

Growing Tourism in Nature's Heartland and The Infinite Coast

Alison McKay, VP, Destination Management

October 19, 2025

**NATURE'S
HEARTLAND**



**THE
INFINITE
COAST**



AGENDA

- Iconic Destination Brands
- Nature's Heartland
- The Infinite Coast
- Destination Development



Italy

Morocco

China

Cancún,
Mexico

Havana,
Cuba

Toronto,
Canada

Honolulu,
Hawaii

Phuket
Thailand

Paris,
France

Lisbon,
Portugal

Los Angeles,
California

Athens,
Greece

SUPER. NATURAL
BRITISH COLUMBIA
CANADA

London,
England

Orlando,
Florida

Dubai,
United Arab
Emirates

Kyoto,
Japan

Cape Town
South Africa

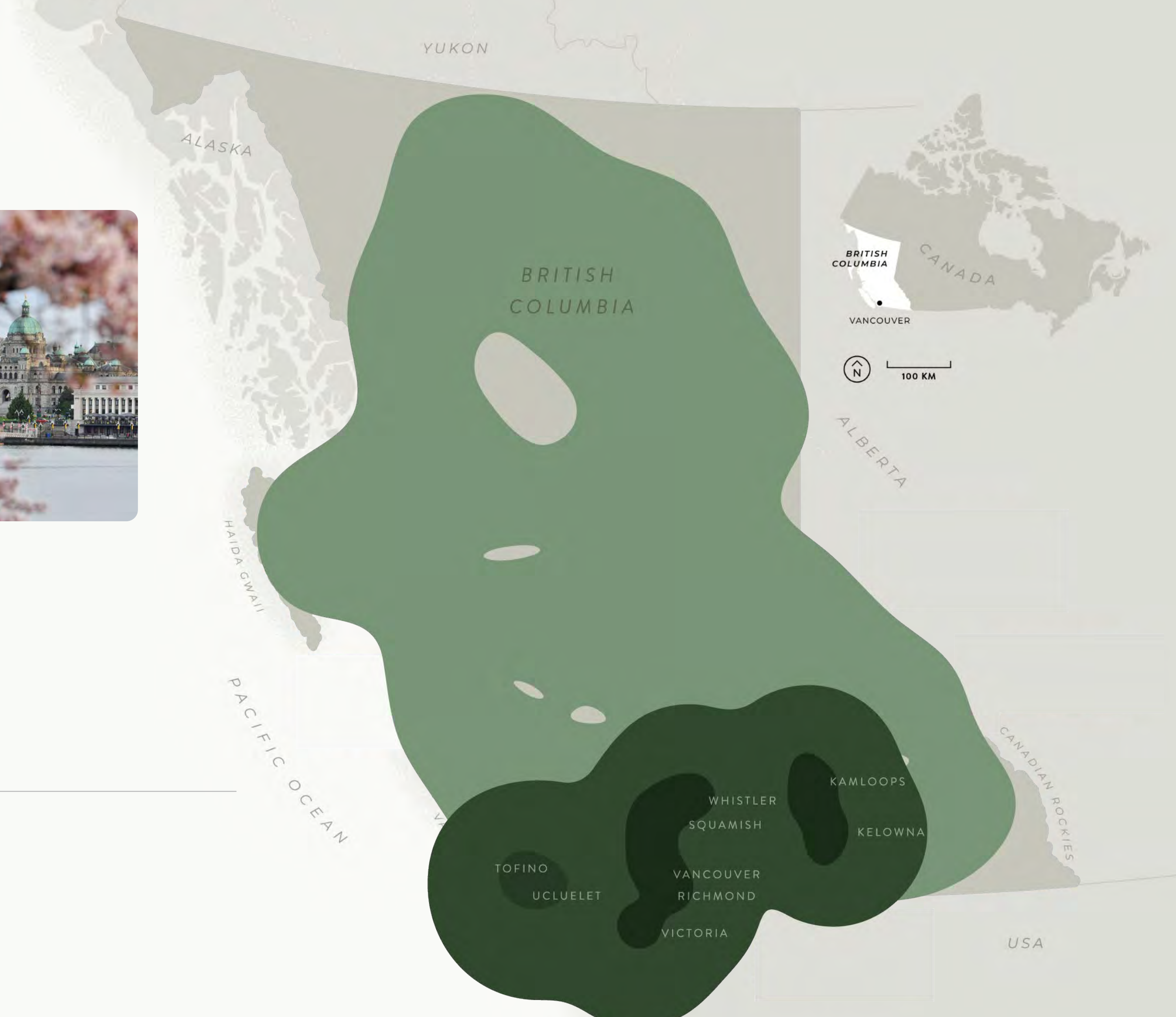
Sydney,
Australia

Buenos Aires,
Argentina

Kuala
Lumpur



TRAVELLERS CONCENTRATED IN MATURE DESTINATIONS



Our Path Forward:

- Geographic dispersion
- Travel outside peak seasons
- Authentic, transformative experiences

