



VISITOR SERVICES DIGITAL AND SOCIAL MEDIA PLAYBOOK

JULY 2022



INTRODUCTION

As a Visitor Services professional, you are the gateway to tourism in your community and region. With so many people searching for information and inspiration online, it's recommended for your Visitor Centre to create and maintain a solid and effective online presence in the digital world. This Digital and Social Media Playbook is designed to help you optimize and maximize opportunities on several popular platforms, so you can more effectively connect with potential visitors.

This Playbook will focus on the following topics and digital platforms:

- Website
- Search Engine Optimization (SEO)
- Facebook
- Instagram
- Twitter
- Google My Business
- Tripadvisor
- HelloBC
- Facebook and Instagram replies
- Facebook and Instagram advertising
- Hashtags
- Working with partners and community DMOs
- Digital and social media management

Getting Started

One of the most daunting aspects of digital and social media is the overwhelming number of networks and platforms available. Success comes from understanding how each platform differs in conversation and target audience. Ultimately, you must identify platforms that will yield results aligned with your business goals. It is necessary, when developing a digital strategy for your Visitor Centre, that you:

—1—

Know Your Audience

Learn as much as you can about the people you are talking to.

Where do they live?

What common questions do they have?

—2—

Know Your Channel

Not every channel has the same audience. For example, your Facebook page might be the best way to connect with locals, while Instagram could be a great avenue for reaching potential visitors.

Once you've determined who's using the different channels, you can align your content accordingly.

—3—

Post With Purpose

Every time you craft a piece of content, make it purposeful. This applies to the link you are using, rich media, hashtags, and other elements. It is better to send out less frequent, high-quality content rather than posting daily with mediocre content that isn't engaging.

WEBSITE

Your website, in many cases, is the first “digital” impression your Visitor Centre will make. Whether you’ve had a website for many years, are in the process of building one, or have a single page on the website of another organization, make sure your content is updated and relevant.

GOAL-ORIENTED WEBSITE PRESENCE

You want your website presence to serve a purpose and help support your Visitor Centre’s objectives. Before you begin designing (or redesigning) a website or webpage, take a moment to identify its purpose. Is it to help potential visitors learn about the area? To share directions to your Visitor Centre?

Once you understand the purpose of your website, you can start to tell a story through your content and navigation.

In some cases, your Visitor Centre may have a single page on a website that is primarily used for your sponsor organization’s general business. This is commonly the case for Visitor Centres run through chambers of commerce, municipal authorities, and non-profit organizations. In this case, you need to maximize the space you have to communicate critical information to the reader.



If the website is intended to help visitors find information about your Visitor Centre, consider adding:

- Clear messaging on the website homepage that says “[Your Location] Visitor Centre” with the information “i” logo;
- Links to the Visitor Centre webpage; and
- A “Visitor Centre” tab to the menu navigation or the website’s footer.

ORGANIZED WEBSITE

Visitors want information quickly. Website design and functionality involve creating a seamless user experience where website visitors can take desired actions without getting lost within the design of the website. According to Google, more than 50 percent of website browsing is done on a mobile device. It's more important than ever for your website to be mobile responsive, meaning that it navigates well on a mobile phone just as well as it does on a desktop.



Mobile responsive website. Source: Tourism Mission.

COMPELLING CONTENT

Content comes in various forms: images, video, animation, and copy. Images set the stage, but copy delivers. Create content that tells a story versus content that simply lists features. Website content can include useful tools such as itineraries, downloads, checklists, videos, images, and a business directory. Ultimately, you want to deliver a message that will help people remember YOUR business even after leaving the site.



WEBSITE CHECKLIST

- Make sure the purpose of your website is clear.
- Ensure that it's easy to navigate from page to page and return to the homepage.
- Make content easy to scan using headers, bullets, and lists.
- [Ensure your website is designed with web content accessibility standards \(WCAG 2.0\) in mind.](#)
- [Test your website load speed with Google Test My Site.](#)
- [Check that your website is mobile-friendly.](#)
- [Understand how guests are navigating your website with Google Analytics.](#)
- [Learn how Google indexes your website with Google Search Console.](#)
- [Make it easy to manage website tags with Tag Manager.](#)
- [Join Destination BC's tagging program.](#)
- Include an "i" wordmark or trademark, as applicable, on your website to help with brand recognition of all Visitor Centres throughout the province.



Search Engine Optimization (SEO)

The key objective of a website is to provide potential guests with the information they're looking for. Websites use a language called HTML to help search engines like Google understand the content of a page or website and determine if they are relevant for a particular search query. Certain elements such as title tags, meta data, and headers in conjunction with keywords can be essential to increasing your website's ranking and click-throughs.

Search engine optimization (SEO) helps to improve the quality and quantity of traffic to your website from search engines. By incorporating SEO into your web copy, you can improve your website's position in search results pages—and remember, the higher the website is listed, the more people who will see it.



