount Assiniboine Provincial Park in the Kootenay Rockies is home to mighty glaciers, glittering lakes and snow-capped awe-inspiring peaks

There's no one definitive journey to take here, but considering BC from a thematic perspective is a great way of choosing your route.

ROUTE 1: NORTH TO MOUNT ROBSON

For the outdoor adventurer
The Sea-to-Sky Highway is an evocative name for good reason.

November 2023

Inclusion of 4-page print feature and 1-page advert in Wanderlust 30th anniversary issue.



ROAD TRIP BINGO 1+ PLAYERS

EXPERIENCE BRITISH COLUMBIA FROM SEA TO SKY, THROUGH DRAMATIC AND EVER-CHANGING LANDSCAPES.

Enjoy a feeling of wonder as you round every bend and landscapes transform before your eyes. Set off from Vancouver on the shores of the Pacific Ocean, travel through rainforests and desert landscapes, along winding rivers and lakes towards snow-capped mountains and the glaciers beyond.

HOW TO PLAY:

1 PLAYER: Using the bingo card and marker, find as many of the items as possible. Cross them off as you go. How quickly can you find them all?

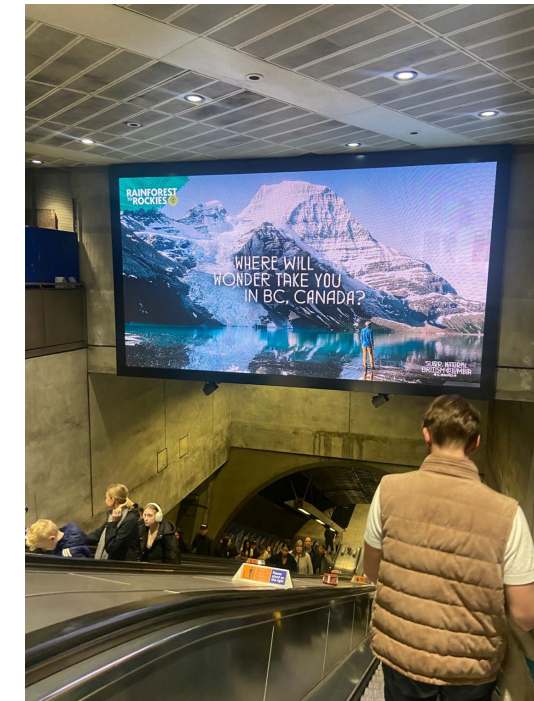
2+ PLAYERS: Each player selects one bingo card and marker. Find as many items as possible & cross them off as you go. When you complete a line either across or up & down, shout "BINGO!". Beat your opponent to win!

For more information visit: hellbc.com/rainforest-to-rockies

CHOOSE YOUR PATH—AND SET YOUR OWN PACE

15 ITINERARIES TO CHOOSE FROM

Waterfall Forest Gondola Wildlife Hiking Cities Wineries Whale Mountain Train Hot Springs Lake Biking Fishing Parks



The Great Wilderness



The Great Wilderness



The Great Wilderness Launch Events



A Landscape of Wonder at its Most Pure

Experience awe in its purest form in *The Great Wilderness*—a vast and diverse landscape that unfolds across northern British Columbia, Canada. This is a place where every journey connects you to the land and to the rich cultures of over 50 distinct First Nations.

