

Co-operative Marketing Partnerships Program

PROGRAM GUIDELINES

FISCAL YEAR 2024-2025



DESTINATION
BRITISH COLUMBIA®



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OCTOBER 2023

FRONT COVER PHOTO: SMITHERS | Photo: Jongsoon Park

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1. Introduction

The Destination BC Open Pool Co-operative Marketing Partnerships Program (the Co-op Program) is a competitive, application-based cost shared program that provides co-operative, consumer focused marketing and promotion support to Community Consortiums (three or more communities) and Provincial Tourism Product/Experience Sector Organizations.

The Co-op Program enables Community Consortiums and Provincial Tourism Product/Experience Sector Organizations that share common marketing goals to access private and public funds and achieve greater marketing impact and revenue.

Applications must support the [provincial tourism strategy](#) to grow industry success as well as social, cultural, environmental, and economic benefits for all people living in British Columbia.

The Co-op Program is a matched funding model with reporting periods and funds tracking, and not a Grant.

All applicants (new and returning) must submit an application. Completed applications are due Sunday, November 26 at 11:59pm PST.

Early submissions are strongly encouraged. Late applications will not be accepted.

Draft applications may be sent to coop@destinationbc.ca for brief feedback and guidance. **This does not guarantee application success.**

- As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in [Section 7.3](#). Submitting an application does not guarantee funding.
- Please review eligibility criteria on [page 4](#) prior to applying.
- Private businesses are not eligible to apply and receive funding directly from the program and are encouraged to work with a community consortium.



2. Program Goals

NORTH VANCOUVER

Photo: Destination Vancouver, Kindred & Scout

- Invest resources into marketing that supports responsible, short-haul visitation in more seasons, and more areas of the province.
- Supports the provincial strategy to grow industry success as well as social, cultural, environmental, and economic benefits for all people living in British Columbia.
- Leverage private and public funds to maximize marketing impact.
- Encourage and educate visitors through Visitor Education Marketing with the aim to minimize any adverse impacts on your communities.
- Create deep collaboration to enhance our global competitiveness and support necessary capabilities such as a strong provincial tourism brand (*Super, Natural British Columbia®*), shared data and content, responsible travel, and industry digital readiness.
- Drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all provincially funded marketing initiatives.



3. Program Funding Model

ADAMS RIVER
Photo: Chun Lee

Destination BC has two funding pools: Open Pool and Closed Pool. The guidelines in this document are specific to the Open Pool of funds.

3.1 Open Pool

An Open Pool of funds available to all eligible applicant groups on a competitive basis as per the guidelines outlined in this document.

3.2 Closed Pool

A Closed Pool of funds specifically earmarked for strategic marketing priorities that are fundamental to the provincial brand. This funding is available only to the specific recipients listed in [Appendix 2](#).

4. Open Pool Program Requirements and Criteria

The following program requirements and criteria should be adhered to. However, consideration will be made for special circumstances outside of the requirements and where a strong rationale for doing so is provided.

4.1 Eligible Applicants

All eligible applicants must be in good standing with the Province of British Columbia. Eligible applicants fall in three categories:

1. COMMUNITY CONSORTIUMS

- Consortiums (clusters) which must consist of 3 or more communities.
 - Consortiums should be developed based on a strong unifying theme.
 - Some Consortiums or Communities may already be geographically defined by an existing Destination Marketing Organization (DMO).
- Community definition:
 - A geographic area with a Destination Marketing Organization (DMO), or where a DMO does not exist, a municipal or village council, or Indigenous community, or regional district. For further information, please see the [Program FAQs](#).

2. INDIVIDUAL OR PAIRED COMMUNITIES

In exceptional cases, DBC may approve an Individual or two paired communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums (three or more). **Pre-approval is required to apply as an Individual or Paired community.** Destination BC will not evaluate, or provide funds, to Individual or Paired Community applications that have not received pre-approval.

3. TOURISM PRODUCT/EXPERIENCE SECTORS

- Province-wide sector associations, societies, or consortiums with representation of province-wide (where it exists) experiential, market-ready tourism product.
 - A list of current sectors can be found in [Appendix 4](#).
- Sector marketing campaign activities should encourage participation from all sector-related stakeholders, not just members of the sector organization.

PRIVATE BUSINESS

Privately owned businesses are not eligible to apply as a stand alone applicant or take the place of a community partner in a consortium. However, a privately owned business may be an added applicant if 3 or more communities are in place.

A privately owned business may be added as a funding partner to any application.



4.2 Minimum Program Requirements

- Matched funding is a requirement; applications must propose how matching funds will be provided by applicant(s) if funding is provided by Destination BC. See [Section 6.2](#) for more information.
- Funding requests must be for a minimum of \$20,000, to a maximum of \$250,000, per year. (Pre-approved paired community and single community applications are eligible to apply for a lower amount.)
- All successful applicants are required to actively respond to program staff inquiries including attending a minimum of three meetings or phone calls with Destination BC, including interim reporting check-in meetings. Failure to comply may result in ineligibility for future years.
- All assets (content and URL) must be owned by the consortium or Sector and not an agency. All outputs must point to the consortium or sector URL.

4.3 Managing Duplication of Effort

Destination BC's intent for the Co-op Program is to ensure there is no duplication of effort in projects that utilize Open Pool and Closed Pool co-operative marketing funds. Applicants should contact Destination BC for direction on any perceived overlaps or redundancy.

The following definitions have been created to assist in clarifying the unique focus of organizations:

COMMUNITY CONSORTIUMS

- The marketing focus of Community Consortia should be the participating communities and how they are uniquely linked offering a cohesive experience to the consumer. This can include information about the activities available in that area however can not focus exclusively on a single Sector activity.



- Consortia that want to have a focus on only a single product experience (i.e. wine, golf, fishing, etc.) must contact the appropriate Sector association to ensure minimal overlaps and/or join forces with the [Sector](#).
- Consortia cannot direct funds to promote a single destination or experience.

SECTOR ORGANIZATIONS

- Sector organizations should concentrate their collaborative marketing efforts on promoting product/experience categories with a core thematic message tailored to your relevant audience regarding the overall Sector experience.
- There should be no overlap between provincial and consortium campaigns.
 - If a provincial sector and a sub-provincial sector organization want to focus a campaign on their particular area, then the sub-provincial campaign should be included as a subset of the provincial campaign.
 - If no provincial sector organization exists, then sub-sector stakeholders should work through a Community Consortium or Regional DMO on co-operative marketing campaigns.

