

BACKGROUNDER A
Destination BC Co-op Marketing Partnerships Program 2023/24
Participating Communities (*DMO= Destination Marketing Organisation)

Consortium	Region	Approved DBC Funding
Great Bear Project (Chilcotin Coast Tourism Association, Duncanby Lodge, Bridgeview Marine, Private Sector, Shearwater Wilderness Lodge (Heiltsuk Nation – Denny Island, Harley Bay (Gitga’at Nation), Spirit Bear Lodge (Kitasoo/Xai’xais Nation) – Klemtu, Bella Coola (Nuxalk Nation), Bella Coola Valley Tourism, Rivers Inlet (Wuikinuxv Nation), Tourism Prince Rupert)	Cariboo Chilcotin Coast	\$127,000
Explore Cariboo (City of Quesnel, City of Williams Lake, District of Wells, District of 100 Mile House, Williams Lake First Nations, Cariboo Regional District, Quesnel & District Chamber of Commerce, Williams Lake & District Chamber of Commerce)	Cariboo Chilcotin Coast	\$18,900
Gold Rush Trail (Cariboo Chilcotin Coast Tourism Association, Partners along the Gold Rush Trail which include stakeholders, businesses and communities in: Barkerville Historic Town & Park, Quesnel, Cottonwood House, Likely, Xat’sull, Williams Lake, Cariboo Regional District (multiple electoral areas), 70 Mile House, Lac la Hache, 100 Mile House, 108 Mile House, Clinton, Cache Creek, Ashcroft, Lillooet, Bridge River First Nation, Bridge River Valley (SLRD Area A), Boston Bar, Yale, Lytton, Hope, Fort Langley, New Westminster)	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$75,000
Cariboo Regional Project (Cariboo Chilcotin Coast Tourism Marketing Association representing: Squamish Lillooet Regional District Areas A & B, Cariboo Regional District, Regional District of Kitimat-Stikine Electoral Area C Part 2, Thompson-Nicola Regional District Electoral Area E, Central Coast regional District, Regional District of Fraser-Fort George Electoral Area E, District of 100 Mile House, City of Williams Lake, City of Quesnel, District of Lillooet, Village of Clinton, District of Wells)	Cariboo Chilcotin Coast	\$250,000
Arrow Slokan (Arrow Slokan Tourism Association (ASTA) consisting of Village of Slokan, Village of Silverton, Village of New Denver, Village of Nakusp, Regional District Central Kootenay Areas H and K)	Kootenay Rockies	\$106,250
Castlegar (Destination Castlegar, Regional District of Central Kootenay Area I and J, City of Castlegar(pending), Castlegar Sunrise Rotary, Rotary Evening Club, Chill Billy Charters, Tail Out Brewery, Kootenay Gallery, Doukhobor Discover centre, West Kootenay Regional Airport, Columbia	Kootenay Rockies	\$36,600

River Fly Fishing, Mountain Valley Sport Fishing & Tours, Castlegar Parks and trails Society)		
Zoomer & Beyond (Tourism Fernie Society, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama Tourism, Tourism Radium, Columbia Valley Tourism Marketing Society on behalf of Fairmont Hot Springs Resort, St. Eugene Golf Resort Casino, and private sector)	Kootenay Rockies	\$18,000
Golden Triangle (Tourism Golden Association, Parks Canada, Tourism Radium)	Kootenay Rockies	\$18,900
Kootenay Road Trip (Nelson Kootenay Lake Tourism, Destination Castlegar, Tourism Rossland)	Kootenay Rockies	\$16,000
Travel Columbia Valley (Columbia Valley Tourism Marketing Society, Invermere Panorama DMO, Tourism Radium Hot Springs)	Kootenay Rockies	\$94,000
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism, RDCK Area E & F - Balfour and area, RDCK Area D – Ainsworth Hot Springs, Kaslo, Lardeau, North Kootenay Lake, East Shore, City of Nelson, Nelson and area)	Kootenay Rockies	\$123,000
Visit South Kootenay (Tourism Rossland, Village of Warfield, City of Trail, City of Rossland, Village of Montrose, Village of Fruitvale, Regional District of Kootenay Boundary Electoral Area A and B)	Kootenay Rockies	\$47,250
Rockies Exploring (Cranbrook Tourism, Tourism Kimberley, St. Eugene Resort, Canadian Rockies International Airport)	Kootenay Rockies	\$32,000
Creston Valley (Creston Valley Tourism Society, Town of Creston, Regional District of Central Kootenay Electoral Areas B and C, Creston Community Forest Society, Private Sector)	Kootenay Rockies	\$41,000
RE:BC – Rejuvenate, Regenerate, and Revitalize Travel in BC (Tourism Revelstoke, Tourism Squamish, Parksville Qualicum Beach Association, City of Langford)	Kootenay Rockies, Vancouver, Coast and Mountains, Vancouver Island	\$21,600
Haida Gwaii (Go Haida Gwaii (Misty Isles Economic Development Society, representing Masset, Port Clements, Daajing Giids and North Coast Regional Districts D & E (pending), Council of the Haida Nation(pending), Gwaalagaa Naay Corporation (Skidegate Development Corporation), Haida Gwaii Tourism Industry Businesses (pending), Haida Gwaii Tourism Industry Business Owners, Gwaii Haanas (pending), Haida Heritage Centre (pending))	Northern BC	\$68,000