SEO CHECKLIST

- Identify keywords and keyword phrases to focus on (e.g. “things to do in [your area]”).
- Create clean page titles (under 50 characters).
- Customize URLs to be short and easy to read using dashes to separate words.
- A meta description is a summary description of your page's content displayed in search engine results and social media. Write meta descriptions to help entice your reader to click through and learn more. [YOAST](#) is a free website plugin that can help you quickly write meta descriptions.
- Websites use headers to help structure content logically for the reader and search engines. Rather than bolding subheaders on a page, use H1, H2, H3 headers.

THE PERFECTLY OPTIMIZED PAGE

(for the example keyword phrase “chocolate donuts”)

PAGE TITLE

Chocolate Donuts | Mary’s Bakery

META DESCRIPTION

Mary’s Bakery’s chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donute ever made.

H1 HEADLINE

Chocolate Donuts from Mary’s Bakery

IMAGE FILENAME:
chocolate-donuts.jpg

(include alt attribute
Chocolate Donuts)

BODY TEXT

chocolate donuts

donuts

chocolate donuts

donuts

chocolate

donuts

URL

<http://marysbaker.com/chocolate-donuts>

Google My Business

Google focuses on creating the best user experience when using the search engine. Over the last couple of years, Google has provided additional information on the first page of search results so users don’t have to click through to a website.

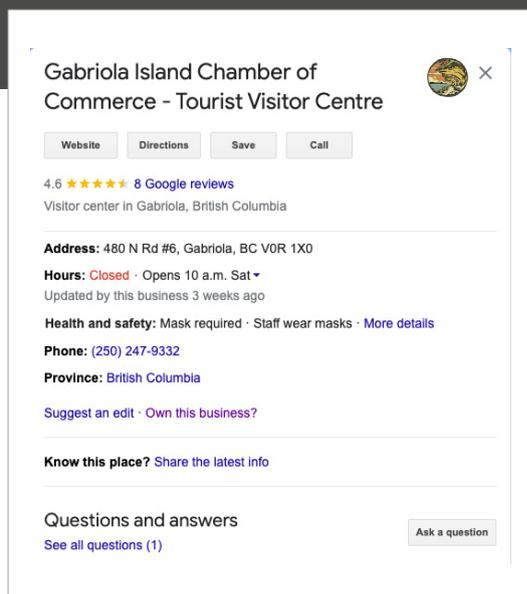
Google My Business is a free business tool that provides customers with important information about a business, including hours of operation, location, contact details, and more. It can help improve local search results and provide key location and contact details for people looking for more information about your Visitor Centre.

Maintaining a constant number of new Google reviews is essential to help with local searches. Users don’t only read reviews; they also pay close attention to management responses. Google rates reviews within the last three months higher than reviews older than three months. Asking guests that visit the Visitor Centre to share their positive experience through a review can aid in your Google My Business and local SEO exposure.

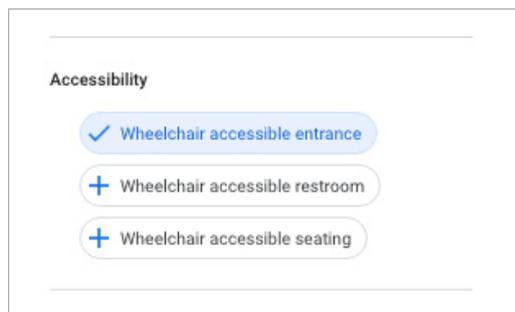
In the case that the Visitor Centre shares an office space with another organization, Google My Business will only highlight one business per address. In this case, instead of creating separate listings, create one that includes both businesses in the name (e.g. Gabriola Island Chamber of Commerce—Tourist Visitor Centre).

GOOGLE MY BUSINESS POSTS

Google posts are displayed within the knowledge panel section of Google search results and Google Maps pages. A typical post includes an image, description, and call to action, and has a limited lifespan of one week. Google posts can provide updates, promote an event, or make an announcement. You can use the post functionality to highlight local attractions, a mobile Visitor Centre location, or an upcoming event.



Example of how to name a GMB listing when shared with another organization. Source: Gabriola Island Chamber of Commerce—Tourist Visitor Centre



Accessibility features of your Visitor Centre can also be listed on the GMB listing.



GOOGLE MY BUSINESS CHECKLIST

- Claim or set up your Google My Business listing at [Google.com/Business](https://www.google.com/Business).
- Optimize your account with location details, hours of operation, contact and accessibility details.
- Add a photo of the front of your Visitor Centre, so it's easy for guests to recognize your location.
- Add additional photos to your listing.
- Reply to all reviews, past and future.

<https://tourismpg.com> :

Tourism Prince George

From fishing to mountain-biking to everything else imaginable, find more to explore than you can possibly take in.

[About Us](#) · [Events Archive](#) · [Covid-19](#) · [Packages](#)

<https://www.hellobc.com> › listings › northern-british-co... :

Tourism Prince George | Super, Natural BC

101-1300 1st Ave, Prince George, British Columbia, V2L 2Y3 ... The Visitor Centre is brimming with information about northern BC and can help you plan the ...