For a list of sector associations working with Destination BC, please see [Appendix 3](#).

Destination BC will not approve projects that overlap or are considered redundant. **Overlapping campaigns, (e.g. Community Consortium campaign that promotes a specific Sector, or vice versa), should coordinate activities and have representation from each other as partners or join forces as applicants.** See [Appendix 3](#) for a list of organizations that should be contacted.

OTHER DESTINATION BC PROGRAMS

Activities approved under the Open Pool may not be eligible for financial support through other Destination BC programs.

Examples of other programs include the Travel Media Relations’ Visiting Journalist Program and various projects led by our Global Brand and Content, Visitor Services and Research & Analytics teams.

4.4 Eligible Activities and Costs

Program funding is intended to support new or expanded research-based consumer marketing activities in primarily short-haul markets (BC, Alberta, and Washington). Co-op funding is available to facilitate a broad range of integrated, consumer-focused marketing activities/campaigns that work to increase tourism revenues in British Columbia and strengthen and build the *Super, Natural British Columbia* brand, essential to our collective success.

For clarification on items not listed below, please see [Section 4.5](#):

- | | |
|---|--|
| 1. Digital Readiness | 7. Print/Online Collateral |
| 2. Brand-aligned Photography and Video Creation | 8. Consumer Shows |
| 3. Content Marketing Activities | 9. Market Research |
| 4. Inclusive Marketing Strategy | 10. Visitor Education |
| 5. Social Media | 11. Travel Media Relations Activities |
| 6. Paid Advertising | 12. Marketing Tactic Coordination Fees |



ELIGIBLE ACTIVITIES:

**1. DIGITAL READINESS**

- Conduct work on the consortium or sector website to improve:
 - Consortium website or landing page search engine optimization.
 - Consortium website or landing page usability, mobile and guest experience.
 - Consortium website or landing page accessibility.
- Conduct a digital audit of the consortium or sector website, social media channels, and/or consumer email marketing program to help identify priority areas to improve.
- Implement your digital marketing strategy for the consortium or sector website or landing page.

**2. BRAND-ALIGNED PHOTOGRAPHY AND VIDEO CREATION**

Eligible Expenses:

- Photography and B-roll videography shoots to create new photos and/or footage for use in future marketing activities. Specifically, Destination BC will cover production and travel cost for the production supplier and models, fees for models, and up to 50% of eligible travel-related and accommodation expenses for one representative to escort photographers and videographers if needed. Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted.

Important Considerations:

- Destination BC strongly recommends working with a production supplier who has been previously briefed on or whose visual approach aligns to the provincial destination brand, *Super, Natural British Columbia*; this will increase the ability for Destination BC and other tourism partners to use the photography and video materials to promote your marketing messages through our marketing channels. Please contact brand@destinationbc.ca for more information or support.



- Destination BC strongly encourages participants to include third-party usage rights and name Destination BC Corp. as a licensee in your agreements with production suppliers; this allows your photography and videography to be added to the BC Content Hub and be amplified by other partners, including Destination BC and global travel media and travel trade. At minimum, Destination BC requests that participants ensure any models or other individuals included in the photography or b-roll have signed a Destination BC [Model Consent Release form](#), which allows Destination BC to share your content on social media and other channels.
- [Investments in this tactic](#) with a total cost (Destination BC and applicant contributions) of \$30,000 or more will require a mandatory planning and alignment discussion with Destination BC staff. The planning session may be scheduled after the Funding Notification letter has been issued in January 2024. Destination BC will withhold its contribution to the costs of acquiring content should this consultation not take place.

Destination BC strongly encourages participants investing in photo and video production to consider how you will accurately and authentically represent the diversity of British Columbia's population in the materials you produce. This should be considered at each stage of the project, and is especially important during the foundational planning stages. It includes inclusive marketing best practices such as:

- **Integrating lived experience into your production process.**
Consider who is included and has influence in the planning for your shoot, as well as both in front of (models) and behind (production suppliers) the lens. This requires actively creating spaces where those with lived experience feel safe to share and have opportunities to shape the process.
- **Considering how each stage of the process affects representation.**
For example: how does your brief set the foundation for inclusion? How can props, styling, and staging be more authentic? How can the editing process avoid erasure? Inclusion comes from a foundational and intentional series of decisions.

- **Improving inclusive representation.** Learn, avoid and actively challenge common (positive and negative) stereotypes related to those being represented. Avoid tokenization (i.e. having one visibly “diverse” person in a “non-diverse” group). You have the opportunity to challenge the default lens or conventional representation used in destination marketing by being thoughtful about who’s included and the context of the image (e.g. by asking who is the focus of the photo? Who is in a leadership role?)

Find more information on Inclusive Visual Production Best Practices [here](#). For more information and support on incorporating inclusive marketing visual best practices, contact brand@destinationbc.ca.



3. CONTENT MARKETING ACTIVITIES

Eligible Expenses:

- Creation of new digital content for a specific marketing purpose, including blog posts, content partnerships, social media, and design and development of a consortium landing page or consortium campaign microsite, or mobile app.

Important Considerations:

- Where relevant (i.e. video content) Destination BC strongly encourages participants to include third-party usage rights and name Destination BC Corp. as a licensee in your agreements with content creators; this allows your content to be added to the BC Content Hub and amplified by other partners, including Destination BC and global travel media and travel trade. Please see [page 23](#) for specifics on licensing terms. At minimum, Destination BC requests that participants ensure any models or other individuals included in the photography or video have signed a Destination BC [Model Consent Release form](#), which allows Destination BC to share your content on social media and other channels.
- Destination BC aims to share content in our marketing channels that promotes safe and responsible travel in British Columbia.

- Landing pages and campaign microsites that serve as a call-to-action for marketing activities should prioritize mobile-first, or at minimum, meet standards of mobile-friendliness to ensure a positive user-experience.
- All assets (content and URL) must be owned by the consortium or Sector and not the agency. All outputs must point to the consortium URL.



4. INCLUSIVE MARKETING STRATEGY

As destination marketers who share the places, stories, cultures, and experiences of British Columbia with the world, we have an opportunity and a responsibility to represent the diverse population of BC accurately and authentically to domestic and global audiences. Destination BC is in the midst of its own inclusive marketing journey, and we support the use of co-operative marketing fees by participants to help them take positive steps towards becoming more inclusive marketers so that we are learning and growing together as an industry.