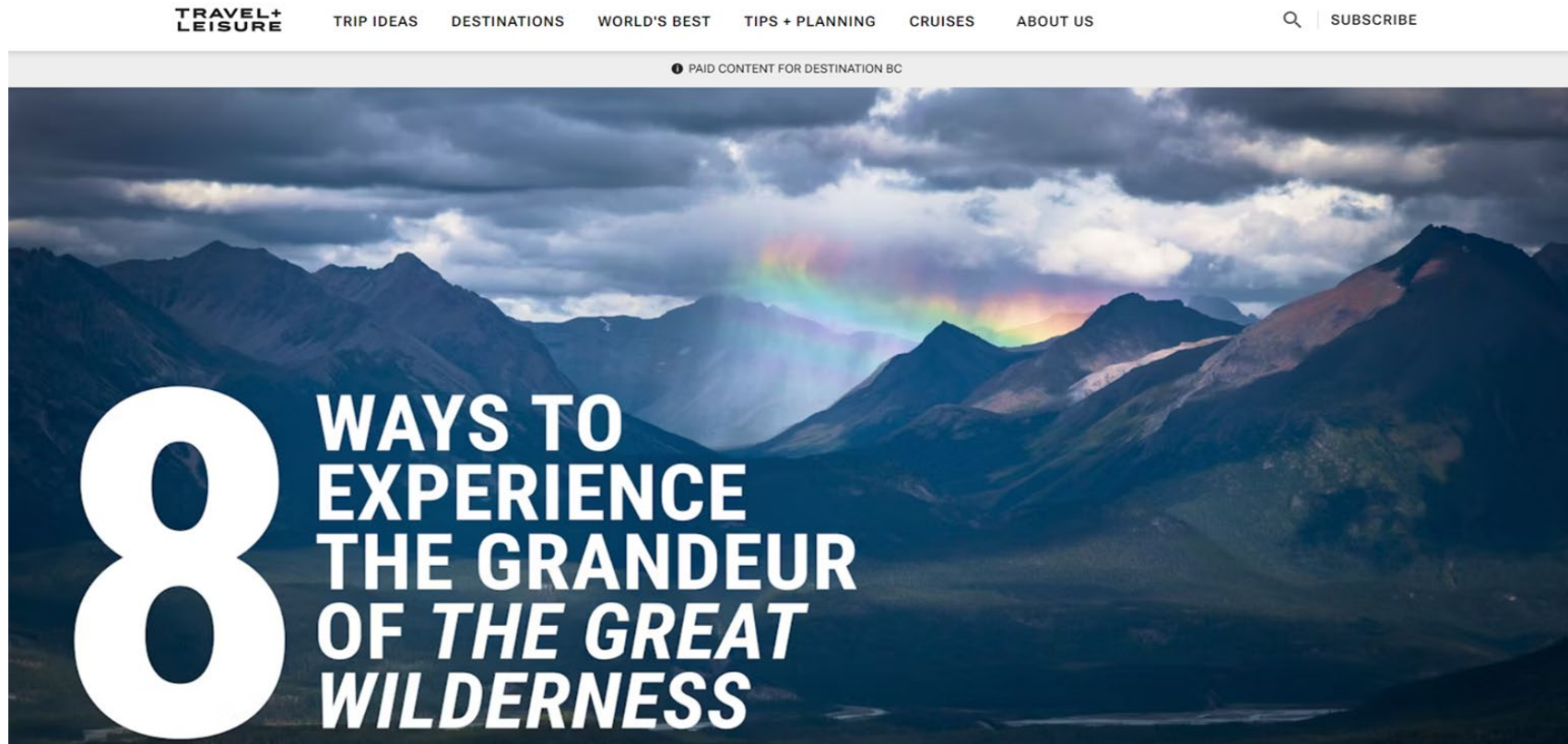
Hike Mount Robson, the tallest peak in the Canadian Rockies, attracting adventurous souls who are drawn to spectacular vistas and trails. Or embark on a horseback tour through the Muskwa-Kechika Management Area; a rare, protected wilderness area, rich with wildlife and raw beauty.

Get into something greater in *The Great Wilderness*.

[Learn More](#)

**The Great
Wilderness**

SUPER. NATURAL
BRITISH COLUMBIA
CANADA





Introducing Rainforest to Rockies a quintessential Canadian experience

From the Rainforest to the Rocky Mountains: A Classic Tour of the Trans-Canada Highway

TARGET July 16, 2024 03:00



环球视野 致品生活



CANADA NEWS, SELLING CANADA, TRENDING

B.C. SHOWCASES ITS ICONIC EXPERIENCES

Steve Hartridge | June 6, 2024



EXPLORING THE WORLD OF MODERN TRAVEL

MODERN TRAVELLER

Dinosaur Trackways And Other Reasons To Love Tumbler Ridge, British Columbia

Published August 7th, 2024

Photography by Jennifer Bain unless otherwise noted. Lead image credit: Destination BC/ Jesaja Class



Skeleton Ridge Museum Dinosaur Discovery Gallery CREDIT: Destination BC/ Jesaja Class