<https://www.facebook.com> › tourismpg :

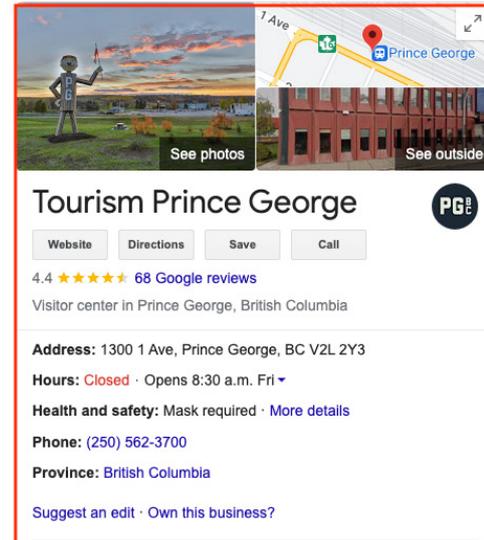
Tourism Prince George - Home | Facebook

Official tourism account for Prince George. Prince George is a centre for business, a basecamp for the adventurer, and a portal to the North.

<https://www.princegeorgecitizen.com> › highlights › tou... :

Tourism Prince George Visitor Information Centre now open

Jun 14, 2021 — Located at 1300 First Ave., the centre is open Monday through Friday from 8:30 a.m. to 4:30 p.m. and Tourism Prince George will be sending a ...



The area in red is called the knowledge panel in Google.

	Sunday	Closed	
	Monday	9:00 AM–5:00 PM	
	Tuesday	9:00 AM–5:00 PM	
	Wednesday	9:00 AM–5:00 PM	
	Thursday	9:00 AM–5:00 PM	
	Friday	9:00 AM–5:00 PM	
	Saturday	Closed	

More hours
Add hours

Add special hours

More hours

You can add hours for specific services or specials to your business on Google

Add hours

[+ Access](#) [+ Breakfast](#) [+ Brunch](#) [+ Delivery](#) [+ Dinner](#) [+ Drive through](#)

[+ Happy hours](#) [+ Kitchen](#) [+ Lunch](#) [+ Online service hours](#) [+ Pickup](#) [+ Senior hours](#)

[+ Takeout](#)

[Cancel](#) [Apply](#)

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

Example of the types of hours you can add. Under more hours you will see the option for online service hours.

SOCIAL
MEDIA

Tripadvisor

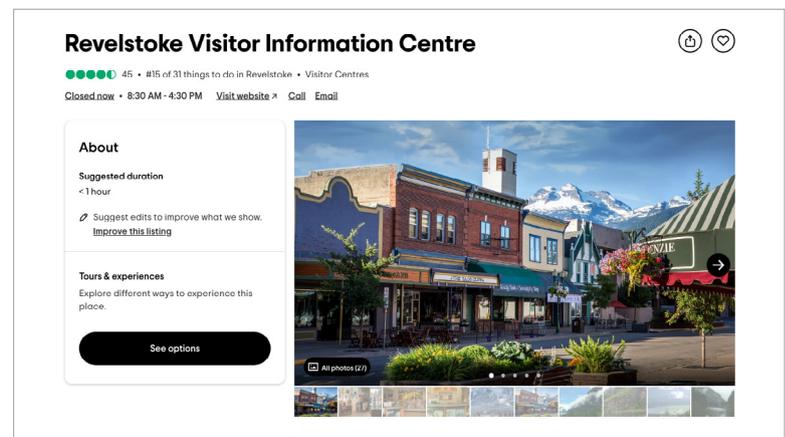
Did you know online review sites such as Tripadvisor can influence up to 95 percent of all travel bookings? Tripadvisor is primarily used with international audiences, but still plays a role with local guests as it tends to be one of the top-ranked pages on Google.

Tripadvisor reviews are based on feedback from visitors, whereas Tripadvisor ratings incorporate several factors, including the number of reviews you have, how recent they are, and if you are replying to them. Your rating is based on the ratings Tripadvisor users give your business in reviews. Your “Popularity” ranking is based on the recency, quality, quantity, and consistency of visitors’ reviews relative to other companies in your category. Ultimately, your rating and ranking reflect the quality of the experiences you provide. The higher the rating and ranking, the more visibility, page visits, and booking inquiries you will receive on Tripadvisor.



TRIPADVISOR CHECKLIST

- ❑ Claim or set up your Tripadvisor listing at [Tripadvisor.ca/GetListedNew](https://www.tripadvisor.ca/GetListedNew).
- ❑ Optimize your account with a business description, hours of operation, and contact details.
- ❑ Add a photo of the front of your Visitor Centre as your cover photo, so it’s easy for guests to find and recognize your location.
- ❑ Add a selection of photos to your listing. The order that you add photos to your profile is the same order they will appear on your account. If you do not add your own photos, images taken and posted by others will appear first in your listing.
- ❑ Reply to all reviews, past and future.