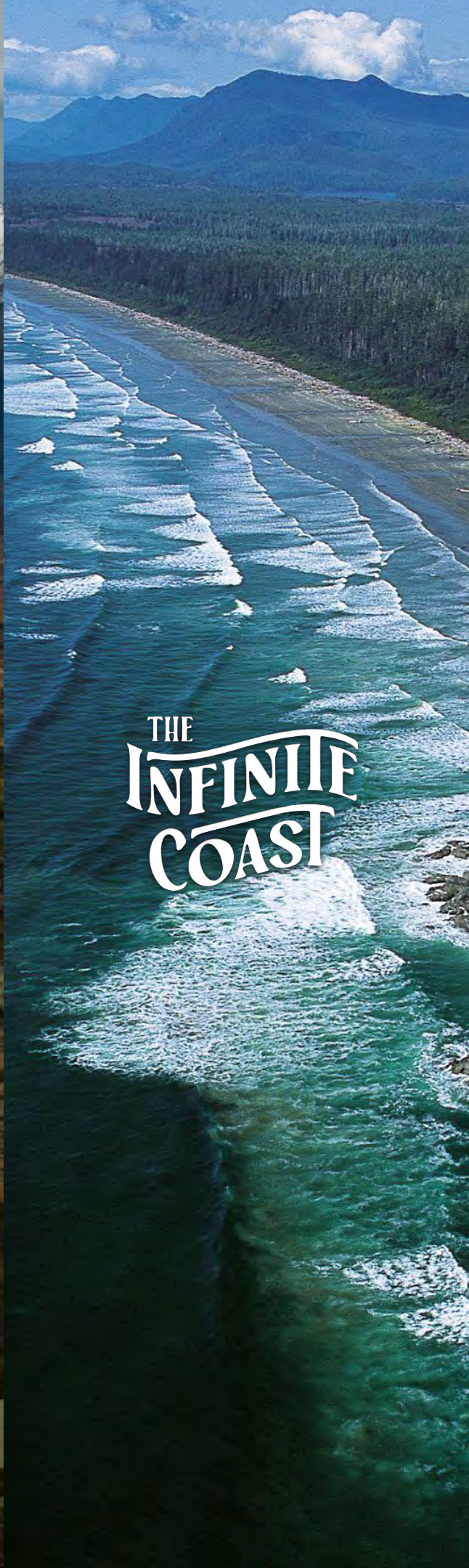




RAINFOREST
TO ROCKIES



The Great
Wilderness



THE
INFINITE
COAST



NATURE'S
HEARTLAND



Valleys &
Vineyards



BIRTHPLACE
OF ADVENTURE

SUPR. NATURAL BRITISH COLUMBIA CANADA

RAINFOREST
TO ROCKIES

The Great
Wilderness

THE
INFINITE
COAST

NATURE'S
HEARTLAND

*Valleys &
Vineyards*

BIRTHPLACE
OF ADVENTURE

Brand Purpose

**WE BRING
PEOPLE AND NATURE
CLOSER TOGETHER**

Brand Essence

THE WONDER OF NATURE

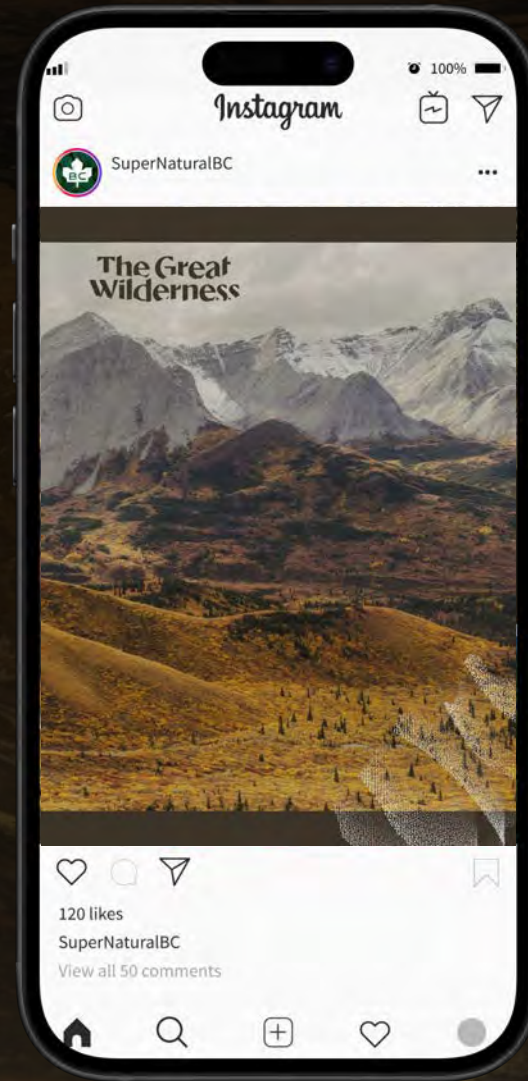
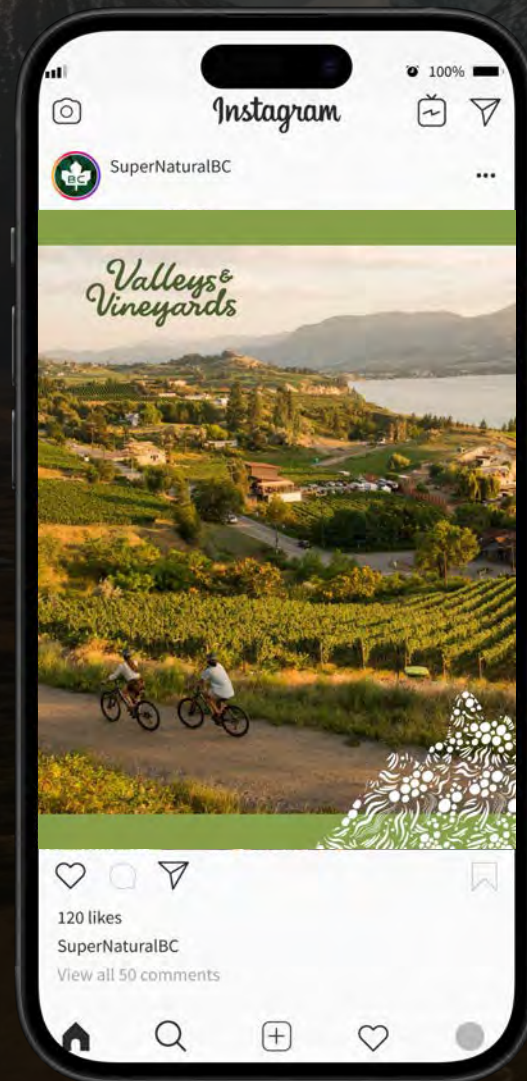
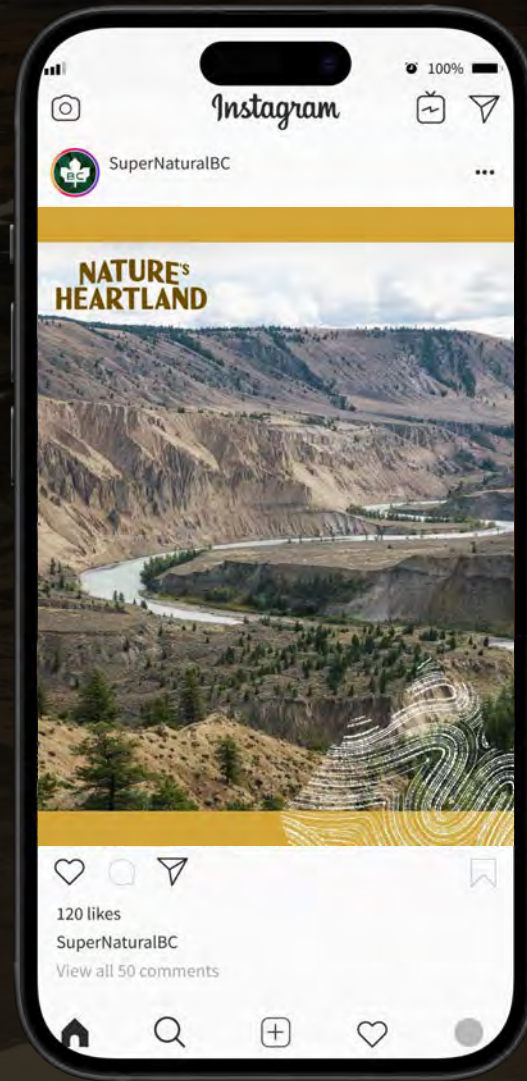
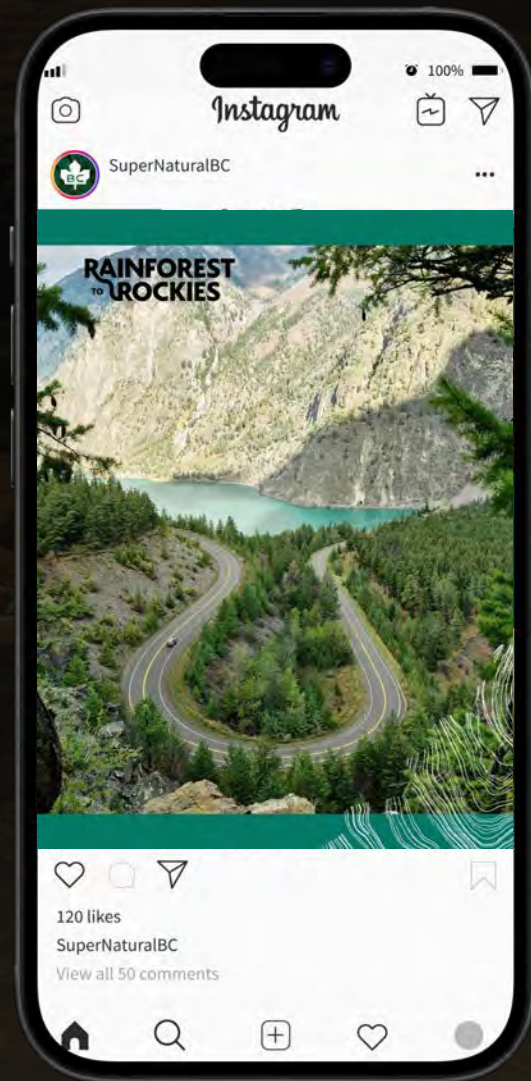




LET THE OUTSIDE IN

SUPER, NATURAL BRITISH COLUMBIA
 CANADA





200+ MILLION

Paid media impressions

92 articles

Resulting from pitching efforts for the
Iconics, with **12+ million** estimated views

Paid, owned, earned activations

Engaged media + trade partners



DESTINATION BC

Vancouver Media Event



SeattleMet

THE GEORGIA
straight
VANCOUVER'S NEWS & ENTERTAINMENT WEEKLY

Outside

 NATIONAL
GEOGRAPHIC

Condé Nast
Traveler

TRAVEL+
LEISURE

**THE
GLOBE
AND
MAIL**

AFAR

DailyHive

**VANCOUVER
SUN**

DIE WELT


MATADOR
network



Whitton Lake | Destination BC, Kari Medig

Outdoor Explorers: adventure, nature, authentic experiences
Refined Globetrotters: premium, curated journeys





NATURE's HEARTLAND

Speaks to **Outdoor Explorers**—those
who crave adventure, nature, and
authentic experiences.





THE INFINITE COAST

Speaks to **Refined
Globetrotters**—experienced, passionate
travellers who prioritize meaningful
experiences.



The **Iconics** let
us go further...



PAULA ANDS

Chief Marketing & Development Officer |
Indigenous Tourism BC



These experiences are a high-level snapshot of the lead experiences.

NATURE'S HEARTLAND

BRITISH COLUMBIA



WATERWAYS LIKE THE FRASER HAVE SHAPED CANYONS AND VALLEYS OVER MILLENNIA. THESE LANDS HAVE LONG SUSTAINED FIRST NATIONS PEOPLES—AND LATER, THOSE DRAWN BY PROMISE AND POSSIBILITY.

