

Co-operative Marketing Partnerships Program

PROGRAM GUIDELINES

FISCAL YEAR 2025–2026



DESTINATION
BRITISH COLUMBIA®

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JUNE 2024

FRONT COVER PHOTO: HAZELTON | Photo: @anatoletuzlak

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1. Introduction

The Destination BC 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 (Sectors).

The Co-op Program enables Community Consortiums and Sectors that share common marketing goals to access private and public funds and achieve greater marketing impact and revenue.

Applications must support [Destination BC's Corporate Strategy](#) and provincial priorities 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 tracking of expenses to approved funding, and not a grant.

All applicants (new and returning) must submit an online application.

Completed applications are due October 31 at 11:59pm PST.

- Early submissions are strongly encouraged. Late applications will not be accepted.
- Draft applications may be prepared in advance and either submitted as a draft to Destination BC or emailed to coop@destinationbc.ca for brief feedback and guidance. This does not guarantee application success. Applications will be considered final submissions on the due date and time noted above.
- As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in Section 5. Submitting an application does not guarantee funding.
- Please review this entire document 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 or Sector.



2. Program Goals

NAKUSP
Photo: Mitch Winton

- Invest resources into marketing that supports responsible, short-haul visitation in more seasons, and more areas of the province.
- Create deep collaboration to enhance BC's 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.
- Support Destination BC's Corporate Strategy and provincial priorities 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 communities.



3. Eligible Applicants

Destination BC provides funding through the Co-op Program to all eligible applicant groups on a competitive basis as per the guidelines outlined in this document.

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

1. COMMUNITY CONSORTIUMS

- Consortiums (clusters) which must consist of 3 or more communities.
 - Consortiums must be developed based on a strong unifying theme, e.g., experiences, geographic touring and exploring. See [Appendix 1](#) for further definition.
 - Consortiums should include all community partners within the defined geographic area.
 - Some Consortiums or communities may already be geographically defined by an existing Destination Management Organization (DMO).
 - DMOs that geographically represent 3 or more communities may apply directly to the Co-op Program. They are encouraged to partner with other DMOs or communities outside their boundary.

- Community definition:

- A geographic area with a Destination Management Organization (DMO), or where a DMO does not exist, a municipal or village council, Chamber, or Indigenous community, or regional district. For further information, please see the [Program FAQs](#).

2. TOURISM PRODUCT/EXPERIENCE SECTORS

- Province-wide sector associations or societies with representation of province-wide (where it exists) experiential, market-ready tourism product. Sectors must represent the majority of market-ready businesses, product that is a motivating experience for travel, and be provincial in scope. See [Appendix 1](#) for further definition.
 - A list of current sectors can be found in [Appendix 3](#).
- Sector marketing campaign activities should encourage participation from communities and businesses, not just members of the sector organization, where market-ready tourism product exists.

- There should be no duplication of effort between Sectors and Consortiums. See Section [6.2 Managing Duplication of Effort](#) for more context.
- Destination BC provides funding to the Ski Sector via a Ski Co-op Program. There can be no duplication of effort between the two programs.

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 three or more communities are in place. A privately owned business may be added as a funding partner to any application.



EAGLE CREEK
Photo: Blake Jorgenson

4. Funding

This is a cost-shared program: Community Consortia or Sectors are eligible to apply for up to a 50% matching contribution from Destination BC. Funding requests must be for a minimum of \$30,000 to a maximum of \$250,000.

- Applicants must contribute 50% or more towards the total project budget.
 - Example: \$30,000 in funds from Destination BC plus \$30,000 in funds from the Community Consortium or Sector equates to a total project budget of \$60,000.
 - Example: \$250,000 in funds from Destination BC plus \$450,000 in funds from the Community Consortium or Sector equates to a total project budget of \$700,000.
- Destination BC reserves the right to award less than \$30,000 and/or 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 Community 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 Co-op Program.

- A financial investment is required by each partner, however there is no minimum requirement, 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](#).
- All applicants must indicate that funding has been confirmed when submitting an application. Pending funds will not be matched and/or considered as a part of the evaluation. If funding partners do not provide confirmed funding after the contract is signed, this may impact the amount received from Destination BC. Should a funding partner no longer provide funding after the agreement has been signed, successful applicants are still responsible for the amount committed in the contract. For Community Consortia, if the minimum of three

or more communities is impacted, funds will need to be returned. Program staff should be contacted to discuss options.

- Applicants are encouraged to have signed MOUs or a formal, written agreement in place as they will still be responsible for matched funds.
- Partners who contribute funding should have the opportunity to review a draft application prior to submission.