Eligible Expenses:

- Working with certified/recognized DEIA or inclusive marketing consultants to undertake an inclusive marketing audit.
- Working with certified/recognized DEIA or inclusive marketing consultants to develop an inclusive marketing strategy or action plan.

We encourage participants considering this tactic to connect with the Destination BC team to discuss; please contact us at brand@destinationbc.ca.



5. SOCIAL MEDIA

Eligible Expenses:

- If you are considering influencers as a tactic, any influencer trips approved under the Co-op Program may not be eligible for additional financial support from other Destination BC programs (i.e. the Visiting Journalist Program).

Important Considerations:

- The UGC Partnership Network is a shared social media content curation program built on the CrowdRiff platform, which allows Destination BC and other participating partners to see and access the user-generated content you have curated. Please contact the Co-op Marketing team regarding participation in the program using co-op funds.
- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for one representative to escort influencers if needed. Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted.



6. PAID ADVERTISING

Eligible Expenses:

- Delivery of promotional marketing messages including print, radio, television, out-of-home, paper direct mail (including postage, list rental), and digital advertising (email marketing, search engine marketing, paid social media, display, including image and video, and native advertising).



7. PRINT/ONLINE COLLATERAL

Eligible Expenses:

- Brochures, rack cards, flat sheets, guides, maps, etc.
- Collateral must be to advertise your Co-op project and not another business or community collective in the area.



8. CONSUMER SHOWS

Eligible Expenses:

- Booth registration fees, basic booth accessories (power, table, chair, carpet), and show materials (pop-up banner, collateral, etc.).
- Prizing is not an eligible expense.

Important Considerations:

- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for up to two representatives to staff booths at consumer shows, provided it is aligned to the project being funded. The following are considered travel-related and accommodation expenses:
 - Airfare (economy)
 - Hotel/motel accommodation
 - Meal allowances* and
 - Ground transportation (e.g. vehicle rental, taxis, mileage*).
- *Program staff can provide a current Government of British Columbia per-diem rate sheet detailing mileage rates and meal allowances.
- Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted.
- Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO or Sector present at the same show.



9. MARKET RESEARCH AND DATA ACQUISITION

Eligible Expenses:

- Consumer-focused market research related to program execution and relevant measurements that will allow the consortium to make informed marketing decisions.
- Applicants can spend up to a maximum of \$5,000 on market research. Anything above and beyond will require pre-approval by Destination BC's Research and Analytics Team.

- Applicants looking to apply funding towards any data acquisition will require pre-approval by Destination BC's Research and Analytics team.
- Approved projects using DBC funding should be shared back to DBC at reporting periods.
- More information about: [Research and Insights](#).



10. VISITOR EDUCATION MARKETING

- Visitor Education is a new goal of our Co-op Program for 2024/25. It involves a thoughtful approach that considers not only the interests of travellers, but also the well-being of communities and the natural environments they visit. The aim is to minimize any adverse impacts on these communities.
- The use of Visitor Education Marketing in any tactics will be accepted. Funding may be limited for applications that want to solely focus on this goal.



11. TRAVEL MEDIA RELATIONS ACTIVITIES

- Pre-approval by Destination BC's Travel Media Relations team is required. If you are considering this tactic, please note that travel media relations activities approved under the Co-op Program are not eligible for financial support under the [Visiting Journalist Program](#).



12. MARKETING TACTIC COORDINATION FEES

- If the applicants current staff and infrastructure are insufficient to execute program activities, Destination BC may permit the applicants use of up to 20% of Destination BC co-op funds towards coordination of the approved marketing tactics, provided:
 - An external contractor or organization is hired; or
 - One of the three or more Partner organizations will implement the program on behalf of the entire Applicant group.
- Coordination Fees paid by Destination BC must be matched by the Consortium.

- The Consortium may choose to allocate greater than 20% of their contribution of funds to marketing coordination.
- Coordination Fees must be transparent to partners and businesses.

- The marketing coordination lead may not be the primary contact on the project application. Primary contacts must attend all meetings with Destination BC.

For more details on Coordination Fees, contact coop@destinationbc.ca.

4.5 Ineligible Activities and Costs

The following activities and costs are not eligible for reimbursement:

- Event marketing and promotion. Event promotion and marketing should apply to the [Tourism Events Program \(TEP\)](#).
- Prizing for Consumer Shows.
- Mobile app development.
- Infrastructure or infrastructure installation fees (e.g. road signage).
- General administrative costs such as salaries, office expenses, business cards, rent, and other normal costs of business incurred by the proponent, or firms represented by the proponent.
- Costs associated with developing and submitting applications.
- Costs associated with developing strategic plans other than related to digital readiness and inclusive marketing as outlined in [Section 4.3](#).
- [Travel trade activities](#).
- Product development or industry development.
- Stakeholder engagement or membership drives.
- New Brand Development; projects are expected to be market ready upon application.
- Non-consortium campaign website development.
- Website hosting fees other than for “Call to Action” URLs such as hosting fees for a site where only a landing page is being used for the Co-op project.
- Travel or accommodation costs that are deemed excessive or unwarranted.
- Non-consortium or sector based marketing that focuses on a single destination or experience.
- Capital costs for equipment or software purchases.
- Capital costs associated with marketing tactics (such as billboard or signage installation, vehicle leasing, brochure display racks).
- Rental or lease of equipment or facilities, except as it relates to the hosting of pre-approved project related events (such as media events).
- Contra or in-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.
- Applications specific to bidding on and hosting sporting events and the Meeting, Conventions, and Incentive Travel (MCIT) sector.
- Funds provided by other BC provincial government programs cannot be matched by Destination BC.
- Funding provided by Regional DMO’s cannot be matched by Destination BC.
- Funds contributed by partners or stakeholders outside British Columbia. These may be utilized but will not be matched by Destination BC.
 - Example: Consortium has \$50,000 from partners (including \$10,000 from a community or business based in Alberta or Washington). If the application is approved, Destination BC will only match funds from BC, i.e. \$40,000 will be matched. Destination BC may consider exceptions if there are compelling reasons and depending on potential return on investment.



4.6 Eligible Markets

The Co-op Program focuses on short-haul visitation from BC, Alberta, and Washington. Exceptions can be made for other Canadian provinces and US states but must include appropriate business rationale. International markets are ineligible.