Revelstoke’s Tripadvisor listing.

HelloBC

Destination BC promotes local tourism-focused businesses and attractions throughout the province. If you have a Tripadvisor account, Destination BC will pull the information entered in the listing and create a company profile on HelloBC.com, which has the potential to be visited by thousands of website visitors every month.



It is good practice to periodically check your HelloBC.com listing to ensure information is up to date.

Send content that does not transfer from Tripadvisor to your HelloBC listing to Communityvisitorcentres@destinationbc.ca, including:

Phone Number

Email

Social Media Handles

Booking Link(s)

Accessibility Attributes

SQUAMISH ADVENTURE CENTRE
Visitor Centres

5.0 (104) 875-5000 WEBSITE

3851 LOGGERS LANE, SQUAMISH, BRITISH COLUMBIA, V8B 0H2

The Squamish Adventure Centre is located in the heart of Sea to Sky country, 40 minutes from downtown Vancouver and 40 minutes from Whistler. With breathtaking views of the Squamish Chief, this unique venue is the perfect place to work, meet or play. You can find the following inside the Adventure Centre: - Visitor Information Centre - Tourism Squamish - The Squamish Store Gift Shop - Sea to Sky Adventure Company - Caffè Garibaldi - The Chamber of Commerce

Example of a Visitor Centre listing on HelloBC.com. Source: Squamish VC HelloBC Listing.

Facebook

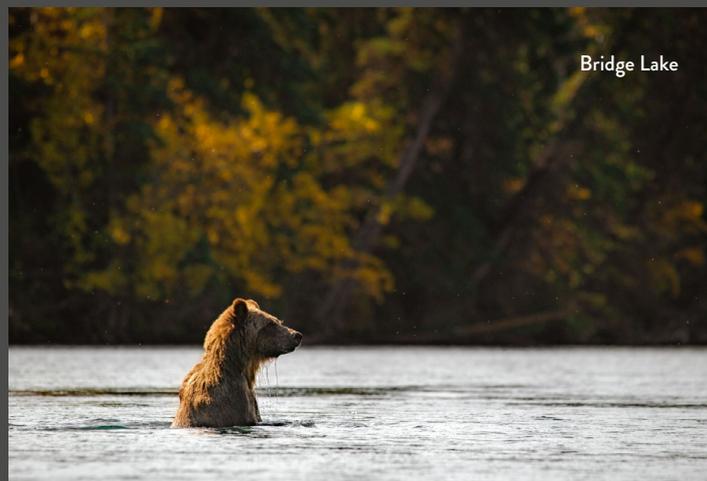
Facebook allows you to be available to people on a trusted, popular platform where the community can see real people (their friends, family, and colleagues) interacting with Visitor Centres. This engagement sets the stage for building solid relationships.

Therefore, the key to building a successful Facebook page depends on content and engagement.

Over the years, Facebook's organic reach has decreased. Today, Facebook averages about 2 percent of total followers who will see your posts. This means that out of 1,000 followers on your Facebook page, a typical post will reach only 20 people. Creating content that encourages likes, reactions, comments, and shares can help increase reach, as can promoting your content through advertising.

FACEBOOK CONTENT MIX

Facebook uses a detailed algorithm that determines who sees what content when. It is critical to understand that not all fans will see your posted content; thus, creating content supporting the algorithm is essential. Ensure that every post is accompanied by rich media (e.g. photos, videos, link previews).



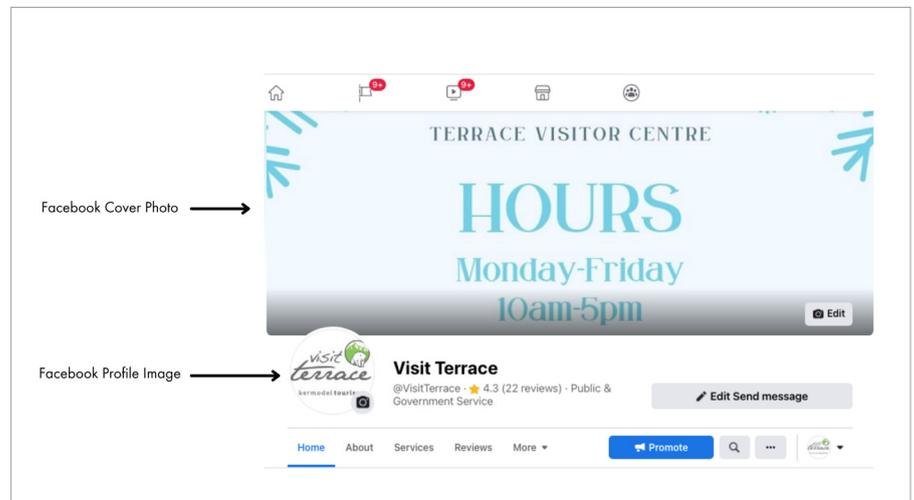
CONTENT MIX BEST PRACTICES INCLUDE:

- Post a mix of caption lengths, ranging from a short sentence to a few short paragraphs.
- Include spaces, line breaks, and emojis to make captions easily scannable.
- Post a mix of short 15-second videos and longer-length videos.
- Include location tags with posts.
- Properly mention other accounts in your post, remembering that the username for a business on Facebook may be different than on Instagram.
- Include one to three hashtags at the end of captions to help with reach and exposure.
- “Pin” a post to the top of your Facebook page timeline. When you Pin a post, it will stay there until you unpin it.