North-East BC (Northern Rockies Regional Municipality(pending), City of Fort St. John(pending), District of Chetwynd(pending), Village of Pouce Coupe, District of Tumbler Ridge(pending), District of Hudson Hope, District of Taylor, Tourism Dawson Creek, District of Mackenzie(pending))	Northern BC	\$43,650
North by Northwest (Tourism Smithers, Tourism Prince Rupert, Kermodei Tourism Society, District of Stewart, Nisga'a Tourism, Tourism Kitimat, Regional District of Kitimat-Stikine, Regional District of Bulkley-Nechako, Tourism Prince George)	Northern BC	\$32,400
Route 16 (Tourism Prince George, Tourism Smithers, Kermodei Tourism, Regional District of Fraser-Fort George, Tourism Prince Rupert, Regional District of Bulkley-Nechako, Tourism Kitimat, Regional District of Kitimat-Stikine)	Northern BC	\$40,000
Ski North BC (Tourism Smithers, Hudson Bay Mountain Resort, Smithers Airport, Northern BC Tourism, Powder King Mountain Resort, City of Quesnel, Troll Ski Resort, District of Wells, Barkerville Brewing Co., Rocky Peak Outfitters)	Northern BC and Cariboo Chilcotin Coast	\$25,470
Armstrong Spallumcheen (Armstrong Spallumcheen Chamber of Commerce, City of Armstrong, Township of Spallumcheen, Private Sector)	Thompson Okanagan	\$15,000
North Thompson Valley (Symphony Tourism Services, North Thompson Valley Marketing Committee (NTVMC) on behalf of Thompson-Nicola Regional District (TNRD) Electoral Area B, Lower North Thompson Tourism Society (District of Barriere and TNRD Electoral Area O and P), Tourism Wells Gray Association (Clearwater and TNRD Electoral Area A) Tourism Valemount Society (Village of Valemount))	Thompson Okanagan	\$18,000
Boundary Country (Symphony Tourism Services, Regional District Kootenay Boundary (RDKB) - Boundary Economic Development Committee (BEDC)(representing Areas C, D, E, City of Grand Forks, Village of Midway, and City of Greenwood), Tourism Big White Society and Big White Ski Resort Ltd.)	Thompson Okanagan	\$108,000
Connecting through Community (Silver Star Resort Association, Tourism Vernon, SilverStar Mountain Resort, Regional District of the North Okanagan, Okanagan Indian Band)	Thompson Okanagan	\$115,000
Cruise the Crowsnest (Similkameen Valley Planning Society, Destination Osoyoos, Similkameen Independent Winegrowers, Regional District Kootenay Boundary Areas C, D and E (c/o STS), Tourism Hope, Cascades and Canyons)	Thompson Okanagan	\$23,000

