Unlocking Opportunities with the Travel Trade

October 20, 2026

SUPER, NATURAL BRITISH COLUMBIA CANADA

DESTINATION BRITISH COLUMBIA

GARIBALDI PROVINCIAL PARK
ANDREW STRAIN



Frances Ishii

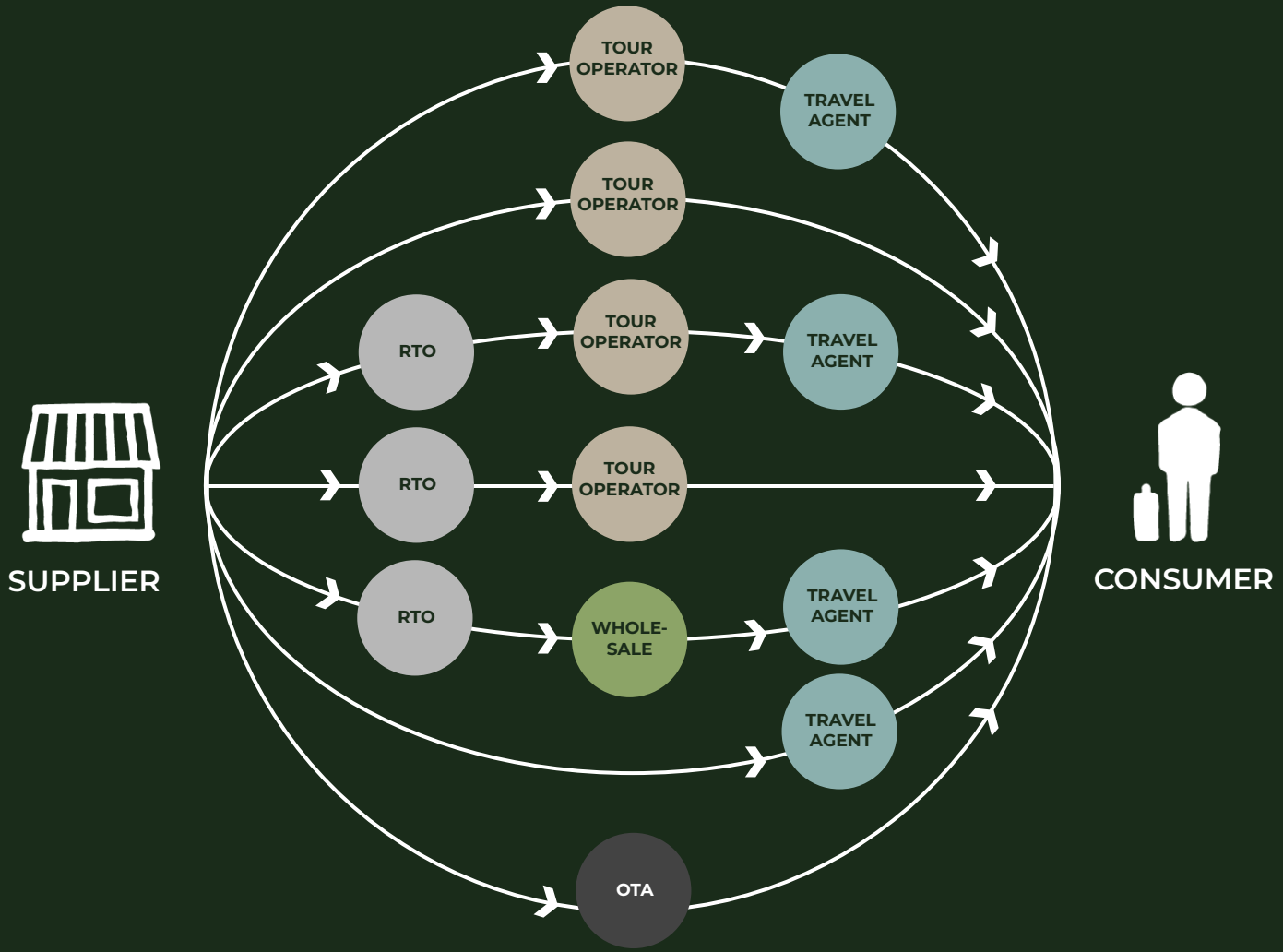
Manager, Events

DESTINATION
BRITISH COLUMBIA®



INCREASE **VISIBILITY**, INCREASE **DISTRIBUTION**, GENERATE **DEMAND**.