FACEBOOK CHECKLIST

- ❑ Avoid logging into Facebook via a “fake profile account.” Instead, set up a Facebook Business Manager account to assign permissions to multiple users.
- ❑ Complete your page’s About, Contact, Address, Hours of Operation, and Bio information.
- ❑ Upload a Facebook cover photo that’s sized 812 x 312 pixels on desktop (on mobile, your image will need to be at least 640 x 360 pixels).
- ❑ Upload a profile image consistent with other platforms.
- ❑ Connect your Facebook and Instagram accounts for easy cross-platform management.



Cover photo vs profile image on Facebook. Source: Kermodel Tourism

Instagram

The richest media-native of all the social media platforms, Instagram is the perfect channel for you to share visual experiences and connect with audiences on an emotional level. Instagram is constantly expanding its offerings, and currently offers the traditional Instagram feed along with stories, Instagram Live, IGTV, guides, and reels.

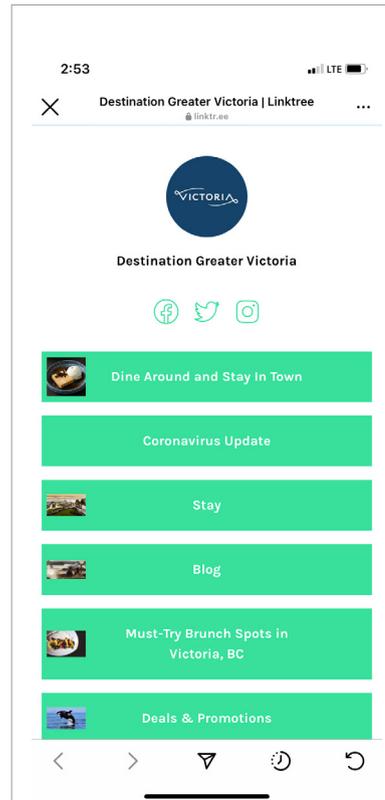
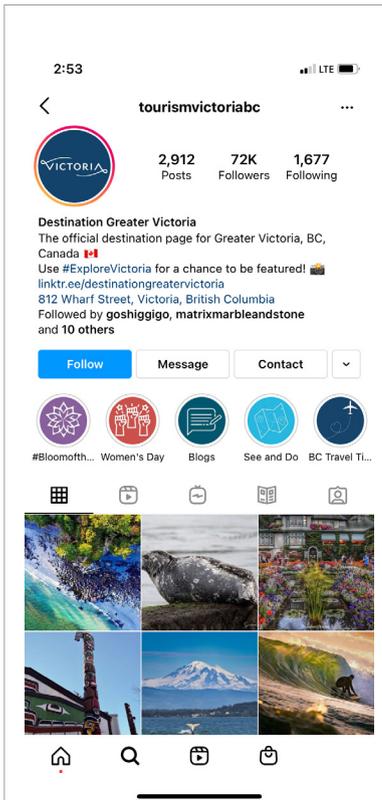
[Click for additional details on how to use and create different content formats on Instagram.](#)

INSTAGRAM CONTENT MIX

Instagram feed posts, reels, and guides remain on your Instagram profile grid and contribute to your overall branding. Instagram stories expire after 24 hours and do not appear on your profile grid; the exception is when you add an Instagram story to a highlights reel. Because Instagram posts are viewed together in a grid and individually in users' feeds, your content should have a consistent style and editing; however, there should still be a natural and organic flow to the posts.



Grouse Mountain Resort



Instagram profile and list of links using LinkTree. Source: Destination Greater Victoria.



INSTAGRAM CHECKLIST

- ❑ Upload a profile image consistent with other platforms.
- ❑ Optimize your Instagram bio so it's catchy and gives visitors a reason to follow you.
- ❑ If you have a branded hashtag that you want followers to use, include it in your bio.
- ❑ Switch your personal account to a business account to activate added functions and analytics.
- ❑ Connect your Instagram account to your Facebook page for easy cross-platform management.
- ❑ Use a link app such as [LinkTree](#) to easily share and update links in your Instagram bio.

INSTAGRAM CONTENT MIX BEST PRACTICES INCLUDE:

- Post a mix of caption lengths, ranging from a short sentence to a few short paragraphs.
- Include spaces, line breaks, and emojis to make captions easily scannable.
- Mix up your media with images, videos, reels, and carousels (up to 10 photos).
- Use IGTV to post videos over one minute in length. Ensure custom covers are added for videos.
- Mention and tag accounts related to the content you are posting.
- Include location tags with posts to help users more easily discover your content.
- Include up to 30 hashtags in the caption or comment section of your post to help expand exposure.