A SNAPSHOT OF EXPERIENCES:

- 1. Road trip along the Discovery Coast Circle Route where nature & history converge
- 2. View dramatic landscapes of the Fraser Canyon
- 3. Flightsee over glaciers
- 4. View wildlife in areas of rich biodiversity
- 5. Travel along the historic Gold Rush Trail
- 6. Find adventure at Wells Gray Provincial Park
- 7. Discover river adventures
- 8. Canoe through scenic waterways
- 9. Stay at an authentic guest ranch
- 10. Immerse in Indigenous cultures
- 11. Bike through rugged terrain
- 12. Stay in a wilderness resort



1

FARWELL CANYON



2

BOSTON BAR



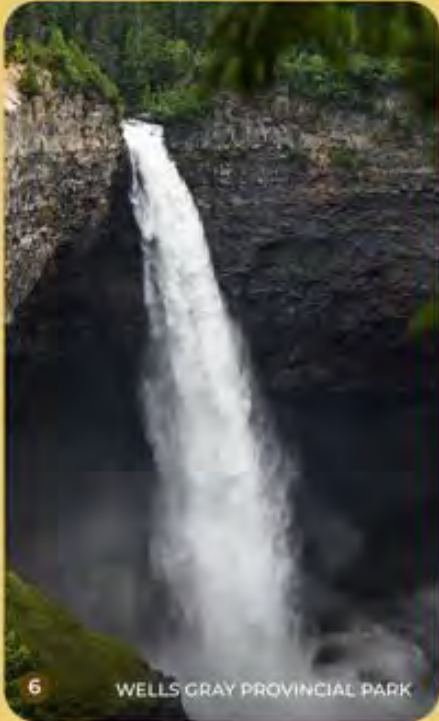
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TWEEDSMUIR PROVINCIAL PARK



4

CHILKO RIVER



6

WELLS GRAY PROVINCIAL PARK



7

NAHATLATCH PROVINCIAL PARK



8

BOWRON LAKE PROVINCIAL PARK



5

HAT CREEK RANCH



9

TERRA NOSTRA GUEST RANCH



10

LILLOOET



11

KAMLOOPS



12

NUK TESSLI WILDERNESS EXPERIENCE





NATURE'S HEARTLAND

BRITISH COLUMBIA 🍁

These experiences are a high-level snapshot of the lead experiences.

THE INFINITE COAST

BRITISH COLUMBIA

A SNAPSHOT OF EXPERIENCES:

1. Follow the migratory path of whales

2. Storm watch on rugged coastlines

3. Visit the Great Bear Rainforest

4. Stay in an Indigenous lodge for a unique cultural experience
5. Sail past islands, fjords and coastal communities

6. Participate in Indigenous cultural learning and ecotourism experiences

7. See floral displays at The Butchart Gardens

8. Discover coastal wildlife and waterways kayaking Desolation Sound
9. Fly into remote wilderness and fishing lodges

10. Travel through coastal scenery along Skeena River Valley

11. Find bears at Khutzeymateen Grizzly Bear Sanctuary



THE PACIFIC'S TIDES CARVE INTO SHORELINES, RAINFORESTS RISE FROM MIST, AND MOUNTAINS STAND TALL, REMINDING YOU OF NATURE'S POWER AT EVERY TURN.



1

VANCOUVER ISLAND



4

KLAHOOSE WILDERNESS RESORT



5

SUNSHINE COAST



6

BELLA COOLA



2

UCLUELET



7

VICTORIA



9

NEWTON COVE RESORT



3

GREAT BEAR RAINFOREST



8

DESOLATION SOUND



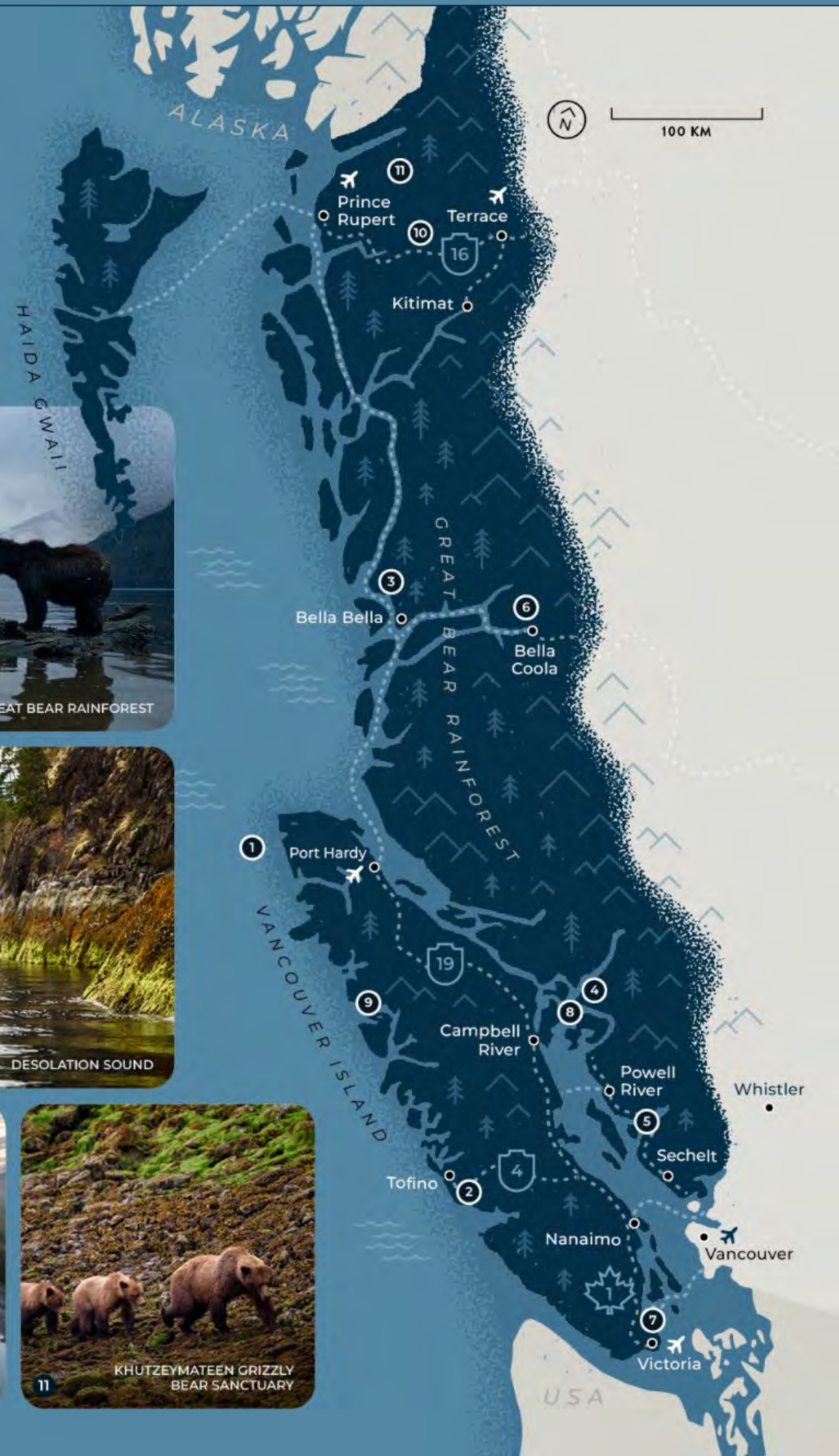
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TERRACE