4.7 Regulations Compliance

We all have a role to play in ensuring safe and responsible travel in British Columbia.

Successful applicants will be required to obtain all necessary permissions related to land, water and air access including, but not limited to, Crown Land, Provincial Parks, and Indigenous Territory for First Nations should any marketing promote these areas.

Successful applicants will also need to ensure their marketing message is in compliance with Provincial and Federal advertising regulations. Applicants will also be required to adhere to suggested messaging regarding responsible travel as directed by the Government of British Columbia and the Provincial Health Officer.

Ultimately, applicants are expected to produce marketing that reflects safe and responsible travel. For example, consider whether the trails listed on your website are sanctioned, or whether your photos are encouraging responsible wildlife watching behaviour. Consider whether the influencers in your videos are treading lightly on the land. For more details on safety and responsibility best practices, please contact coop@destinationbc.ca.

4.8 Reconciliation

Destination BC recognizes its responsibility and role in reconciliation with Indigenous communities and is actively engaging in this work through facets such as, but not limited to, employment practices, partnerships, and content planning. We all have a role to play in reconciliation, and DBC encourages all partners to consider how their planning and activities support reconciliation.



4.9 Destination Development

Destination Development is the strategic planning and advancement of defined areas to support the evolution of desirable destinations for travellers, with a sole focus on the supply side of tourism, by providing compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation. Across the province, many 10-year destination development strategies have been created on both regional and sub-regional (or ‘planning area’) levels. Applicants are encouraged to refer to applicable planning area and regional strategies in the event their activities directly support new product ideas or action items through marketing. Learn more about Destination Development, [here](#).

4.10 Emergency Marketing Fund

For the last several years, British Columbia has dealt with natural disasters including devastating wildfires. These events impacted visitation to some communities and the province’s reputation. Should the need arise due to a natural disaster, Destination BC may make additional funds available directly to applicants via the Open Pool program. The same application criteria and procedures, eligible activities and reporting will be required. To access funds, certain conditions must be in place, including a provincial state of emergency. Destination BC will determine, based on the situation, if funds are available and the corresponding budget. Potential eligible applicants must contact program staff for more information.

5. Alignment to the Provincial Destination Marketing Strategy

Through deep collaboration, access to shared tools, and industry learning programs, Destination BC aims to support industry in building digital marketing excellence across the tourism marketing ecosystem. Deep collaboration means exploring and implementing new ways to work together that we are unlikely to be able to do on our own; ways that require the power of collective thinking, effort and investment. These include shared technology systems, process, protocols and marketing approaches, such as the Co-op Marketing Program.

There are several ways that Co-op Marketing participants can demonstrate support for and alignment to the provincial destination marketing strategy including strategies and tactics such as:

- Industry Digital Readiness.
- Participating in the common tagging framework program.
- Alignment in marketing performance measurement.
- Brand alignment to *Super, Natural British Columbia*.
- Paid Search (Search Engine Marketing).
- Adopting a Content Commonwealth approach that includes shared content marketing programs and tactics such as the UGC Partnership Network, the BC Content Hub, 3rd party usage rights, Model Consent & Release Forms, and consultation with Destination BC.
- Social Media program.

These are further outlined below. We strongly encourage you to consider the following areas of alignment when building your marketing plan and executing the eligible tactics within the Program.

Understanding of and alignment to the consumer journey outlined in Destination BC's [Global Marketing Strategy](#) also strengthens our collective outcomes by coordinating individual efforts towards the same goals.

The [consumer journey](#) that Destination BC uses in our global marketing programs is:

- Captivate
- Activate
- Generate
- Advocate

Destination BC strongly encourages Co-op Program applicants to review Destination BC's Global Marketing Strategy. To request a copy of the latest Global Marketing Strategy, email marketing.plan@destinationbc.ca.



FORT NELSON
Photo: Chris Gale



5.1 Invest in Iconics Strategy

The Invest in Iconics Strategy is a long-term strategy to responsibly increase the benefits of tourism throughout British Columbia through the integration of Place Branding and Destination Development to competitively differentiate BC on the world stage.

The Invest in Iconics Strategy was originally identified as a key pillar in [Destination BC's 2020–2023 Corporate Strategy](#), and is now reflected within the Compelling Reasons to Explore BC pillar. It focuses on responsibly and sustainably of tourism throughout the province. This strategy provides the opportunity to re-imagine our province—creating iconic, inspirational routes and places that will strengthen travel appeal in all regions of BC, in all seasons. In the short-term, we recognize the need to rebuild the high season in all areas of our province. Long-term, this strategy balances the capacity needs and market-readiness of our communities—focusing on shoulder-season growth in our cities and mature destinations, while fostering all-season growth in high-potential communities and rural destinations where capacity exists.

The Invest in Iconic Strategy has two core components; both are necessary to achieve our goals:

1. Elevating the appeal of our Iconic places through the creation and marketing of new destination tourism brands focused on a select number of routes and places throughout BC; and
2. Developing remarkable, compelling experiences through destination development and experience development.

This represents true integrated marketing and destination development both internally at Destination BC and externally with partners.

The creation of Invest in Iconics Strategy in BC will be a long-term journey between Destination BC and our industry partners. Together we will build the new destination tourism brands and make them successful. Opportunities to align with the Iconics brands as they roll out will be featured in future application years.

5.2 Industry Digital Readiness

To continue to compete in a hyper digital and highly mobile world, we all need to keep pace with consumer adoption of new technology and tools. And, we all need to deeply understand digital marketing channels and be highly conversant with data-driven approaches to reach our high potential travellers and convert them to visitation. We call this Digital Readiness. Digital Readiness will become even more important as we work together as an industry in our Recovery and Resilience phases.

To facilitate the digital readiness of BC's tourism industry, in future years, the Co-op Program will require a minimum level of digital readiness to access funds.

Destination BC continues to encourage all tourism organizations and businesses to prioritize their digital readiness, to increase their ability to attract

and convert potential travellers. Being “digitally ready” starts with:

- Building a mobile-first website, with strong search engine optimization (SEO) and user experience (UX).
- Claiming your Google Business Profile and Trip Advisor listings.
- Adding e-commerce capabilities on your website.

We encourage you to complete the [digital readiness assessment checklist](#) and share this with your stakeholders. This digital self-audit will help you understand your current state of digital literacy. The assessment checklist and other resources on digital literacy can be found in the [Destination BC Learning Centre](#).