Twitter

Twitter is a real-time microblog where posts are capped at 280 characters—and it’s one of the most powerful business-to-business social tools for listening and connecting. The key to success with Twitter is providing exciting content and, more importantly, listening to conversations.

Twitter search and hashtags are powerful tools that can help users learn about local events, activities, and industry updates. Over the last few years, Twitter has shifted from a business-to-consumer platform to amplify business-to-business and “real-time” communications.

Note: if you previously had a Twitter account and are no longer posting consistently, consider pausing your account by putting a Tweet out that says, “We are not currently monitoring our Twitter account regularly. Please follow/connect with us on [website/social platform].” Pin the Tweet to the top of your profile.

TWITTER CONTENT MIX

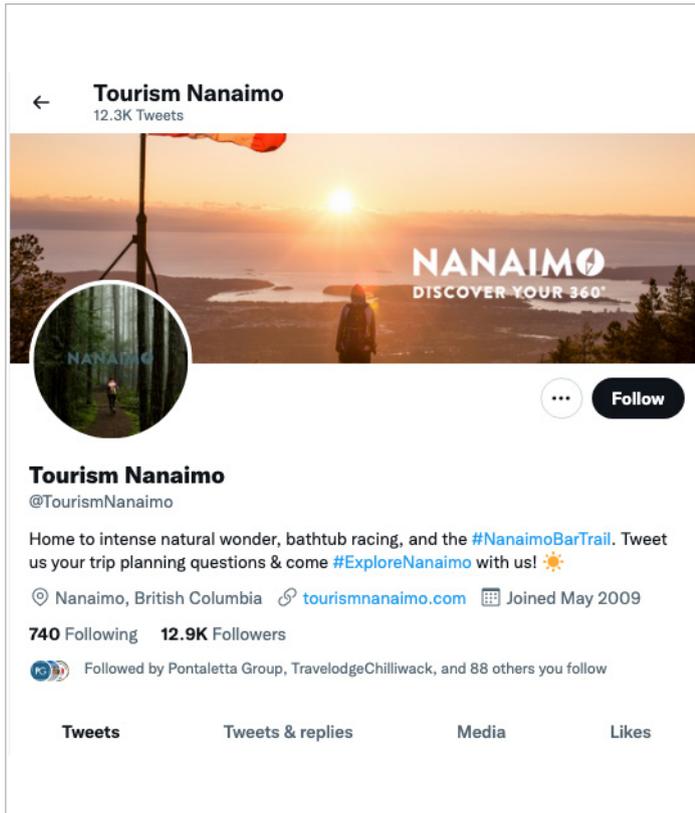
Twitter has shifted from a business-to-consumer platform to a business-to-business platform. In general, following and engagement on Twitter has decreased over the past few years. For this reason, the content posted on Twitter is more professionally focused compared to Facebook and Instagram.



Fernie

TWITTER CONTENT MIX BEST PRACTICES INCLUDE:

- Post a mix of caption lengths, ranging from short captions to a few sentences.
- Focus on content that tags and mentions other local businesses and organizations.
- Include spaces, line breaks, and emojis to make captions easily scannable.
- Mix up your media with images, videos (up to two minutes in length), and galleries, ensuring that media is optimized for Twitter posts.
- Include two to three hashtags to help expand exposure.
- Avoid connecting your Twitter account to Instagram or Facebook for automatic posting.



Tourism Nanaimo's Twitter Profile.



TWITTER CHECKLIST

- Upload a profile image consistent with other platforms.
- Optimize your Twitter bio so it's catchy and gives visitors a reason to follow you.
- If you have a branded hashtag that you want others to use, include it in your bio.
- Create Twitter lists to help you manage conversations online. [Follow these instructions to create Twitter lists.](#)