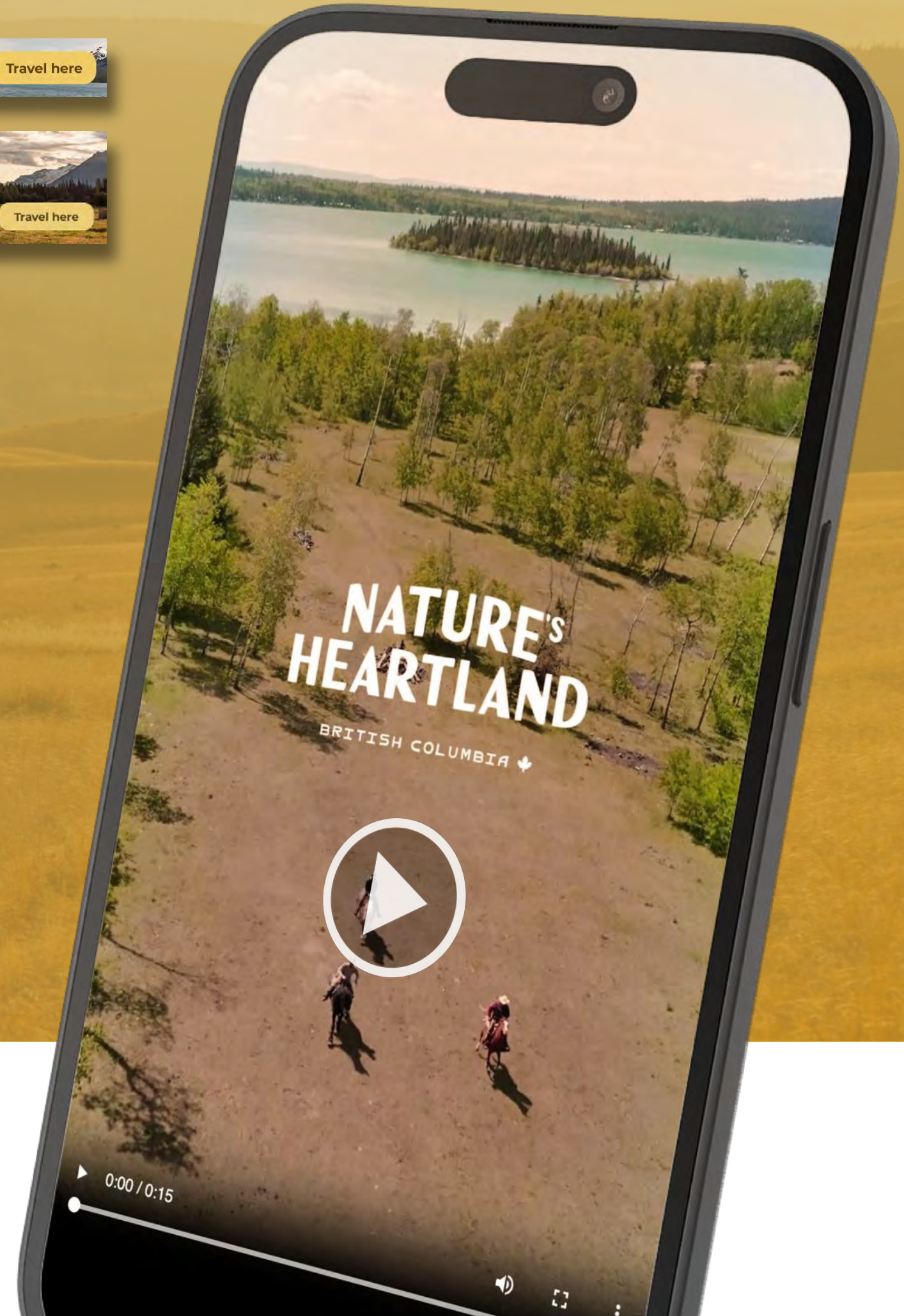
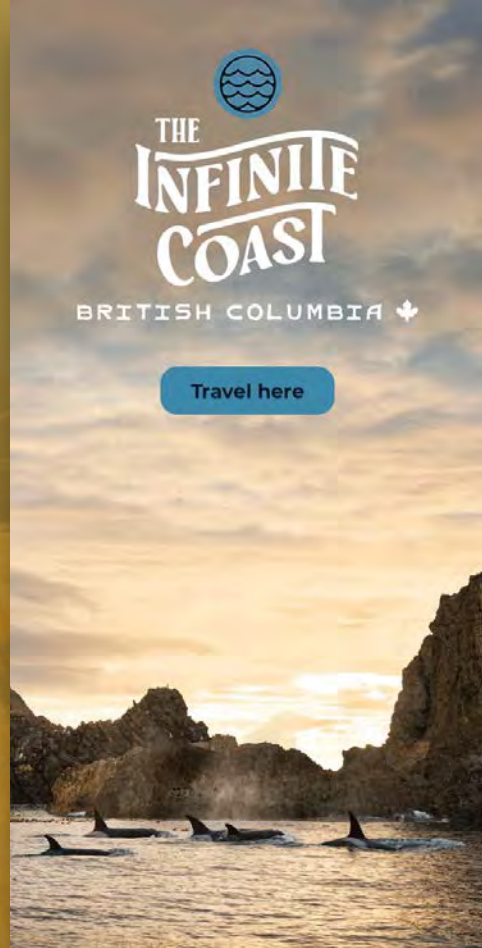


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KHUTZEYMATEEN GRIZZLY BEAR SANCTUARY







LET THE OUTSIDE IN

British Columbia is a world full of natural wonders—a kaleidoscope of terrain, cultures, and adventures coming together to create something truly *super, natural*.



Iconic Places and Routes in BC



NATURE'S HEARTLAND



VALLEYS &
VINEYARDS



BIRTHPLACE OF
ADVENTURE



RAINFORREST TO
ROCKIES



THE GREAT
WILDERNESS



THE INFINITE
COAST



TRAVEL TRADE & MEDIA TOOLKIT

JUNE 2025

NATURE'S HEARTLAND BRITISH COLUMBIA

WATERWAYS LIKE THE
FRASER RIVER HAVE
SHAPED CANADA
OVER MILLENNIA. THE
LONG SUSTAINED
PEOPLES—AND LATER
BY PROMISE AND

THE INFINITE COAST BRITISH COLUMBIA

THE PACIFIC TIDES CARVE
INTO SHORELINES, RAINFORESTS
RISE FROM MIST, AND MOUNTAINS
STAND TALL, REMINDING YOU OF
NATURE'S POWER AT EVERY TURN.

FROM WAGON ROADS TO GRAVEL ROADS: WHERE TO SLEEP IN NATURE'S HEARTLAND

Step back in time at
Hat Creek Ranch in
where 130 hectares of
rolling hills hug the
Wagon Road. Sleep
pioneer in a no-frills
mat and sleep in a
cozy covered wagon.
Near Williams Lake,
opens a powerful
overnight stay in
Xat'sull First Nation
grounded in
workshops and
discoveries.
Tutti Grange
dreams of
kicks.

Camps in May
shared accommodations,
guided rides tackling elevation gains
of up to a kilometre (0.6 miles).

WELLNESS BY NATURE: REST AND RENEWAL ON THE INFINITE COAST

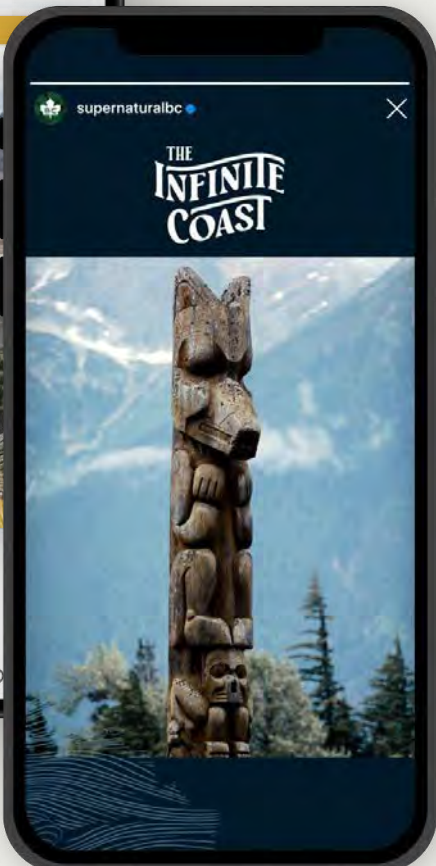
From forest to sea to spa, The Infinite Coast is a place
of renewal—where rest isn't about retreating from the
world, but returning to it. In Halfmoon Bay, Nature with
Haida leads meditative forest bathing walks through
coastal rainforest. Guided by Haida Bolton, the first certified
forest therapy guide in BC, the experience encourages
slowing down, awakening the senses, and rediscovering
inner calm. In Clayoquot Sound, guests drift with the tides
at Moon Jelly Bathhouse, a floating sanctuary within the first Tribal
Park in Canada. A short boat ride from Tofino brings visitors to seaweed
saltwater hot tubs and sky hammocks swaying above open water. On the
east coast of Vancouver Island, Healing Caves™ at Kingfisher Pacific
Resort & Spa takes guests on a 70-minute guided journey through six
immersive environments created to rejuvenate body and mind.