5.3 The Common Tagging Framework—Website Tagging

Our ability to compete effectively in an environment of continuous digital disruption depends on our access to consumer data. We also need the ability to analyze the data for meaningful insights, and to act on this data, whether it be to identify new audiences, reconnect with those showing an interest in BC travel, or improving the consumer's travel experience with timely, relevant content.

Creating a unified digital marketing ecosystem—the Common Tagging Framework—by connecting the fragments of data and traveller insights found with tourism businesses across the province, helps create a singular, comprehensive view of the BC traveller.

With this comprehensive, well-defined traveller in mind, Destination BC and its partners can produce more effective communications and joint marketing efforts, motivating more travellers to visit BC. We ask Co-op applicants to place tags (a small piece of code) on their campaign landing pages, microsites and websites to help grow our data pool to help grow our data pool and improve campaign performance. Website tagging will likely be a future program requirement given coming changes in the online marketplace.



5.4 Marketing Performance Measurement Alignment

It is important to be rigorous in the measurement of our marketing activities to manage, optimize, and improve the performance of each activity. Sharing a common set of measures, with meaningful and consistent data, tells us if our collective efforts are making a difference and driving the results we all want to achieve. Common measures are critical to measure performance against targets and benchmarks and compare activities across the Co-op Program and across years. Metrics in Destination BC's Marketing Performance Measurement Framework for digital marketing have been incorporated into the program KPI's.

The Program and definitions can be found in [Appendix 1](#).

Further information can be found in the program [FAQs](#). These KPIs will be collected for both interim and final reporting.

5.5 Brand Alignment

Provincial alignment to the *Super, Natural British Columbia* brand supports our global competitiveness by driving stronger consumer recognition of the British Columbia experience. By aligning your brand and marketing with the *Super, Natural British Columbia* brand, you can add to the power of that recognition and leverage the resonance that the brand has built with domestic and global audiences through Destination BC's global marketing programs.

We have developed three tiers of brand alignment, from highly aligned (Tier 1) to least aligned (Tier 3) to help us work with you better. These tiers are meant for applicants to self-identify their intentions around alignment and help our team to provide guidance to achieve those goals. Applications should clearly state at what tier their marketing aligns with the provincial brand and how it aligns. See below for guidance on how to demonstrate your brand alignment.



TIERS

- **Tier 1**, highly aligned (strategic and creative alignment): brand-aligned values and messaging, the use of the logo tile, and the use of at least two other brand elements (strategic elements such as essence or attributes, colours, photography style, fonts).
- **Tier 2**, medium alignment: use of the logo tile, as well as one other brand element (please name the element).
- **Tier 3**, least aligned: logo tile use only.

Note: to use the logo tile or Great Forest typeface, you must sign a license agreement each year.

HOW YOU ALIGN

Please consider the following in your application:

- What stories can be told about the people that have been shaped by nature?
- In the [Brand Guidelines](#) we talk about the concept of *Cultured/Raw*, where nature and culture intersect. Are there examples of nature and culture coming together in your consortium or sector?
- How will you incorporate the brand attributes into your content marketing?

5.6 Content Commonwealth

By aligning our collective efforts in content marketing, we can reduce duplication and increase the reach of our content by sharing each others' content—ultimately driving a bigger ROI for our content marketing efforts.

Destination BC aims to increase provincial content alignment through building shared tools development, processes, and expertise in content marketing.

We strongly encourage Co-op participants to adopt a content commonwealth approach to content marketing, through the following tactics and programs:

UGC PARTNERSHIP NETWORK

Locals and visitors are having remarkable experiences in BC and are sharing those stories through social media to create powerful word-of-mouth marketing. Many of us in the BC tourism network spend time curating this user-generated content (UGC) to amplify through our own online channels, often searching for similar content to share with the same potential travellers. This creates duplication of effort. The UGC Partnership Network creates the opportunity for you to share the content you curate from social media with others in the network, such as Destination BC and Destination Canada, for amplification on their own channels.

To find out more about participating in this program, contact the [Content Marketing team](#).

BC CONTENT HUB

With the BC Content Hub, our Digital Asset Management (DAM) System, Destination BC aims to create a shared collection of high-quality, brand-aligned content for use by all partners.

Co-op participants can leverage the BC Content Hub in several ways:

- By signing up for an account at BCContentHub.com to see what visual assets are already available for your area or sector.
- Submit brand-aligned assets created as part of the Co-op Marketing Program along with license agreement and model releases. These assets will be accessed and amplified by Destination BC and other partners (such as Destination Canada and global travel trade and travel media).
- CDMOs or sector associations can fully onboard to the system and use it as their Digital Asset Management (DAM) System (to store and share all of their visual assets).

Find out more about participating in the BC Content Hub program by contacting brand@destinationbc.ca.

THIRD-PARTY USAGE RIGHTS

In order for us to amplify each others' content, for greater ROI in our content creation efforts, we each need to ensure we are seeking third-party usage rights when engaging photographers, videographers, writers, or other content creators whenever possible. Destination BC is available for consultation to support you in this; note that it is critical that this discussion take place prior to contracting with your content creators, as it is more efficient to acquire additional rights at the beginning of a project than after the content is created. The Destination BC team can provide information on costs to acquire materials with third-party rights.

Please include the following language in your contract with content creators:

The parties agree that the supplier grants <Your Co-op Group> and Destination BC Corp:

- A non-exclusive, perpetual, irrevocable, royalty-free, assignable, worldwide license to use, reproduce, modify, and distribute the content asset(s); and
- The right to sublicense to third-parties the right to use, reproduce, modify and distribute the content assets for the purpose of promoting travel to or within BC.

This will allow Destination BC to:

- Add your content to the BC Content Hub (at Destination BC's discretion) for use by Destination BC and other partners, such as Destination Canada and global travel media and travel trade, for use in global marketing activities.
- Use your consortia's articles, video, and photography on Destination BC's channels including websites, Facebook, Twitter, Instagram, Pinterest, YouTube, sponsored and/or promoted social media; posts, consumer websites, email marketing and other digital channels.
- Edit content for size and length where relevant.
- Translate content into other languages for use in Destination BC's global markets.