DESTINATIONS > CANADA

One Of Canada's Best Ski Towns Is Just As Thrilling In The Summertime

By Kristin Conard ~ July 15, 2024 5:15 pm EST



SKI KANADA



RAINFOREST TO ROCKIES: RAUS AUS DER STADT INS ABENTEUER

Vancouver ist zudem Startpunkt einer unvergleichlichen Route: Die „Rainforest to Rockies“ führt entlang der Küste des Pazifiks durch atemberaubende Landschaften und dichte Regenwälder weiter in die majestätischen Rocky Mountains und bietet Reisenden die Gelegenheit, die Vielfalt und Schönheit der kanadischen Natur hautnah zu erleben. Drei verschiedene Routen mit verschiedenen Abzweigungen stehen zur Auswahl und können individuell auf der Straße, den Schienen oder zu Fuß zurückgelegt werden: Bahnreisende können die Fahrt mit dem „Rocky Mountaineer“ genießen, Wanderer und Radfahrer die Routen auf dem „Trans Canada / Kettle Valley Trail“ erkunden.

The first stop of the "From Rainforest to Rocky Mountain" food season is at Shenzhen Marriott Hotel Zhongzhou!

Original: Leisure Travel & Leisure Magazine July 17, 2024 01:53

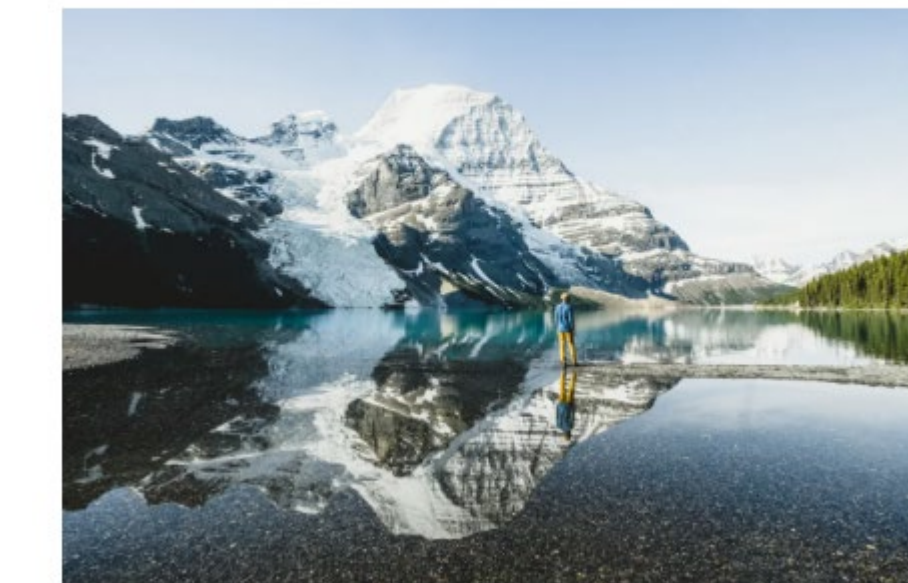


Photo: Mount Robson Provincial Park Destination BC/Megan McLellan

Travel Trade / Travel Media





Launching the SNBC Brand Family

**WE
ARE**



FIFA

™

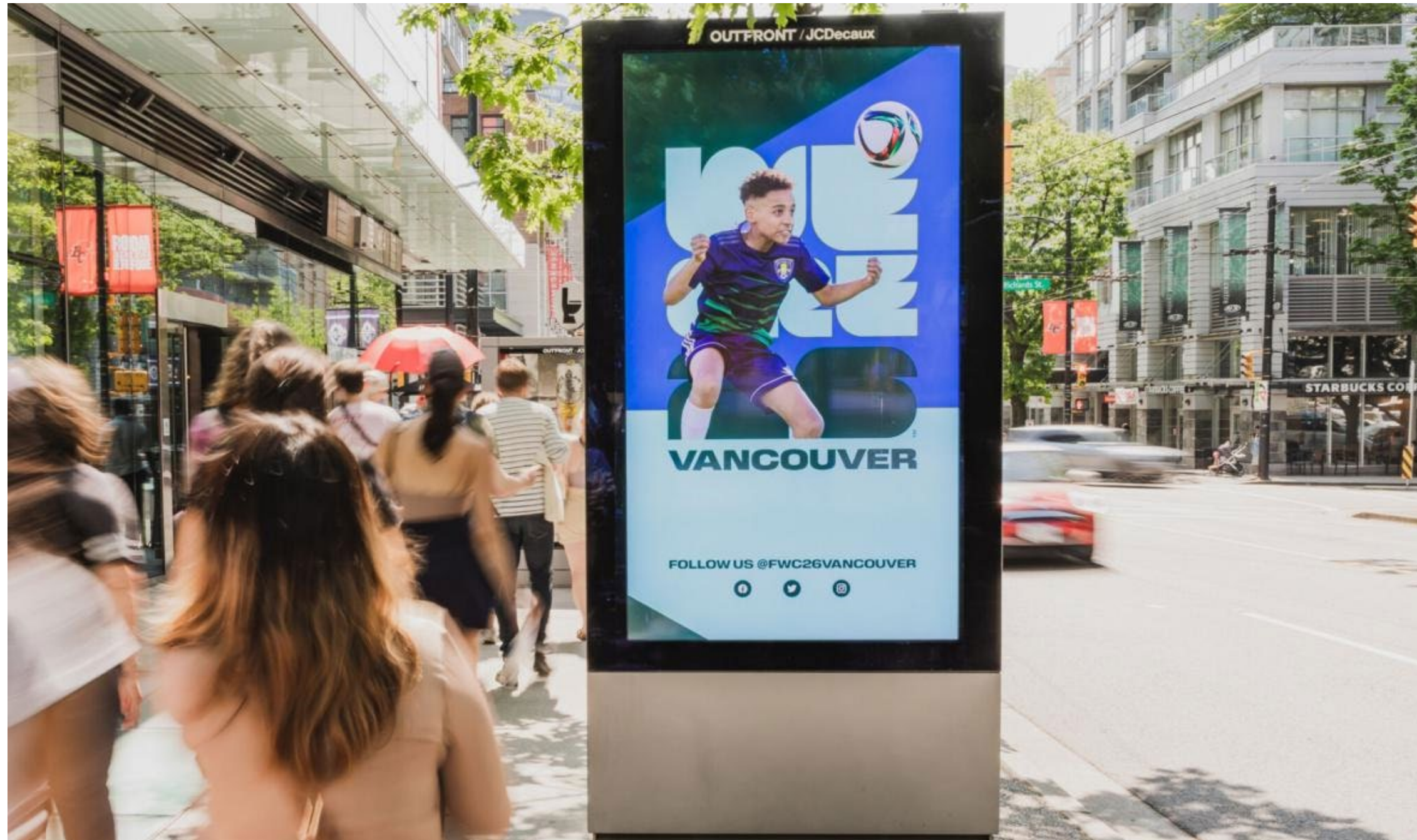
VANCOUVER

FOLLOW US @FWC26VANCOUVER



Vancouver

FIFA World Cup 26 Tournament



More than 3.5 billion people watch the FIFA World Cup every four years.*

Seven matches played in Vancouver during the tournament.

Together, with the world watching, we'll share the compelling reasons to travel in BC.



SUPER, NATURAL BRITISH COLUMBIA

🍁 CANADA

RAINFOREST
TO ROCKIES 

The Great
Wilderness

Southeast
BC*

Southern
Valleys*

Central
BC*

West
Coast*

** Working titles*

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September
2025 Launch

** Working titles*



Sharing the Story of the “West Coast”



West Coast



WILD ATLANTIC WAY

West Coast

A journey along the rugged Pacific Coast, encountering diverse wildlife, Indigenous cultures, landscapes, and water adventures.