2025 BRAND LAUNCH TOOLKIT



NATURE'S HEARTLAND

BRITISH COLUMBIA

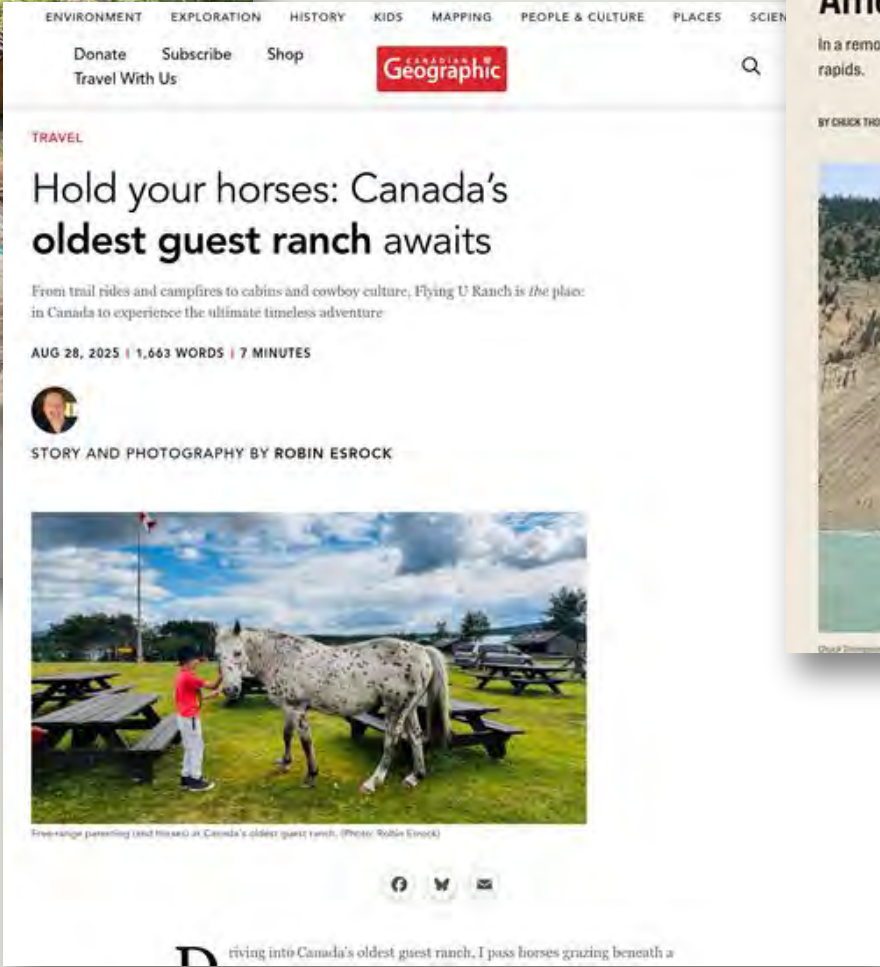
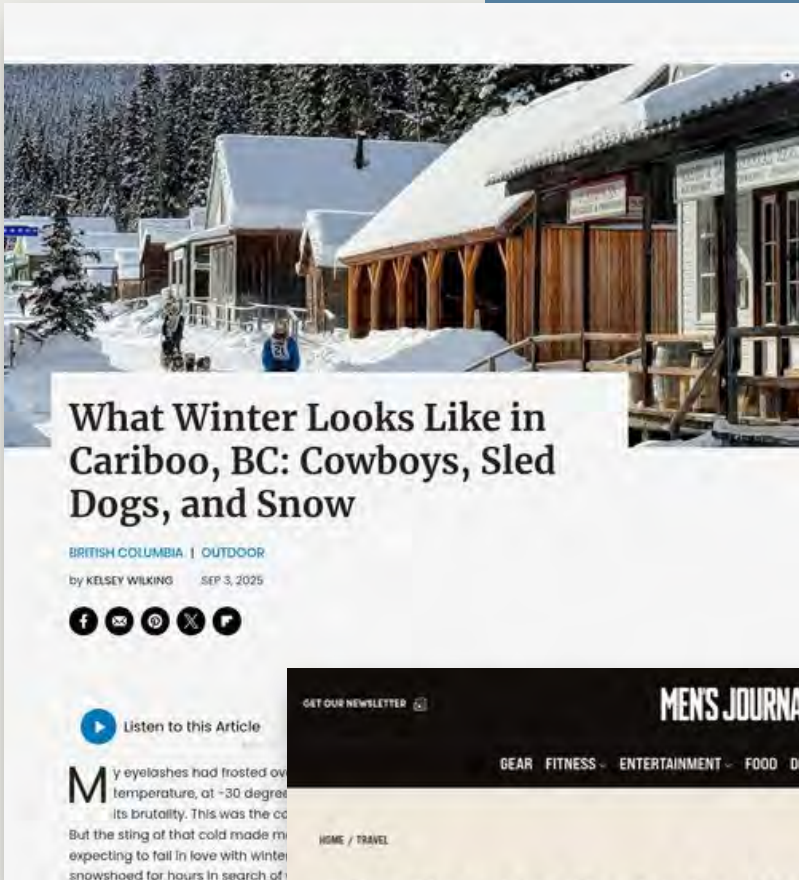




Travel Media remains one of our most **powerful storytelling** channels.



Travel Media





Great Bear Rainforest | Cariboo Chilcotin Coast, Jonny Bierman

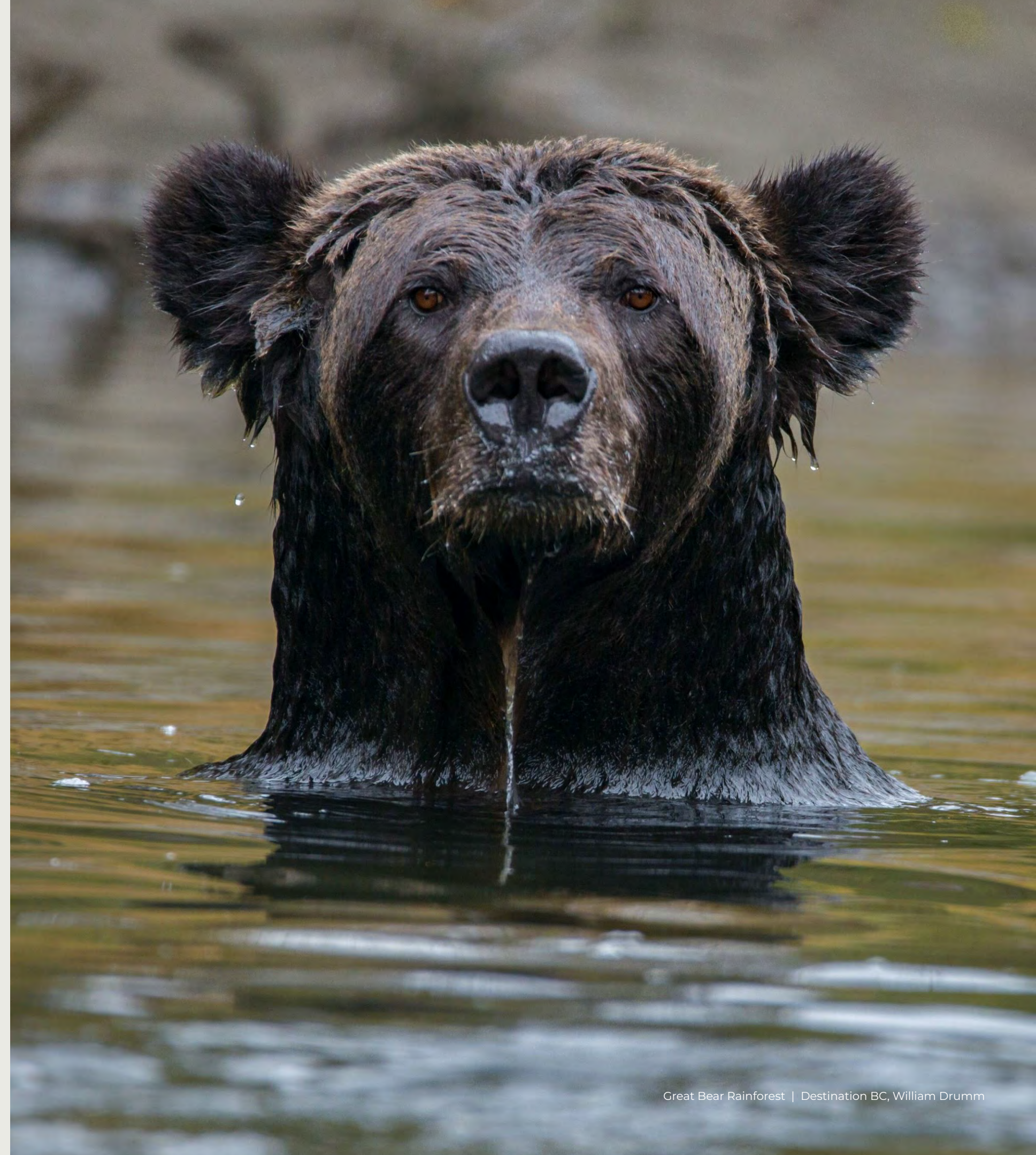
Destination Development in Nature's Heartland & The Infinite Coast



WHY DESTINATION DEVELOPMENT MATTERS



- Capture interest
- Deliver on, and exceed, expectations
- Create ambassadors







Shaping Communities:

THE VALUE OF DESTINATION DEVELOPMENT IN BC

Bull Mountain Cross Country Ski Area & Lodge

WILLIAM LIT



EXPERIENCES

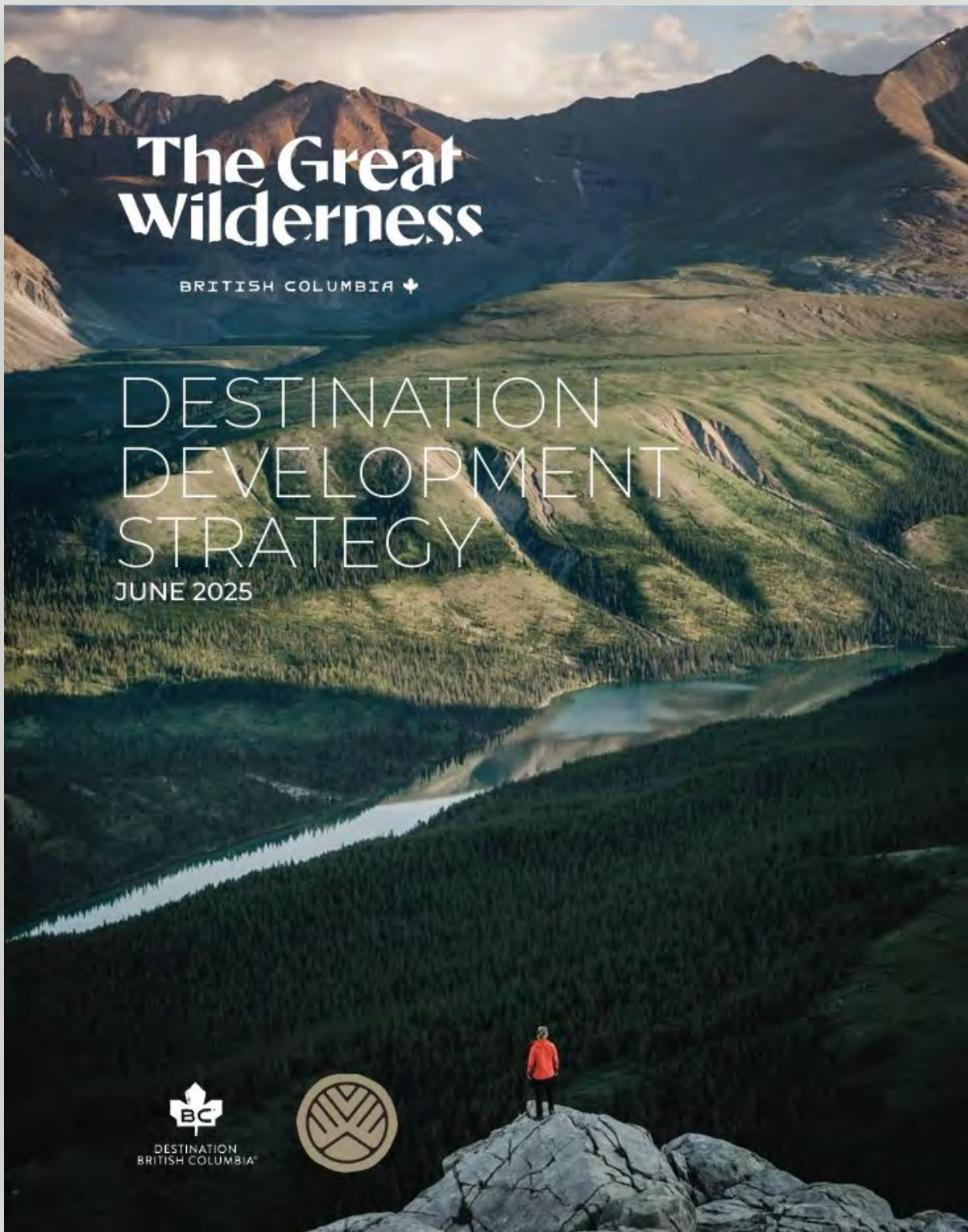
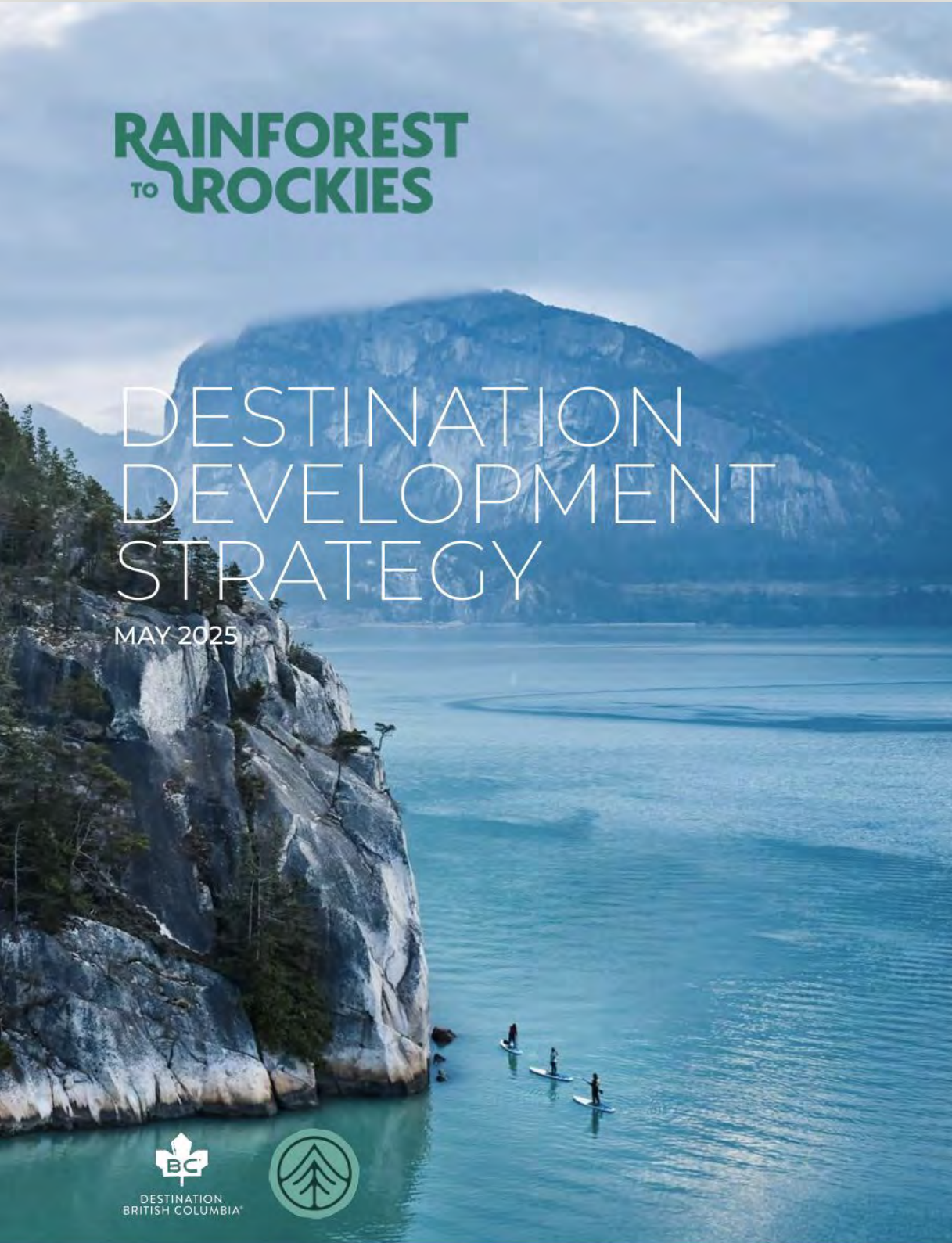


ENCOUNTERS



TOUCHPOINTS







WHAT'S YOUR NEW TOURISM IDEA?

We can help you get started
with grants and mentorships.