MODEL CONSENT RELEASE FORMS

We require that any models or other individuals pictured in your content (photo or video) created with Co-op Marketing funding sign Destination BC's [Model Consent Release form](#). As a public body, Destination BC is required to comply with the Freedom of Information and Protection of Privacy Act, which includes ensuring any individual pictured in the content we share has consented to that use. Without this step, we will be unable to share your content on our channels (including embedding/sharing from your YouTube channel or social media accounts). The release form is available on DestinationBC.ca. If you have questions about using the Model Consent Release Form, please contact brand@destinationbc.ca.

CONSULTATION WITH DESTINATION BC

If you are considering creation of brand-aligned photography or video, or digital content marketing tactics in your co-operative marketing plan, it is important to involve the Destination BC Global Brand & Content department in your planning. This will ensure that asset and content development using co-op funds supports our goal of building a content commonwealth and maximizes marketing opportunities.

Co-op projects with a total content project cost of \$30,000 (photography, videography, or other content formats) or greater are required to consult with our Global Brand & Content team.

Please note that if projects in this category do not hold a planning session with Destination BC, Destination BC will withhold its financial contribution to the cost of content acquisition. If the total cost of your content development is less than \$30,000, we still encourage you to reach out to our team to discuss alignment. Please contact globalcontent@destinationbc.ca to arrange a consultation.

IMPORTANT NOTE

Please note that in future program years, we may require all content development within the Co-op program to be developed in full alignment with the *Super, Natural British Columbia* brand and include rights for Destination BC and partners.



KASLO
Photo: Andrew Penner

5.7 Paid Search (Search Engine Marketing)

In order to achieve better alignment, avoid duplication, and prevent higher costs with Paid Search, we ask you to share the following information with us when your campaigns are running.

- What markets are you/will you be promoting your product/services in via paid search?
- What months will your paid search program be running in? (Is it “always on” or just during certain months of the year?)



5.8 Social Media

There are several ways in which you can engage and align with us on Social Media:

FOLLOW

Follow us on [Facebook](#), [Instagram](#), [Pinterest](#), [TikTok](#), and [YouTube](#). By following us, you can learn more about the type of content we share.

PARTICIPATE


By following us, you'll be able to see when we share content related to your sector or community; this is an opportunity for you to jump into the conversation and engage with potential visitors in our social media community.

AMPLIFY

When we post about your communities or sector, you can amplify that messaging by sharing it on the marketing channels you are active on.

USE #EXPLOREBC

By tagging your content with #exploreBC, you will tap into a very engaged community who are potential consumers and advocates and you will introduce your content to a wider audience. Destination BC's Digital Content team curates content from this hashtag.



6. Funding

NISGA'A MEMORIAL LAVA BED PROVINCIAL PARK
Photo: Andrew Strain

6.1 Application Window

There is one annual application window; the deadline to submit an application is November 26 at 11:59 p.m. PST. Early submissions are encouraged. As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in [Section 7.3](#). Submitting an application does not guarantee funding.

6.2 Funding Options

Applicants are eligible to apply annually for up to a 50% contribution from Destination BC. This is a cost-shared program; applicants must contribute 50% (or more) towards the total project budget, and approved projects will receive up to 50% in matching funding from Destination BC.

COMMUNITY CONSORTIUMS OR SECTORS

- Community Consortia or Sectors are eligible to apply for up to a 50% contribution from Destination BC. Funding requests must be for a minimum of \$20,000, to a maximum of \$250,000.

Example: \$20,000 in funds from Destination BC plus \$20,000 in funds from the Consortium or Sector equates to a total project budget of \$40,000.

- Destination BC reserves the right to award funding that ensures regional distribution.
- To manage the funds available, Destination BC may award partial funding and, limit the number of approved applications above \$100,000.
- Partner Applicants (i.e. a Community within a Consortium) can be a part of more than one application, including Sector applications.

However, no one Community or Sector can apply for more than \$250,000 in total requests from Destination BC, per year, between all applications in the Open Pool.

- There is no minimum investment required by each partner, and each does not need to contribute an equal amount; however, a reasonable investment from each partner representing true collaboration, should exist. See [FAQ](#) for details.



INDIVIDUAL COMMUNITY OR PAIRED COMMUNITIES

- Where there is not the opportunity to form a Community Consortium, an Individual Community may apply for \$7,500 from Destination BC
- For Paired Communities where there is not the opportunity to form Community Consortia, applicants may apply for \$15,000 from Destination BC
- Preapproval by Destination BC program staff is required to apply as an individual or paired community. If approval is given, Individual and Paired community applicants are not eligible to participate in a Community Consortium application for additional funding.
- Individual and Paired communities may participate in Sector programs.
- Individual and Paired communities are only eligible to submit one application for funding, and marketing activities must represent the broader community stakeholder base.

All applicants will receive a Funding Notification letter following the evaluation of their application, and if successful, a Shared Cost Agreement (contract) which outlines the obligations of each party. If partners need to change a tactic(s) after the contract has been signed, they must advise Destination BC in writing of the proposed changes and receive approval prior to the execution of the new tactics.

6.3 Funding Payment and Requirements

COMMUNITY CONSORTIUMS AND SECTORS

- Funding will be provided based on the amount set out in the Funding Notification and upon fulfillment of contract requirements.
- If cash flow challenges are expected based on the timing of payment, please contact program staff to discuss options.
- Applicants must discuss project costs and progress with program staff and provide an Interim Report, with results to-date against the identified activities in their application.
- Within 30 days of project completion, and prior to the final payment, applicants must complete a Post Project Report, including final project results, in full and in a format provided by Destination BC. If an Applicant fails to provide a Post Project Report, the final payment of the funds will not be released and will result in applications being rejected in subsequent years. Flexibility in this process may be acceptable in extraordinary situations.
- Destination BC will require the return of any unspent funds or funds spent on ineligible activities. If you find that you will not spend your full funding allocation as you approach the end of fiscal year, please contact program staff to discuss options.
- Report templates will be shared in advance of anticipated deadlines or can be requested by emailing coop@destinationbc.ca.

INDIVIDUAL AND PAIRED COMMUNITIES

- Funding will be provided as one lump sum payment based on the terms set out in the Funding Notification, provided the Applicant has agreed to meet funding requirements.
- An Interim Report, providing detailed results to date, will be required midway through the project. Within 30 days of project completion, applicants must complete a Post Project Report, including final project results, and in a format provided by Destination BC. Failure to provide an appropriate report will result in applications being rejected in subsequent years.
- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.
- Report templates will be shared in advance of anticipated deadlines or can be requested by emailing coop@destinationbc.ca



7. Application Procedures

WHISTLER
Photo: Hubert Kang

7.1 Application Process

**Applications must be received by Sunday, November 26 at 11:59pm PST.
Incomplete or late applications will not be considered.**

Applications will be evaluated by Destination BC staff against the requirements and criteria specified in this document. Regional DMOs will be involved in the review process for Community Consortium applications to provide input and regional insights.