Explore Vernon (Tourism Vernon, Okanagan Indian Band, District of Lake Country)	Thompson Okanagan	\$19,332
Shuswap Tourism (Columbia Shuswap Regional District/Shuswap Tourism representing: Salmon Arm, Sicamous, Chase, Enderby, CSRD Electoral Areas C, D, E, G, F)	Thompson Okanagan	\$48,000
Gold Country (Gold Country Communities Society representing Village of Ashcroft, Village of Cache Creek, Village of Clinton, District of Lillooet, Village of Logan Lake, Village of Lytton, TNRD Areas J, I and E, TNRD Area E)	Thompson Okanagan	\$16,000
Similkameen Valley (Similkameen Valley Planning Society (Town of Princeton, the Village of Keremeos, Okanagan-Similkameen Regional District Areas B, G and H), Lower Similkameen Indian Band, Private Sector Businesses)	Thompson Okanagan	\$27,837
Lumby (Lumby Chamber of Commerce representing Regional District of North Okanagan Areas D and E, Village of Lumby, Private Sector Businesses)	Thompson Okanagan	\$15,000
Okanagan Bucket List (Tourism Big White, Predator Ridge Golf Resort, Mission Hill Family Estate Winery, El Dorado Resort, Kelowna International Airport, Tourism Vernon)	Thompson Okanagan	\$15,000
Visit South Okanagan (Travel Penticton, , Oliver Tourism Association, RDOS Area D (Okanagan Falls), RDOS Area I (Kaleden, Twin Lakes, Apex Mtn), Summerland Chamber of Commerce, Discover Naramata, Peachland Community Arts Council/Visitors Centre. Bottleneck Drive Wineries Association, Oliver Osoyoos Wineries Association, Heart of Wine Country Wineries Association, Naramata Bench Wineries Association(pending))	Thompson Okanagan	\$22,950
Traveling Out in the Thompson Okanagan (TOTO) (Tourism Kelowna, Tourism Kamloops, Tourism Vernon, Travel Penticton, Destination Osoyoos)	Thompson Okanagan	\$50,000
Land of Hidden Waters (The Fishing Highway Tourist Association, Lower North Thompson Tourist Association, Tourism Kamloops, Tourism Wells Gray, Cariboo Regional District, CCCTMA)	Thompson Okanagan and Cariboo Chilcotin Coast	\$47,700
Don't Love it to Death (Tourism Squamish, Discover Surrey, Tourism Whistler, Tourism Pemberton, Vancouver's North Shore Tourism Association, Sunshine Coast Tourism, Tourism Abbotsford, Tourism Campbell River, Hope, Cascades and Canyons, BC Parks)	Vancouver, Coast and Mountains	\$144,000
Sea to Sky Arts, Culture & Heritage Campaign (Tourism Squamish, Tourism Whistler, Tourism Pemberton)	Vancouver, Coast and Mountains	\$21,600
VANPASS (Vancouver Attractions Group: Capilano Suspension Bridge, Stanley Park Horse-Drawn	Vancouver, Coast and Mountains	\$244,500

Tours, Harbour Cruises & Events, Vancouver Lookout, Vancouver Art Gallery, Science World, Burnaby Village Museum, Dr. Sun Yat-Sen Classical Chinese Garden, Sea to Sky Gondola, Museum of Anthropology, Museum of Vancouver, UBC Botanical Gardens, Britannia Mine Museum, Beaty Biodiversity Museum, VanDusen Garden, Bloedel Conservatory, Grouse Mountain Resorts, Vancouver Aquarium, Cycle City Tours, FlyOver Canada, Vancouver Maritime Museum, Polygon Gallery/North Vancouver Museum, Playland, Chinatown Story Centre (pending) and Experience Vancouver Tours: Vancouver Water Adventures, Cycle City Vancouver, Vancouver Foodie Tours, Forbidden Vancouver)		
Lower Mainland Tourism Alliance (West Coast Foods) (Tourism Coquitlam, Tourism Langley, Discover Langley City, Tourism New Westminster, Tourism Richmond, Discover Surrey, Destination Vancouver, Vancouver's North Shore (incl West Vancouver), Visit Burnaby, TransLink(pending))	Vancouver, Coast and Mountains	\$55,350
Lower Mainland Tourism Alliance (West Coast Curated) (Destination Vancouver, Tourism Whistler, Tourism Burnaby, Tourism Langley, Tourism New Westminster, Vancouver's North Shore (incl West Vancouver), Discover Surrey, TransLink (pending))	Vancouver, Coast and Mountains	\$49,665
Hope, Cascades & Canyons (Tourism Hope, Cascades & Canyons, Hope Mountain Centre for Outdoor Learning, FVRD Area A (including Boston Bar), FVRD Area B (including Yale and Sunshine Valley), FVRD Area D (including Bridal Falls and Popkum), Manning Park)	Vancouver, Coast and Mountains	\$41,500
Explore BC's Sunshine Coast (Sunshine Coast Tourism, Sunshine Coast Regional District Areas A, B, D, E, F, qathet Regional District, City of Powell River, District of Sechelt, Town of Gibsons, Tourism Powell River, Private Sector)	Vancouver, Coast and Mountains	\$150,000
Fraser Valley (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison Hot Springs, Tourism Hope, Cascades and Canyons, Tourism Langley, Tourism Mission/District of Mission)	Vancouver, Coast and Mountains	\$130,000
Bowen Island (Tourism Bowen Island)	Vancouver, Coast and Mountains	\$7,500
BC Route 7 (City of Mission/Tourism Mission, City of Coquitlam, Tourism Harrison River Valley, Hope, Cascades and Canyons, City of Maple Ridge)	Vancouver, Coast and Mountains	\$38,000
Agritourism Trail ('Flavour Trail') (Destination Greater Victoria, Capital Region Food and Agriculture Initiative Roundtable, Southern Gulf Islands)	Vancouver Island	\$18,000
Indigenous Coast BC (Huu-ay-aht First Nations/Kiixin Tours, The Lund Resort at Klah ah men, Tla'amin First Nation, Tla-o-qui-aht First Nation/Tin Wis Resort, Tsawaak RV Resort &	Vancouver Island	\$59,940