NIMPO LAKE
GRANT HARDER


TOUR OPERATOR
TRAVEL AGENT
TOUR OPERATOR
RTO
TOUR OPERATOR
TRAVEL AGENT
RTO
TOUR OPERATOR
SUPPLIER
RTO
WHOLE-SALE
TRAVEL AGENT
TRAVEL AGENT
OTA
CONSUMER



WELLS GRAY PARK
NIC COLLAR

Assessing the Value for Business

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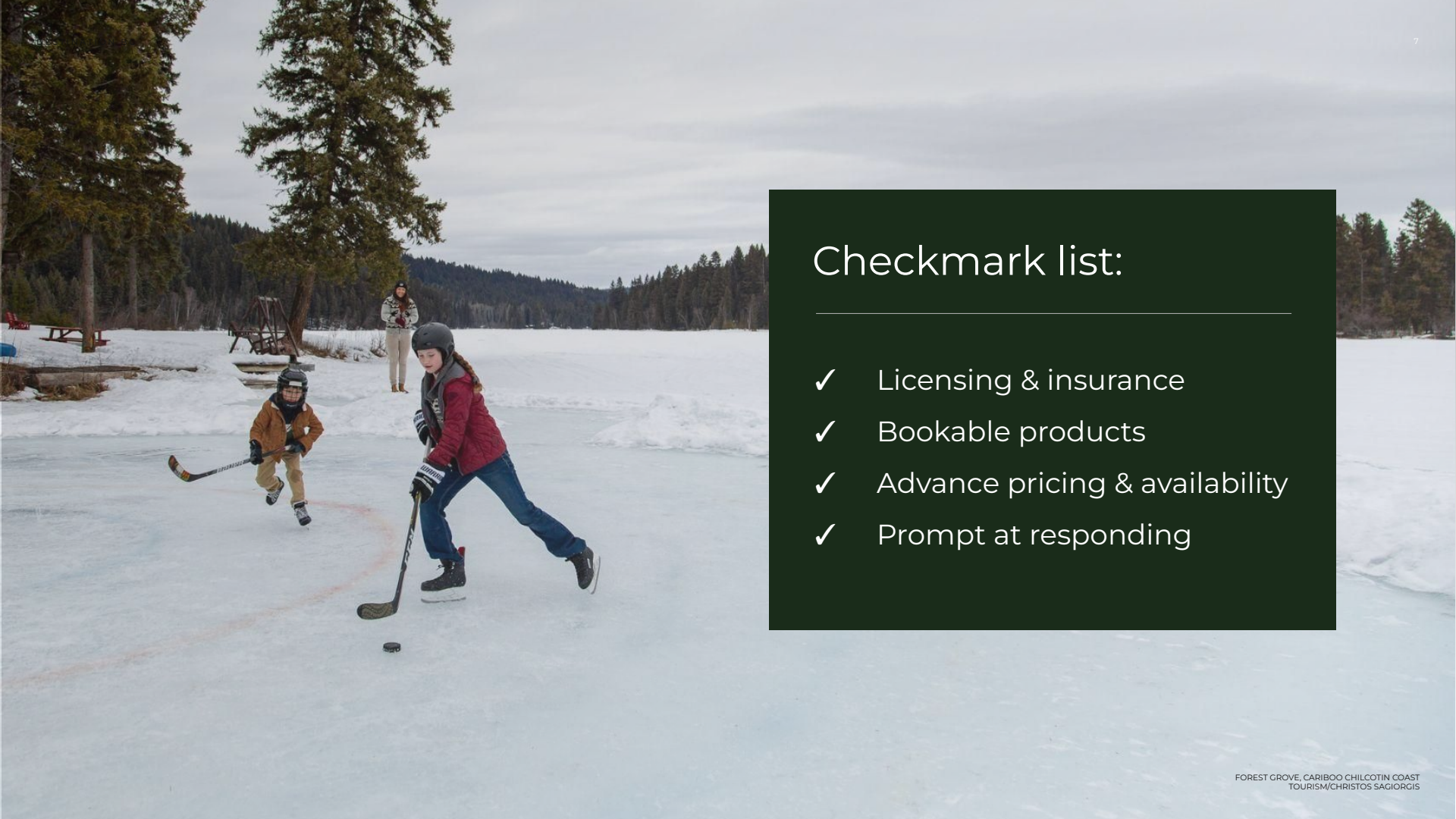
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IS TRAVEL TRADE RIGHT FOR ME?



CARIBOO & GOLD RUSH TRAIL
TOM JUTZLER

DESTINATION
BRITISH COLUMBIA®



Checkmark list:

- ✓ Licensing & insurance
- ✓ Bookable products
- ✓ Advance pricing & availability
- ✓ Prompt at responding

FOREST GROVE, CARIBOO CHILCOTIN COAST TOURISM/CHRISTOS SAGIORGIS

Trade might not be right for everyone:

- ✘ Seasonal experiences
- ✘ Inconsistent pricing
- ✘ No advance availability
- ✘ Too busy to respond