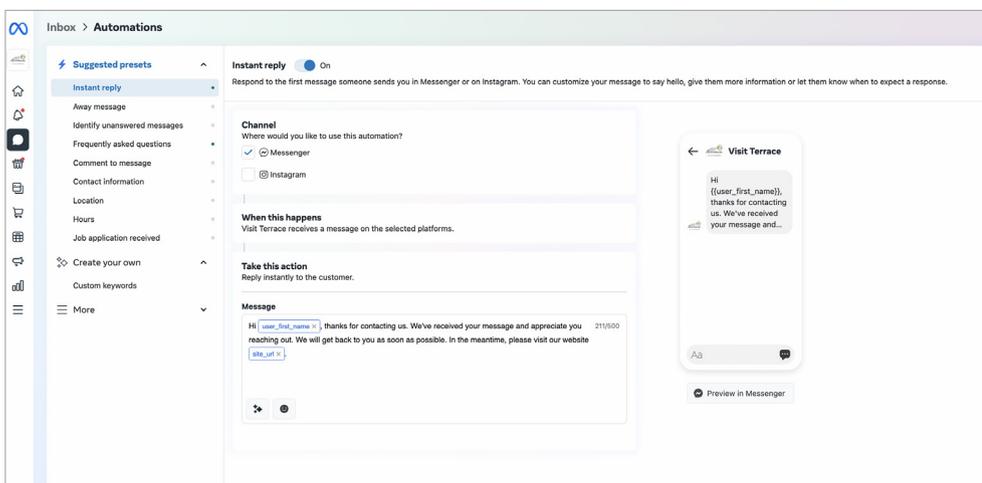
FACEBOOK AND INSTAGRAM INSTANT REPLIES

Instant replies are messages sent automatically as your Facebook page's first response to new messages. You can use your instant reply message to let visitors know that you'll get back to them soon, or thank them for contacting your page.

Instant replies can also include responses to commonly asked questions such as the Visitor Centre's regular business hours, address, or links to your website. In addition to instant replies on your Facebook account, you can also include a Facebook chat plugin to your website that includes instant replies and allows you to communicate with visitors through Facebook Messenger.

To set up instant replies for your Facebook page:

1. Click Settings at the top of your Facebook page.
2. Click Messaging in the left column.
3. Choose the type of message you want to set up:
 - a. Instant replies: respond to the first message someone sends you in Facebook Messenger or on Instagram.
 - b. Frequently Asked Questions: suggest questions people can ask your Facebook page or Instagram.
 - c. Contact information, location, hours: set up automatic responses to these questions.
4. Customize your messages and replies in the message area. Once complete, click Save.
5. To change your instant reply message, click Change, update the message, and click Save.



FACEBOOK AND INSTAGRAM ADVERTISING

Facebook has two advertising options:

1) Boosted posts

2) Custom ads in Ads Manager

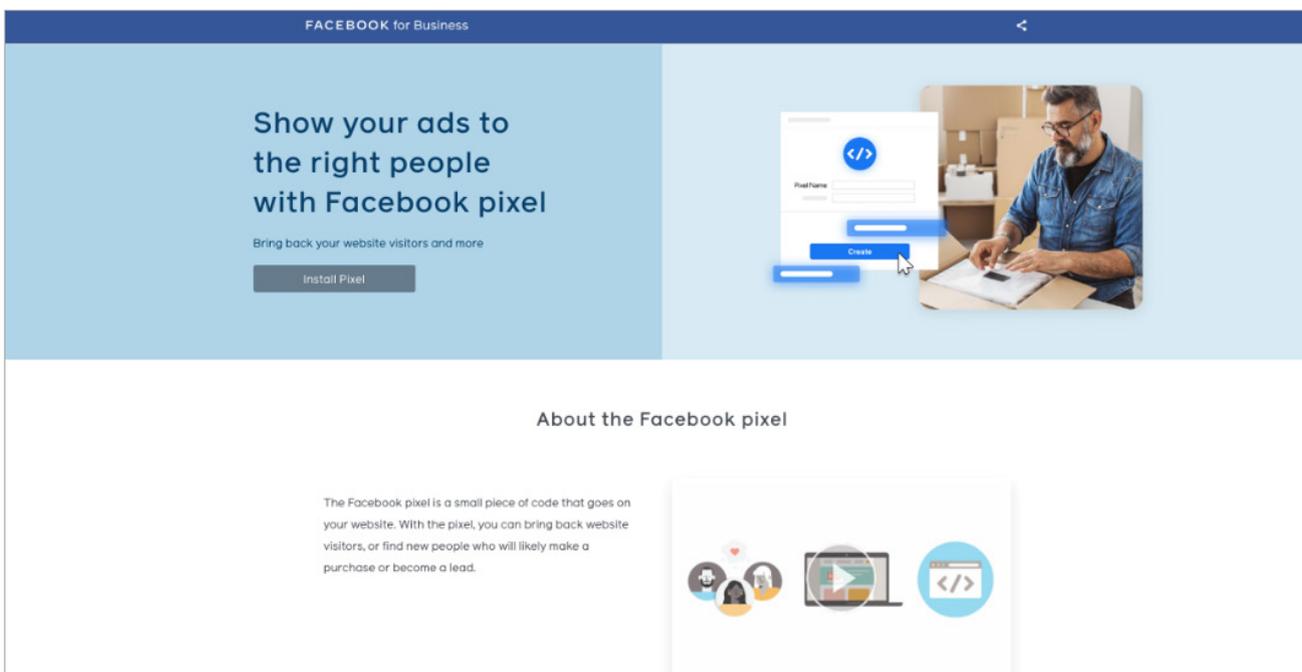
A boosted post lives on your Facebook page's timeline. You can apply money to the post to boost visibility to a target audience of your choosing. This is the simplest way to advertise on Facebook. Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have the same customization features.

Facebook custom ads are created through Ads Manager and offer more advanced customization solutions. Custom ads provide many options to help you reach specific business goals and the audiences you care about most.