West Coast Iconic - Brand Pillars

1 Nature

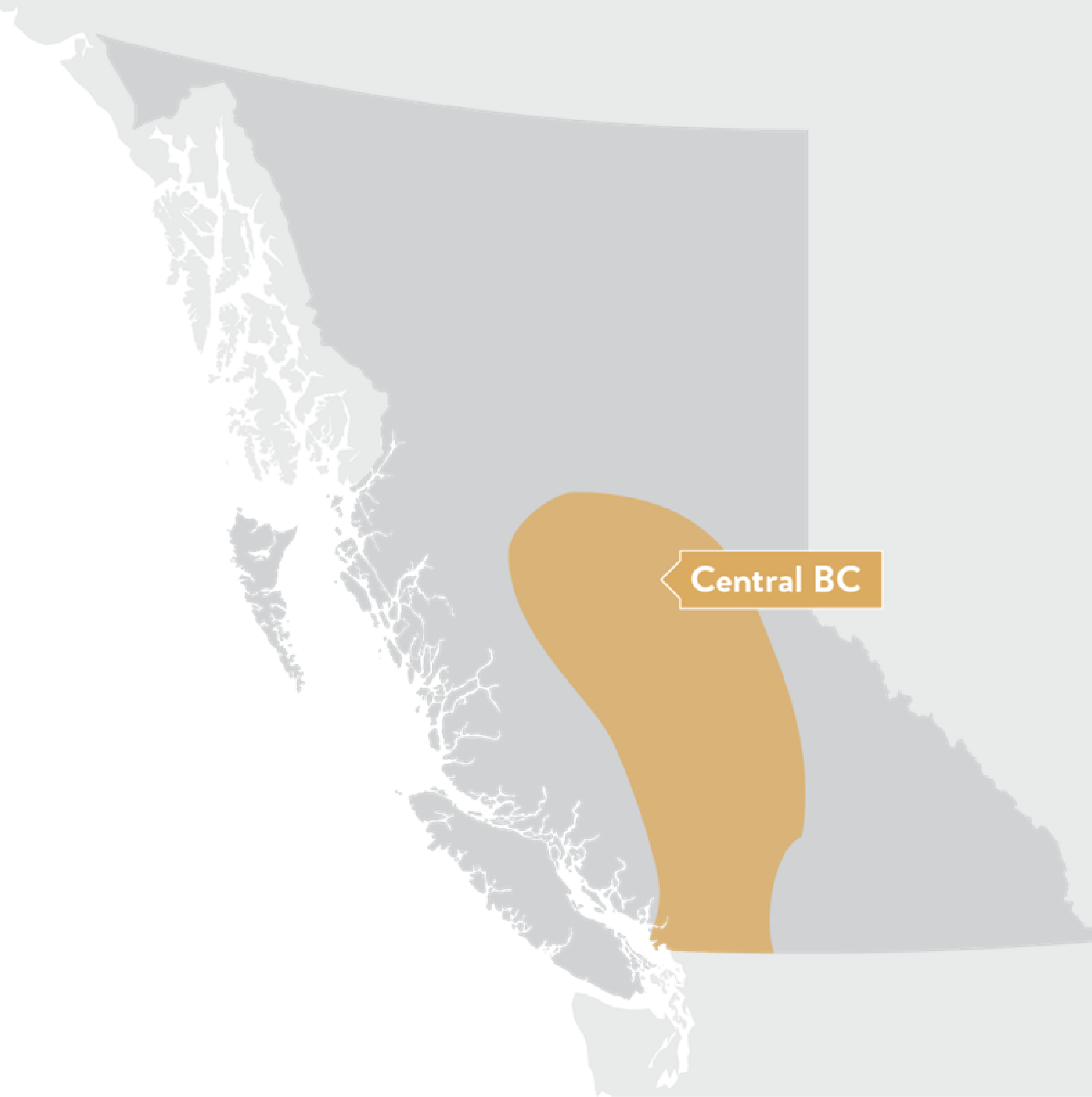
2 Adventure

3 Culture





Sharing the Story of “Central BC”



Central BC

Central BC

Home of hands-on adventure and ranch culture, where the mighty Fraser river and its tributaries flow through historic landscapes



**AUTHENTIC
EXPERIENCES**



**HANDS ON
ADVENTURE**



**RANCHLANDS
& RODEOS**



**LIVING
HISTORY**

Central BC Iconic - Brand Pillars

1 Nature

2 Adventure

3 Culture



Sharing the Story of These New Brands Together

A Strategic Approach

**A brand
is a promise:
what you
say and
what
you do**

**WHAT WE SAY:
PLACE BRANDING**
(Strategy, Identity,
Marketing)



**WHAT WE DO:
DESTINATION
DEVELOPMENT**
(Experiences,
Touchpoints,
Encounters)



Turning Strategy into Meaningful Action

- 1 Find out which Iconic brand fits best with you
- 2 Understand the brand story being built
- 3 Be inspired and creative





Key Considerations for Iconic Alignment

- Location
- Brand Essence and Pillars
- The International Traveller
- Your Story