KELOWNA, THOMPSON OKANAGAN
MATTHEW CLARK

How Travellers Decide



WELLS GRAY PARK
STEPHANIE DEVEREAUX PACIFIC PEAKS MEDIA/TOURISM WELLS GRAY



HAZELTON
NORTHERN BC TOURISM ABBY COOPER

The Benefits of Working with the Travel Trade

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Diversification of Markets

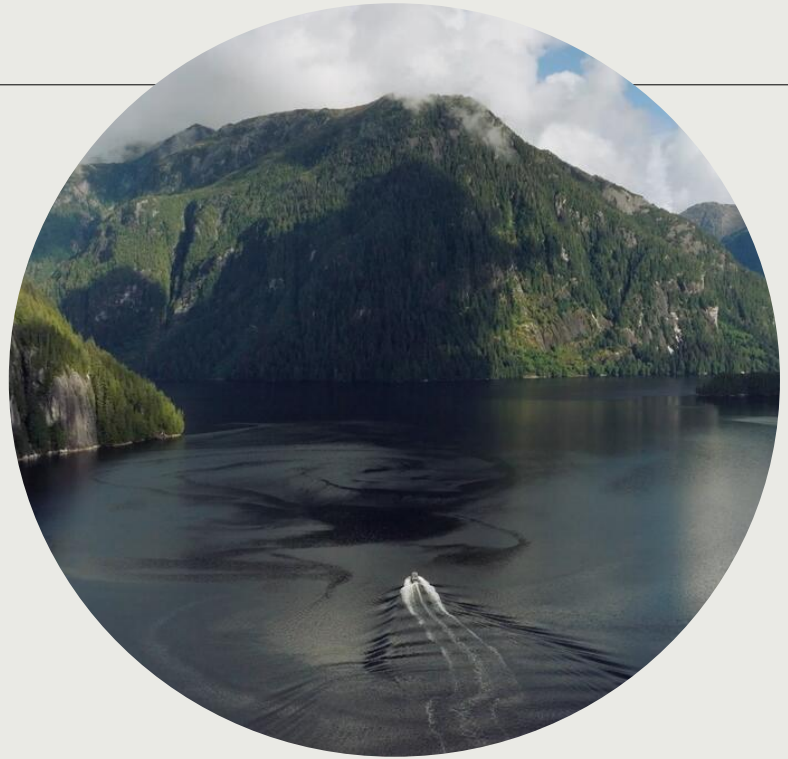
- Open doors to global markets
- Access diverse markets without having to market individually to every country



RADIUM HOT SPRINGS
DESTINATION BC\REUBEN KRABBE

Itinerary Development

- Package development linking different tourism products and services
- More efficient, attractive, and saleable



WEST KELOWNA
DESTINATION BRITISH COLUMBIA\KARI MEDIG

Predictability of Booking

- Can book a few months to 18 months in advance
- Clarifies expectations
- Enables long-term planning



TOAD RIVER
NORTHERN BC TOURISM/GRANT HARDER

Ease of Payment

- Can handle invoicing and payment collection for international markets
- Helps you minimize financial risk



NORTH VANCOUVER
DESTINATION BC/HUBERT KANG

Net Rates & Commissions

- Amplifies your marketing reach
- Commissions pay for sales and marketing conducted by Travel Trade partners



NAIKOON PROVINCIAL PARK NORTHERN BC
TOURISM/SHAYD JOHNSON

Support Network

- Act as your external sales and marketing team
- Manage customer experience on the ground, 24/7



MOUNT WASHINGTON ALPINE RESORT
DESTINATION BRITISH COLUMBIA/NICK THORNTON

Benefit to Customers

- Offer protection to consumers, for e.g. rebooking at no cost after natural disasters
- Strengthens trust in your brand



KELOWNA
THOMPSON OKANAGAN/CAROLINE PETERSON

Key Global Markets

BC'S KEY MARKETS


UNITED STATES


UNITED KINGDOM


GERMANY


AUSTRALIA


MEXICO


CHINA


BC


ALBERTA


ONTARIO

NORTHERN BRITISH COLUMBIA
DESTINATION BC/ANDREW STRAIN



ACHIEVE INTENTIONAL, LONG-TERM GROWTH – THE RIGHT VISITORS, AT THE RIGHT TIME.

TOFINO
KEENAN BUSH

TALK TO YOUR **Regional DMO** OR **Community DMO REPRESENTATIVE**



JESSIE PENNER

INDIGENOUS TOURISM BC

How Destination BC Supports Travel Trade for Industry

- Familiarization tours for buyers
- Trade events
- Export-readiness training & resources

KITIMAT
NORTHERN BC TOURISM / KELLY MARSH



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DESTINATION
BRITISH COLUMBIA®



THANK YOU

VANCOUVER ISLAND
TOURISM VANCOUVER ISLAND / VANCOUVER ISLAND NORTH TOURISM / TYLER CAVE

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BRITISH COLUMBIA®