Destination BC will have the ultimate decision on any application. Applicants may be contacted by program staff to consider changes to their application to better meet program requirements and criteria.

Destination BC reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals and objectives.

For Community Consortiums, one Legal Entity must sign on behalf of all Partner applicants and assume legal responsibility for the project. This Legal Entity must be a tourism association/organization, municipality, regional district, First Nation, Regional DMO or similar entity.

**Applications must be submitted by
email to coop@destinationbc.ca.**



NARAMATA
Photo: Hubert Kang

7.2 Application Assistance

Applicants are encouraged to contact the Program staff as they develop their application to ensure that all requirements are being met.

Applicants are also encouraged to contact Destination BC to discuss tie-in to the *Super, Natural British Columbia* brand and alignment with Destination BC's marketing efforts.

Regional DMOs may assist Community Consortiums in coming together and developing their plan, if desired by the Community Consortiums, and at the discretion of those communities.

Destination BC staff are available to assist with the application process. Please ensure that you provide an ample amount of time for review and response from Co-op staff. Please contact coop@destinationbc.ca for assistance.



SUMMERLAND
Photo: Kari Medig

7.3 Application Evaluation

Destination BC will provide up to 50% of total project funding. Activities must provide a measurable call to action. Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application.

A. INCREASED BENEFITS OF TOURISM IN BC (35%)

- Identification of need periods and opportunities to promote the destination or product in more seasons to drive seasonal growth.
- Identifies how the initiative encourages and/or educates visitors on responsible behaviour.
- Evidence of consumer demand for what the consortium/sector offers.
- Dispersion of benefits across the province (Tourism product/experience sectors applicants only).

B. BUILDING BRAND-ALIGNED CONTENT AND A CONTENT COMMONWEALTH APPROACH (20%)

- Allocate an appropriate budget for brand-aligned raw asset acquisition with the intention of attaining assets for the BC Content Hub (addition of assets to the Hub at Destination BC's discretion).
- Clearly identify brand-alignment tier and how you align with the [Super, Natural British Columbia](#) brand.
- Adoption of a content commonwealth approach.

C. STRENGTH OF THE MARKETING PLAN (35%)

- Target markets are clearly identified.
- Marketing objectives and tactics align and contribute to [provincial strategic priorities](#) and Destination BC's [2023-25 Global Marketing Strategy](#).
- [Marketing tactics](#) align with the [Travel Path to Purchase](#).
- Tactics have performance measures with measurable KPIs.
- Provide a measurable Call to Action.
- Mobile first website.
- Demonstration of progression and/or continuous year over year improvement.

D. RESOURCES TO EXECUTE PROGRAM EFFECTIVELY (10%)

- Ability to work in collaboration with communities, sectors and businesses that builds relationships which benefit the province.
- Amount of private sector participation and investment in plan.
- Demonstrate project management capability including accurate and punctual reporting.
- Returning partners/applicants – Funding eligibility will also take into account timely reporting, effective execution of marketing tactics, and accurate spending in previous partnership agreements.

7.4 Funding Notifications and Shared Cost Agreements (Contracts)

Applications will be reviewed in December and January. Destination BC will issue a Funding Notification letter once application evaluations have been completed. Typically, all Funding Notification letters will be issued no earlier than January 31. The Funding Notification letter will be followed in March by a Shared Cost agreement (contract) which must be signed by the Legal Entity. The Shared Cost Agreement is a government contract and requires the Legal Entity to carry Commercial General Liability insurance, with Destination BC named as an Additional Insured. Please contact Program staff with questions.

7.5 Program Execution Changes

Once approved, any changes to the application will need to be approved by Destination BC. Successful applicants must request any changes to marketing tactics in writing to Destination BC. All changes must be approved by Destination BC in order to be deemed an eligible expense. Marketing activities undertaken that have not been approved or are not identified in the contract are not eligible for funding.

7.6 Feedback

Destination BC will provide constructive feedback to applicants to ensure that applications can best meet program criteria.

7.7 Project Reporting

- An Interim Project report, with results, must be submitted in accordance with the signed contract. Please include interim results of the KPIs. All metrics should be reported on in both the interim and final reports.
- A Post Project Report must be submitted prior to the final payment and within 30 days of the completion of the marketing project. Recipients will report on the resulting impacts of the marketing project. All Post Project Reports must be completed using the template provided by DBC. Links to external sites or annual reports will not be accepted or read.
- If an Applicant fails to provide an Interim Report, the final payment of the funds will not be released.
- If an Applicant fails to provide a Post Project Report, the final payment of the funds will not be released and no future funding for any of the partners will be available. Recovery of the previous payments will be required.
- The Post Project Report must also include a detailed list of suppliers and expenses that equal the total amount of funds approved for the marketing project in a format stipulated by Destination BC.
- Marketing outputs must be submitted along with both the Interim Report and the Post Project Report. Electronic files are preferred (not just links to the digital location) and should showcase the completed tactic.
- Random audits will be performed, in which selected applicants' marketing projects will be required to submit all invoices or to participate in a full audit of their Post Project Report, including performance measures and results. If an applicant fails an audit, no future funding for any of the partners may be available. Recovery of all Destination BC payments will be required.



GREAT BEAR RAINFOREST
Photo: Destination BC

7.8 Other Program Requirements

Marketing activities must be completed and all funds must be spent during Destination BC's applicable fiscal year (April 1 to March 31) in order to be approved. Projects will be deemed incomplete without submission and approval of a final Post Project Report in a form acceptable to Destination BC.

Successful applicants will be encouraged to work with the *Super, Natural British Columbia* brand and creative guidelines to achieve alignment. For more information, please contact program staff for brand tools. Please refer to [Destination BC's Brand Resources](#).

Destination BC has the right to modify these program guidelines at any time.



CRANBROOK
Photo: Mitch Winton

APPENDICES

Appendix 1: Definitions

ALIGNMENT

- In this context, strategic alignment is the process and result of improving linkages between destination marketing organizations at all levels (e.g. structures, resources and strategies), and strengthening marketing critical mass to enable a higher performance by optimizing all contributions to the goal of increasing tourism revenues to BC.