From Easy Wins to Deeper Connections

Tell People
About the
Iconic
Route or
Place You
Belong To

Share
Stories
and
Leverage
Themes

Align with
Our
Marketing

Partner
with Others
in
Community

Develop
New Ideas

Aligning with the New Iconic Brands

Learning Centre Resources

1

Brand Toolkit

2

Brand Guidelines

3

Ideas Submission Form





Brand Alignment Examples - Spark Program, Switzerland, Ireland

Wells Gray Park

Rainforest to Rockies New Tourism Ideas - Spark Program

Goal: new tourism ideas to inspire the Rainforest to Rockies road-trip traveller

- Motivate travellers to slow down
- Address gaps in tourism products and services
- Share or convey captivating stories about the place



Businesses Bringing the Rainforest to Rockies Brand to Life Through New Experiences - Spark Program

Discover
Hidden
Museum
Treasures



- Highway 3 Museum Tour
- Kootenay Rockies Artisans at Work Excursion Tour
- Outland Adventure Vehicle Rentals
- Search and Explore Scavenger Hunt
- Mosaic Earth Travel's Kootenay Rockies Self-Guided Tours



The Grand Tour of Switzerland

Rediscover the magic of travel. With Mazda.

Offer



Mazda (Suisse) SA
Avenue des Morgines 12
1213 Petit-Lancy
mazda.ch



Take the road less t
country has to offer



Camping - The Wild Atlantic Way



The Parks ▾ Camping Info ▾ Special Offers Sales & Hire ▾ About ▾ Blogs



Camping Sites on the Wild Atlantic Way

The Wild Atlantic Way is the longest defined coastal touring route in the World and showcases some of the most scenic points along Ireland's coastline. Stretching 2,500km from Inishowen Co. Donegal at its most northerly point, to Kinsale Co. Cork, its southern point the route hugs the coastline of Ireland. Touring the Wild Atlantic Way is an ideal way to experience Ireland and tie it in with your caravan & camping holiday. Pitch up in Donegal, spend a few days on Achill Island, explore the Aran Islands, wake up to a view of the Cliffs of Moher, explore the Ring of Kerry and enjoy the beauty of West Cork, you will be spoilt for choice on where to stay. Use one of the many caravan parks located throughout the country as your base. Many parks are located on the touring route while others are just a short detour away.

Search

Camping Type

- Glamping (20)
- Camping (75)
- Mobile Home Hire (16)
- Camper Van / Motorhome (86)
- Caravan (83)

Holiday Type +



Achill Seal Caves Caravan & Camping

The Strand, Dougart, Achill Island, Co. Mayo
Pitches: 50
Size: 5.03
Address: Ireland
County: Mayo



Adare Camping and Caravan Park

Adare, Co. Limerick, Adare V94 E2C4
Pitches: 28
Size: 2 Hectares
Address: Ireland
County: Limerick



Anchor Caravan Park

Castlegregory, Co. Kerry V92 YD42
Pitches: 30
Size: 2.02 Hectares
Address: Ireland
County: Kerry



The Wild Atlantic Way

THE IRISH TIMES

Travel

Ten years of the Wild Atlantic Way: 'It felt like we were part of something bigger'