**Apply by
March 1, 2024**



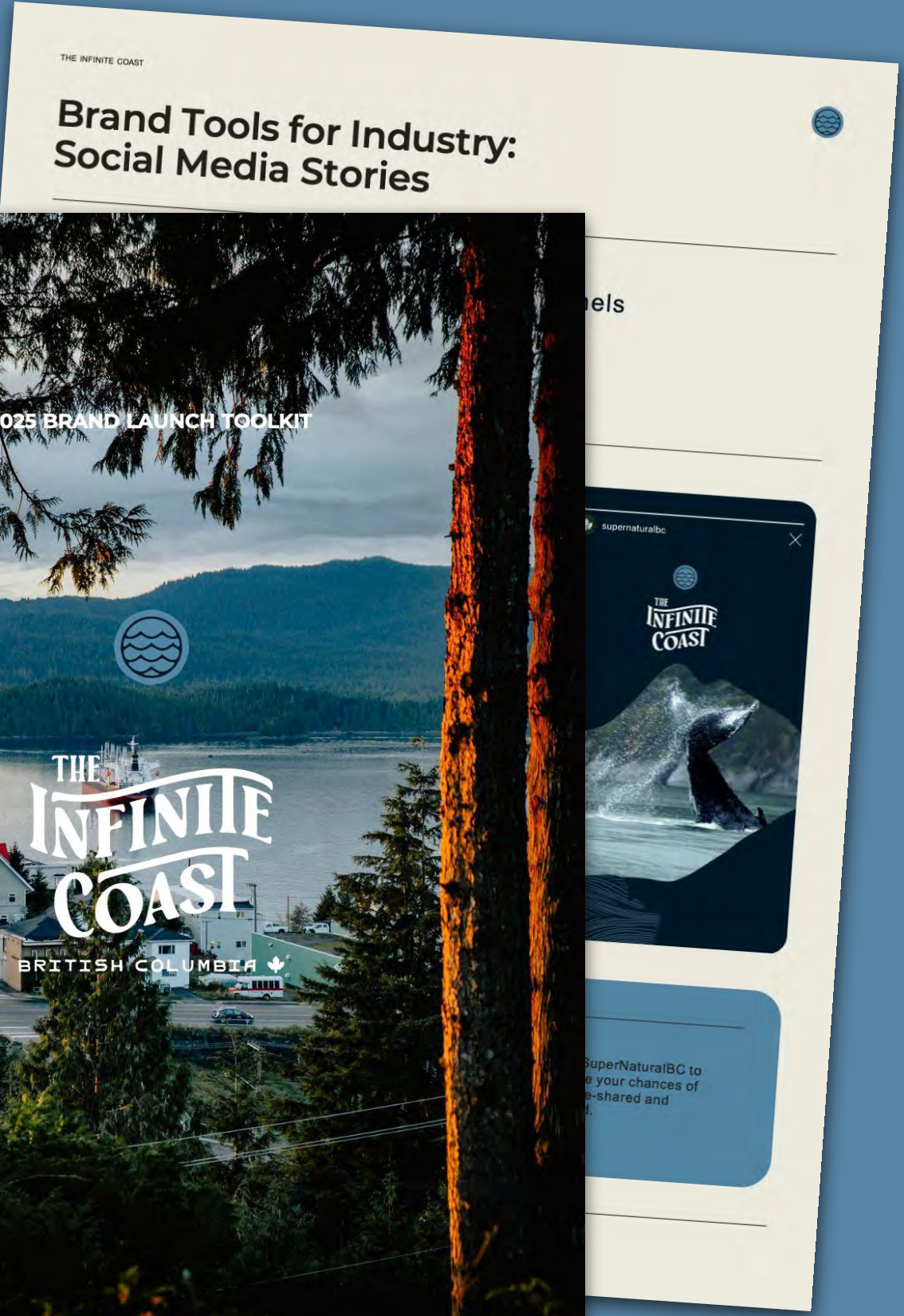
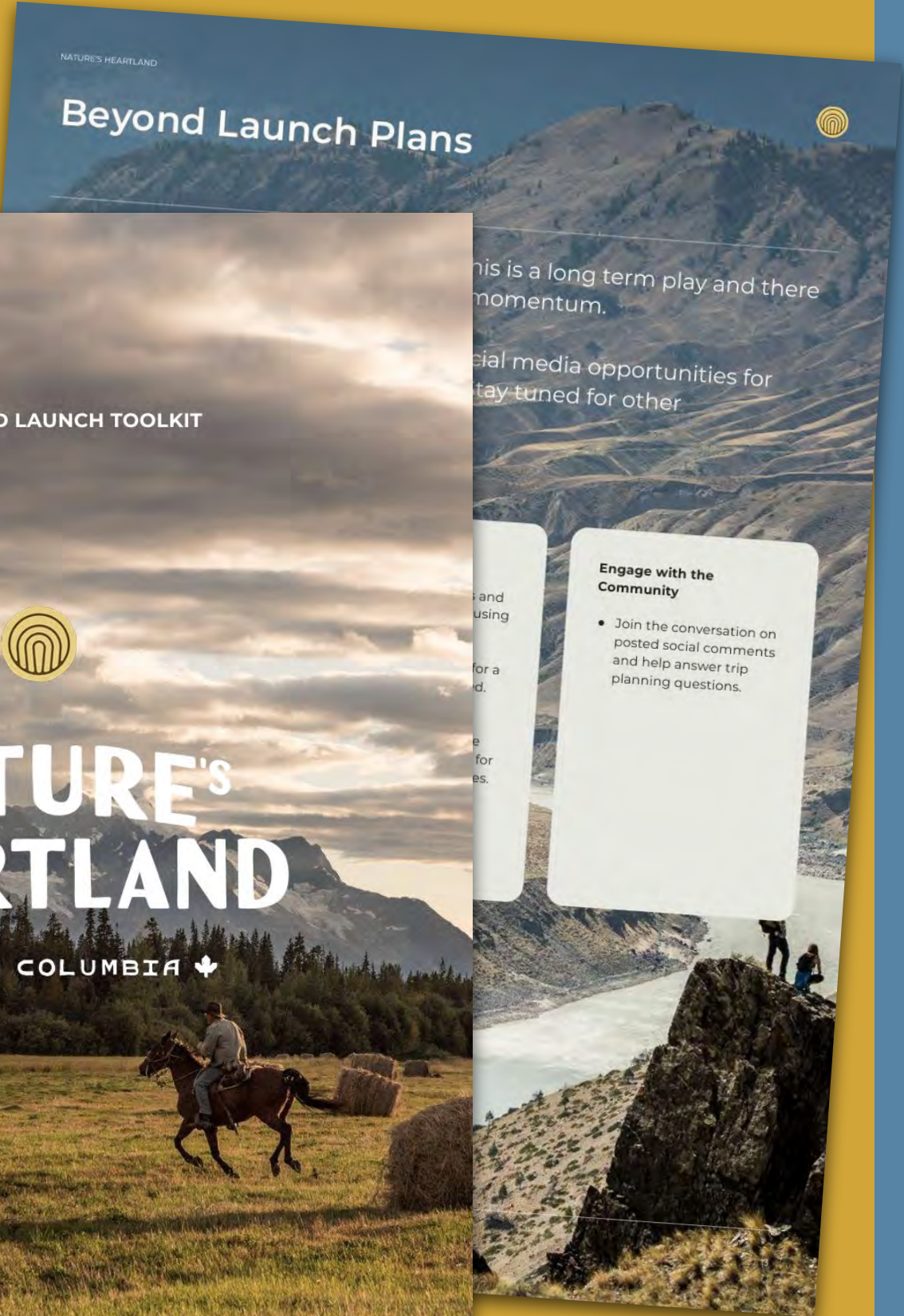
Matt Delany
Arbutus Routes