AUTHORIZED AUTHORITY

- The main contact at the Lead Organization who is authorized to contract with Destination BC.

BC CONTENT HUB

- Destination BC's tool that houses all assets including photography, video, and stories.

CALL-TO-ACTION

- Call-to-action (CTA) is an instruction to the audience designed to provoke an immediate response (e.g., "call now", "find out more", etc.).

COMMUNITY

- Geographic areas with a Destination Marketing Organization (DMO), or where a DMO does not exist, a municipal or village council, or Indigenous Communities, or regional district.
- Some communities may already be geographically defined by existing Destination Marketing Organizations.

COMMUNITY CONSORTIUM

- Consortiums or clusters of 3 or more eligible organizations.
- Consortiums should be developed based on a strong unifying theme, e.g., experience, geographic route.

DISPLAY ADVERTISING (ONLINE)

- Conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics on a website or search engine and most often appears in the form of a banner at the top or sidebar of a web page. These ads are designed to attract traffic with a link to the advertiser's website.

FOIPPA

- Freedom of Information and Protection of Privacy Act.

FUNDING PARTNERS

- Other organizations or businesses that buy-in or provide funds to the Consortium initiatives.

INDIVIDUAL COMMUNITY

- An individual community and/or Community Destination Marketing Organization where there is not the opportunity to form a Community Consortium.

LEAD ORGANIZATION

- The one Legal Entity which will be assuming financial and reporting responsibility for the Application Funding Partners and will manage the execution of the Consortium initiatives.

MARKETING TACTIC COORDINATION FEES

- These fees are intended to help the applicants manage the project, e.g. liaise with service providers, complete interim and final reports for Destination BC; ensure that tactics are completed in accordance with Co-op Program guidelines.

MERIT

- The quality of being particularly good or worthy, which in this case refers to a combination of attributes that amounts to providing value for the Co-operative Marketing Program dollar investment.

NATIVE ADVERTISING

- Paid content that is “in-feed” and inherently non-disruptive, following the natural form and function of the user experience in which it is placed. This includes promoted tweets on Twitter, suggested posts on Facebook, and editorial-based content recommendations. The most traditional form of native marketing is when sponsor-funded content is placed alongside editorial content.

PAIRED COMMUNITIES

- Two communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortia.

REACH

- A measure of potential audience size; the number of unique people who see your content.
- Return on Investment, which in this case refers to positive benefits from a project or initiative as a result of the investment from the co-operative marketing program dollar investment. To calculate ROI, the benefit (revenue return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio. While not all projects may be able to calculate a true ROI, there is a desire to be able to demonstrate the project has delivered results and provided value greater than the investment level.

SKI

- Winter experiences with a primary product experience of market-ready skiing, including Alpine (ski resorts), cat skiing, heli-skiing, and Nordic.

TOURING & EXPLORING

- A journey that encompasses several destinations and activities over multiple days.
- Touring & Exploring experiences should focus on a wide range of attractions and activities with the general intent of exploring BC (i.e. no one specific motivator is driving the trip-planning).
- Touring campaigns should include multiple activities with different target audiences and different messaging.
- The journey may be within a specific area or it may transcend one or more areas.

VISITOR EDUCATION MARKETING

- A thoughtful approach that considers not only the interests of travelers, but also the well-being of communities and the natural environments they visit. The aim is to minimize any adverse impacts on these communities.

Appendix 2: Closed Pool Funding Recipients

Program Guidelines specific to the Closed Pool are provided directly to the Eligible Recipients only.

THE CANADA WEST SKI AREAS ASSOCIATION

Christopher Nicholson

President & CEO

T: 778 484 5535

F: 778 484 5536

office@cwsaa.org

www.cwsaa.org



Appendix 3: Provincial Sector Organizations



Backcountry Lodges

Backcountry Lodges of British Columbia Association

<https://backcountrylodgesofbc.com>

Brad Harrison, *Executive Director*

ed@blbca.com



BC Ale Trail

BC Craft Brewers Guild

<https://bcaletrail.ca>

Ken Beattie, *Executive Director*

ken@bccraftbeer.com



Birding

BC Bird Trail, Led by Tourism Richmond

<https://bcbirdtrail.ca>

Ceri Chong, *Director, Destination and Industry Development*

cchong@tourismrichmond.com



Camping & RVing

Camping & RVing BC Coalition

<https://www.campingrvbc.com>

Joss Penny, *Chair*

jpenny@bclca.com



Farmers' Markets

BC Association of Farmers' Markets

<https://bcfarmersmarkettrail.com>

Heather O'Hara, *Executive Director*

heather.ohara@bcfarmersmarket.org



Fishing

BC Fishing Tourism Association

<https://fishingbc.com>

Matt Jennings, *Executive Director*

matt@bcfishingtourism.com



Gardens

Gardens BC

<https://gardensbc.com>

Geoff Ball, *President*

geoff.ball@viu.ca



Golf

BC Golf Marketing Alliance

<https://golfinbritishcolumbia.com/>

Chris Elder, *Director of Marketing*

marketing@golfinbritishcolumbia.com



Guest Ranches

BC Guest Ranchers Association

<https://bcguestranches.com/>

info@bcguestranches.com



Guide Outfitters

Guide Outfitters Association of BC

<https://www.goabc.org/>

Scott Ellis, CEO

info@goabc.org



Mountain Biking

Western Canada Mountain Bike Tourism Association

<https://www.mountainbikingbc.ca/>

Martin Littlejohn, Executive Director

martin@mbta.ca



Paddling

PADDLE BC led by Destination Castlegar

<https://paddlebc.ca/>

Andrea Ryman, Marketing Director

destination@castlegar.com



Power and Sail Cruising (Ocean Boating)

BC Ocean Boating Tourism Association

<https://ahoybc.com/>

David Mailloux, Managing Director

david@ahoybc.com



Snowmobile

BC Snowmobile Federation

<https://letsridebc.com>

Donegal Wilson, Executive Director

dwilson@bcsf.org



Wine

Wine Growers British Columbia

<https://winebc.com/>

Kim Barnes, Marketing Director

kbarnes@winebc.com

CONTACT INFORMATION

**General Questions and
Applications can be sent to:**
coop@destinationbc.ca

Robyn Hanson
Manager, Co-Op Marketing programs
T: 604 953 6773
robyn.hanson@destinationbc.ca



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