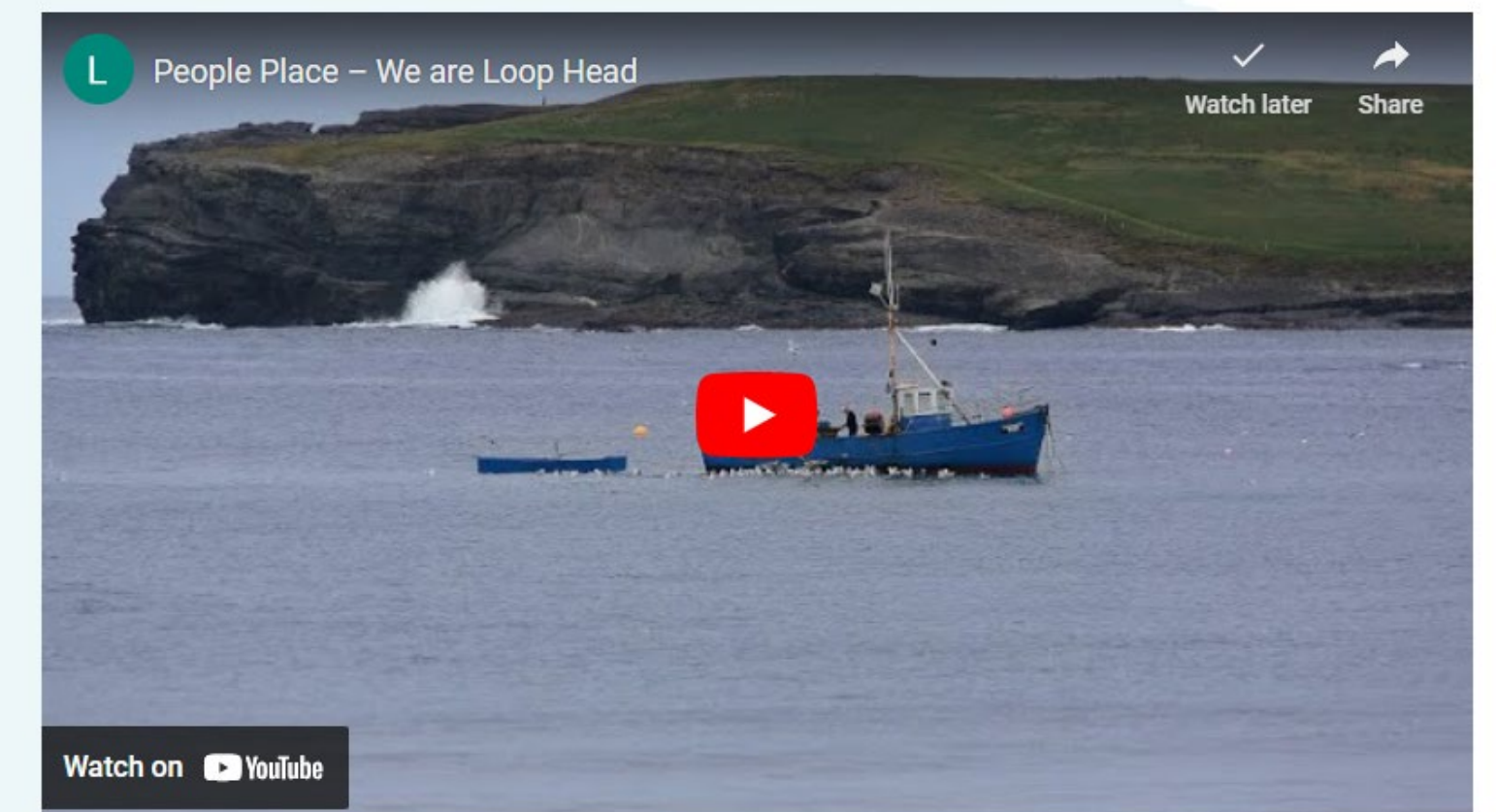
Kilbaha Gallery

Kilbaha Gallery – Ireland's Contemporary Art Gallery on the Wild Atlantic Way.

Kilbaha Gallery stocks work from some of Ireland's best Contemporary Artists. From bronze sculptures, oil paintings, and mixed media to ceramic and textile art. With our own bronze foundry on site here in Kilbaha, we have access to some of the country's best artists – and of course with Ireland's leading portrait sculptors and fine art painters on site, we have the unique ability to take public and private commissions and to see



Love Loop Head



Welcome to Loop Head, a slender finger of land pointing out to sea from the most westerly point of County Clare, right in the middle of the Wild Atlantic Way.

The Loop Head Peninsula epitomises what the Wild Atlantic Way is about: panoramic cliff views, abundant local seafood, your choice of activities on water and land and plenty of quiet beauty spots where you can pause and wonder at this unforgettable part of the world. It has the ocean on one side and the largest estuary in Ireland on the other.

Atlantic SEA KAYAKING Tours Vouchers Courses and Co

Join us, Atlantic Sea Kayaking, in Ireland's south west, on The Wild Atlantic Way, to explore this jewel of Ireland's coastline by sea kayak. The area stretches from the Old Head of Kinsale and encompasses the tranquil, sheltered bay of Glandore and Castlehaven, embraces Carbery's Hundred Isles and the Fastnet Rock.



Next Steps

Invest in Iconics Strategy

Project Timeline



SUPER, NATURAL BRITISH COLUMBIA

🍁 CANADA

RAINFOREST
TO ROCKIES 

The Great
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Southeast
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