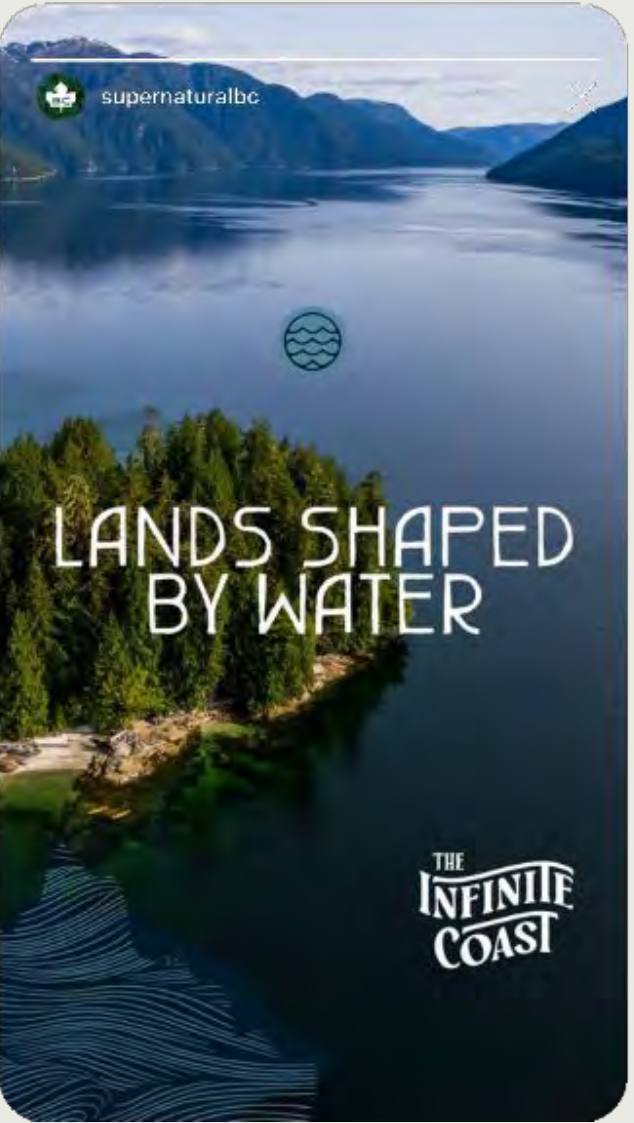
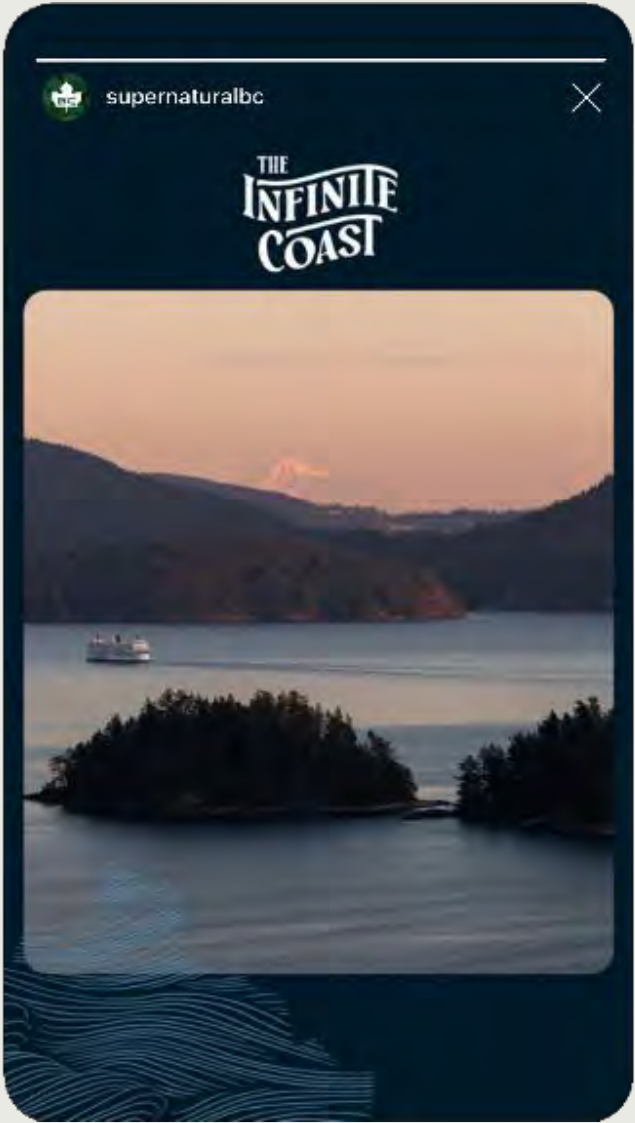
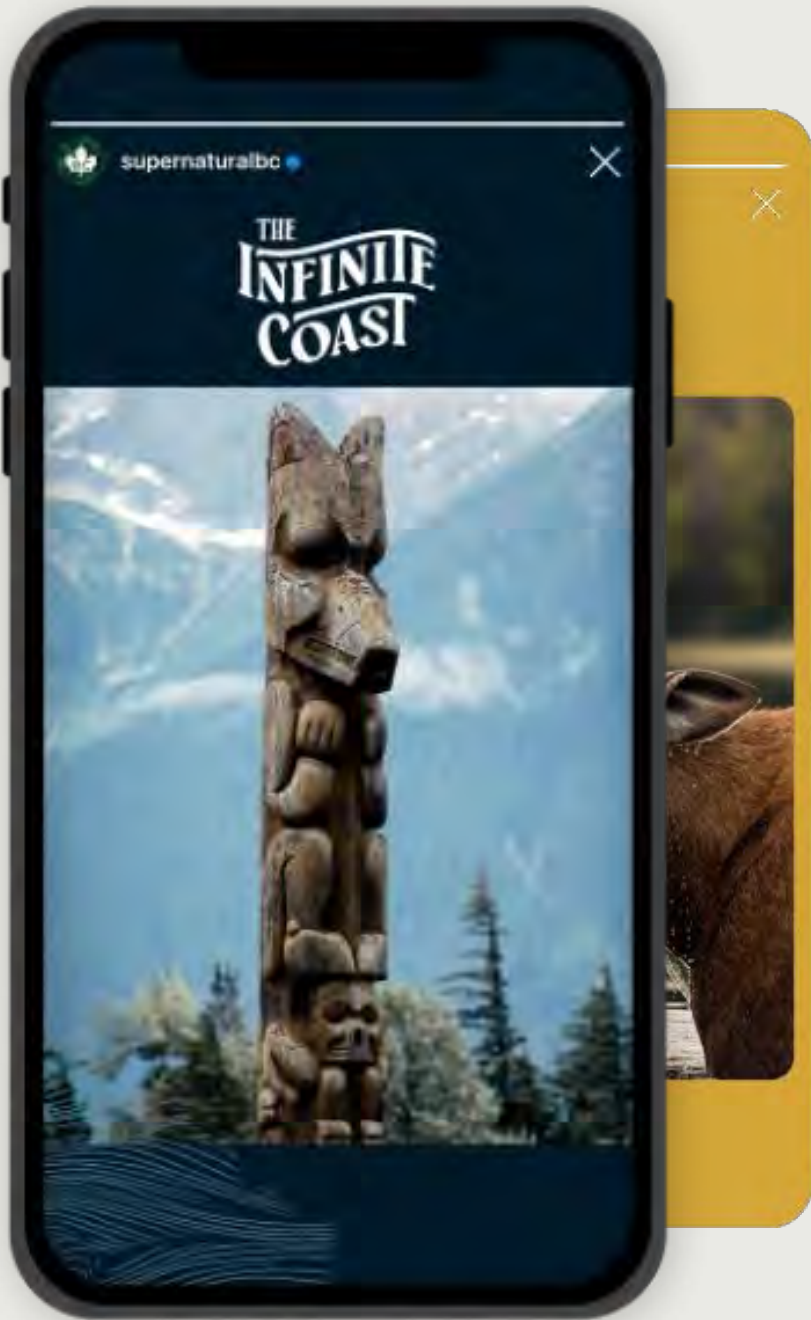


Jesmond | Destination BC, Blake Jorgenson

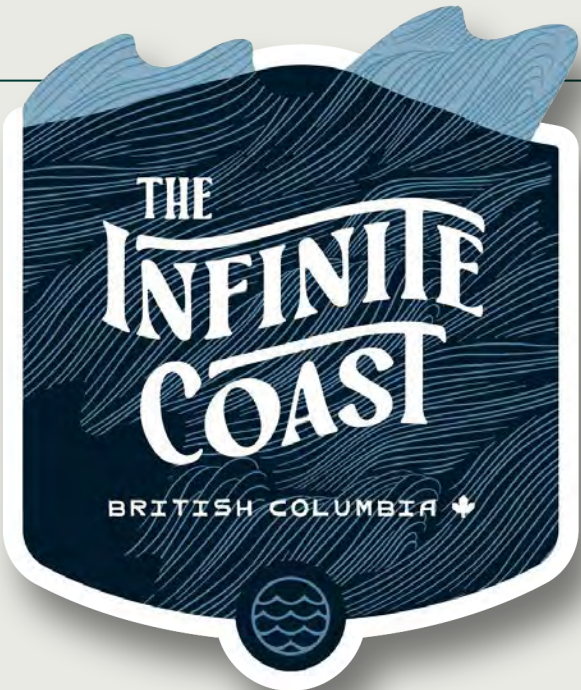


Tweedsmuir Provincial Park | Destination BC, Taylor Burk





Decals





Get Involved



DestinationBC.ca/Brands





SUPER. NATURAL BRITISH COLUMBIA

 CANADA



RAINFOREST
TO ROCKIES



The Great
Wilderness



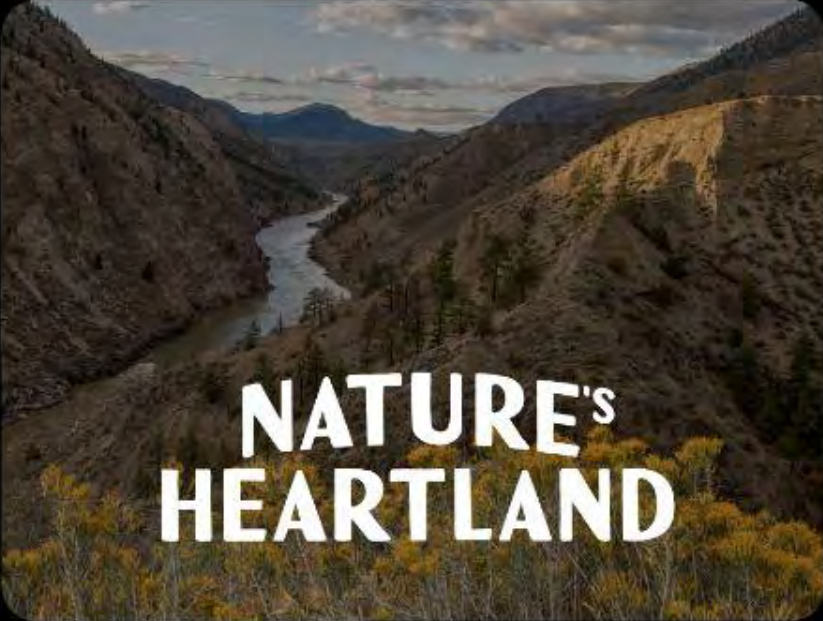
THE
INFINITE
COAST



DESTINATION
SKI



VANCOUVER
& AREA



NATURE'S
HEARTLAND



Valleys &
Vineyards



BIRTHPLACE
OF
ADVENTURE

NATURE'S
HEARTLAND



DESTINATION
BRITISH COLUMBIA®

THE
INFINITE
COAST

THANK YOU

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
BRITISH COLUMBIA

EDGE HILLS PROVINCIAL PARK