Campground, Tlao-qui-aht Tribal Parks, Secret Beach Campground/Toquaht First Nation)		
South Island Spirit Loop (City of Langford, Sooke to Port Renfrew Tourism Association, Malahat Nation, Malahat Skywalk,)	Vancouver Island	\$16,000
Nanaimo – It All Starts Here (Tourism Nanaimo Society, Snuneymuxw First Nation/Petroglyph Development Group, Gabriola Island Chamber of Commerce including Mudge and Decoursy Islands, Nanaimo Hospitality Association, Nanaimo Airport Authority)	Vancouver Island	\$250,000
Comox Valley (Comox Valley Regional District including Electoral Areas A, B (excluding Denman Is and Hornby Is) and C, City of Courtenay, Town of Comox, Village of Cumberland)	Vancouver Island	\$249,000
#ExplorePortAlberni (Alberni Valley Tourism Association, City of Port Alberni, Huu-ay-aht First Nations, Alberni-Clayoquot Regional District (Areas B, D, E, and F), Private Sector Tourism Businesses)	Vancouver Island	\$117,210
Campbell River (Destination Campbell River, City of Campbell River, Village of Gold River, Village of Sayward, Village of Tahsis(pending), Village of Zeballos, Private Sector (pending))	Vancouver Island	\$79,250
Vancouver Island North (4VI, District of Port Hardy, Town of Port McNeill, Village of Alert Bay, Regional District of Mount Waddington Electoral Areas A, B, C, D & Port Alice, Private Sector)	Vancouver Island	\$124,250
Cowichan Valley (Tourism Cowichan Society, Cowichan Valley Regional District Electoral Areas A – Malahat/Mill Bay, B- Shawnigan Lake, C- Cobble Hill, Cowichan Bay, E-Cowichan Station/Glenora/Sahtlam, F-Cowichan Lake South/Skutz Falls, G-Gulf Islands/Saltair, H-Meade Creek/Youbou, Private Sector), City of Duncan, District of North Cowichan, Town of Ladysmith, Town of Lake Cowichan)	Vancouver Island	\$250,000
Southern Gulf Islands (Southern Gulf Island Tourism Partnership Society, Salt Spring Island Community Economic Sustainability Commission, Southern Gulf Islands Community Economic Sustainability Commission, Southern Gulf Islands Community Resource Centre, Transition Salt Spring, Galiano Island Chamber of Commerce, Maybe Island Chamber of Commerce, Pender Island Chamber of Commerce, Salt Spring Island Chamber of Commerce, Saturna Island Tourism Association, Galiano Conservancy, Mayne Island Conservancy, Pender Island Conservancy, Salt Spring Island Conservancy, Saturna Island Marine Research and Education Society, Salt Spring Island Arts Council, Private Sector(pending))	Vancouver Island	\$186,000
Parksville Qualicum Beach (Parksville Qualicum Beach Tourism, private sector businesses)	Vancouver Island	\$93,000
BC Ale Trail (BC Craft Brewers Guild)	Sector	\$243,468

Mountain Bike (Mountain Bike Tourism Association)	Sector	\$250,000
Golf (British Columbia Golf Marketing Alliance)	Sector	\$250,000
Camping/RV (Camping and RVing BC Coalition)	Sector	\$81,700
Wine (Wine Growers British Columbia Society)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$53,778
Fishing (BC Fishing Tourism Association, Sport Fishing Institute, Freshwater Fisheries Society of British Columbia)	Sector	\$234,500
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$121,500
Snowmobile (BC Snowmobile Federation)	Sector	\$52,700
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$28,750
Gardens (Gardens British Columbia)	Sector	\$65,000
BC Farmers' Market Trail (BC Association of Farmers' Markets)	Sector	\$59,250
BC Bird Trails (Tourism Richmond)	Sector	\$182,500
Guest Ranches (BC Guest Ranchers' Association)	Sector	\$16,000
Paddle BC (Destination Castlegar)	Sector	\$63,500