A boosted post may initially optimize for page likes, comments, shares, or overall brand awareness. Custom ads can optimize for more specific actions, such as website conversions, video views, opt-ins, and more.

If you are planning to run ads, setting up a Facebook pixel is recommended. The Facebook pixel is a piece of code that you place in the header of your website. It collects aggregated data about users who have visited your website or engaged with your social media to help you retarget audiences in future ad campaigns.

- [Install your Facebook Pixel on your website.](#)
- Create custom audiences to retarget with advertising.



The screenshot shows the Facebook Business interface. At the top, it says 'FACEBOOK for Business'. The main heading is 'Show your ads to the right people with Facebook pixel'. Below this, it says 'Bring back your website visitors and more' and there is a button labeled 'Install Pixel'. To the right, there is a form with a 'Create' button. Below the main heading, there is a section titled 'About the Facebook pixel' with a paragraph: 'The Facebook pixel is a small piece of code that goes on your website. With the pixel, you can bring back website visitors, or find new people who will likely make a purchase or become a lead.' Below this text are three icons: a group of people, a laptop with a play button, and a code editor icon.

HASHTAGS

Hashtags are like micro search engines on social media and serve two purposes:

1. To make content searchable (get discovered).
2. To search for content (get results).

KEYWORD HASHTAGS: These are hashtags that help content become discoverable in the newsfeed. When using keyword hashtags, select hashtags relevant to the content; consider these terms as the words your ideal audiences use to search for the content they want to see. Think of the hashtags they'd search for in hopes of seeing a post like yours pop up.

Example: #BCHiking

BRANDED HASHTAGS: Hashtags cannot be owned or secured by any organization—they are free to be used by any account. However, you can create a branded hashtag unique to your Visitor Centre or DMO that supports a campaign or encourages visitors to post (this is a great way to find and repost user-generated content, or UGC). Simply add a “#” sign in front of any word, phrase, or series of numbers (with no spaces) to create the hashtag. It is crucial to conduct research before creating a campaign or UGC hashtag to ensure it has not already been used; you can also connect with your DMO to see what hashtags they are currently promoting. In any case, when creating your own branded hashtag, remember to keep it simple and catchy. It should be short and easy to spell so visitors can easily recognize it, but also relevant and creative so people will be enthusiastic about sharing it.

Example: #Explore[Your Community]



EXAMPLES OF HASHTAGS:

- Global terms: #GetOutside; #SpringTime
- Geographic and location-based hashtags: #ExploreAbbotsford; #VisitNortheastBC
- Industry hashtags: #ExploreBC
- Photo-related hashtags: #MountainBiking

Example of an account using the #Explore hashtag.

Source: Tourism Kelowna VC Instagram Account

WORKING WITH PARTNERS AND COMMUNITY DMOs

For some Visitor Centres, digital marketing is folded into a partner (chamber) or community DMO's overall strategy. This may include sharing social media platforms in addition to a centralized website with the Visitor Centre featured on a single page. Here are some best practices when working with partners and community DMOs:

- Get to know the digital marketing team. Understand who is responsible for the website, social media, and other digital marketing.
- Share your goals and help support the organization's overall digital marketing.
- Ensure the website has a dedicated page for the Visitor Centre that includes location, hours of operation, and contact details.
- Include clear messaging on the website's home page that links to the Visitor Centre website.
- Create a separate Google My Business and Tripadvisor listing OR ensure the Visitor Centre's name is included in the listing.
- Work with the marketing team to see if they can provide a dedicated day every week, or twice a week, to post social media updates that promote Visitor Services.



DIGITAL AND SOCIAL MEDIA MANAGEMENT

GETTING STARTED

- Audit all accounts and websites for consistency and up to date information, including:
 - Hours of operation and clear closed/open messaging.
 - Visitor Centre address and directions.
 - Visitor Centre display and profile image.
 - Visitor Centre contact details.
 - Visitor Centre About and Bio sections.
- Review partner websites to ensure the information they have for the Visitor Centre is up to date.
- Create automated messages for Facebook and Instagram to help manage visitor inquiries.
- Ensure your website is mobile- and desktop-friendly.
- Add links and social icons to your website for easy navigation.

DAILY/WEEKLY

- Respond to all comments, messages, and reviews.
- Search and reply to all account tags and mentions.
- Search for all posts using your branded hashtag.
- Engage and comment on other accounts.
- Post consistently on social media channels (in the feed and on stories).
- Pin a post on Facebook and Twitter.
- Review posted hours of operation for the upcoming week.
- Add “Posts” to your Google My Business listing.
- Connect with fellow Visitor Centres and Destination BC on social media.

MONTHLY/SEASONALLY

- If closing your Visitor Centre for the season, change your listing to “Temporarily Closed” on Google My Business and Tripadvisor and update your social media accounts accordingly.
- Review your website and all accounts for changing seasonal content.
- Review analytics tools for your website and social applications to learn what’s working and what’s not.
- Add and remove permissions to accounts as staff changes.





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