Sectors and Community Consortiums should be self-sustaining. Destination BC will provide up to the following matched funding ratio based on the number of years a Community Consortium or Sector has received funding through the program from 2025/26 onwards:

- Years 1-3: Up to 50% of total eligible project costs
- Years 4-6: Up to 40% of total eligible project costs

The total Co-op Program funding budget will be allocated between Community Consortiums and Sectors and are contingent on the demonstration of matched funds and the total program budget. Destination BC reserves the right change funding allocations at its discretion:

- Community Consortium allocation:
60% of total program budget
- Sector allocation:
40% of total program budget



ATLIN PARK
Photo: JF Bergeron



BURNS LAKE
Photo: Andrew Strain

5. Evaluation Criteria

Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application.

1. COMMUNITY CONSORTIUMS

Community Consortium applications will be carefully evaluated and scored according to the evaluation criteria listed here:

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

- Demonstration of a unifying theme promoting all communities in consortium through cohesive experience.
- Evidence of consumer demand for what the Community Consortium offers.
- Identification and rationale for 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.
- Support for Indigenous Tourism and/or communities.
- Dispersion of benefits across communities.
- Demonstrates benefits for economic, social, cultural, and/or environmental benefits.

B. BUILDING BRAND-ALIGNED CONTENT AND A CONTENT COMMONWEALTH APPROACH (15%)

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

C. STRENGTH OF THE MARKETING PLAN (35%)

- Target markets are clearly identified.
- Marketing objectives and eligible activities align and contribute to [provincial strategic priorities](#) and Destination BC's 2023-2025 [Global Marketing Strategy](#).
- Marketing eligible activities align with the [Travel Path to Purchase](#).
- Eligible activities have performance measures with measurable KPIs.

- Provide a measurable Call to Action.
- Mobile first Community Consortium website.
- Demonstration of progression and/or continuous year over year improvement.

D. RESOURCES TO EXECUTE PROGRAM EFFECTIVELY (15%)

- 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.
- Other considerations: returning partners/applicants, timely reporting, effective execution of marketing eligible activities, and accurate spending in previous partnership agreements.



GREENVILLE
Photo: Christos Sagiorgis

2. SECTORS

Sector applications will be carefully evaluated and scored according to the evaluation criteria listed here:

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

- Demonstration Sector represents the majority of market-ready businesses (where it exists), and is provincial in scope.
- Evidence of consumer demand for what the Sector offers.
- Identification and rationale for 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.
- Support for Indigenous Tourism and/or communities.
- Dispersion of benefits across the province.
- Demonstrates benefits for economic, social, cultural, and/or environmental benefits.

B. BUILDING BRAND-ALIGNED CONTENT AND A CONTENT COMMONWEALTH APPROACH (15%)

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



REVELSTOKE
Photo: Daniel Stewart

C. STRENGTH OF THE MARKETING PLAN (35%)

- Demonstration of motivating experience for travel.
- Target markets are clearly identified.
- Marketing objectives and eligible activities align and contribute to [provincial strategic priorities](#) and Destination BC's 2023-2025 [Global Marketing Strategy](#).
- Marketing eligible activities align with the [Travel Path to Purchase](#).
- Eligible activities have performance measures with measurable KPIs.
- Provide a measurable Call to Action.
- Mobile first Sector website.
- Demonstration of progression and/or continuous year over year improvement.

D. RESOURCES TO EXECUTE PROGRAM EFFECTIVELY (15%)

- Ability and capacity to work in collaboration with communities, sectors and businesses that builds relationships which benefit the province.
- Amount and demonstration of private sector participation and investment in plan.
- Amount and demonstration of community participation and investment in plan.
- Demonstrate project coordination capability including accurate and punctual reporting.
- Other considerations: returning partners/applicants, timely reporting, effective execution of marketing eligible activities, and accurate spending in previous partnership agreements.

6. Requirements and Eligible Activities

The following Co-op Program requirements and eligible activities for Community Consortia and Sectors should be adhered to. Consideration will be made for special circumstances outside of the requirements and where a strong rationale for doing so is provided, however, pre-approval from the Co-op Program team is required before an application is submitted

6.1 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.
- Funding requests must be for a minimum of \$30,000, to a maximum of \$250,000, per year.
- 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 per fiscal year, 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 Community Consortium or Sector and not an agency. All outputs must point to the Community Consortium or Sector URL.
- Activities must provide a measurable call to action.

6.2 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 co-operative marketing funds, including the Ski Co-op Program. 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.
- Applicants should contact Destination BC for directions on any perceived overlaps or redundancy. For a list of sector associations working with Destination BC, please see [Appendix 3](#).

The following intends to assist in clarifying the unique focus of organizations:

COMMUNITY CONSORTIUMS

- The marketing focus of Community Consortia must be on three communities or more that are focused on investing in one marketing initiative (based on a strong unifying theme) that promotes all of them offering a cohesive experience to the consumer. This can include information about the activities available in that area however cannot focus exclusively on a single sector activity. Previous examples include:
 - **Travelling Out in the Thompson Okanagan** is focused on 2SLGBTQIA+ tourism in the Thompson Okanagan, led by Tourism Kelowna in partnership with Tourism Kamloops, Tourism Vernon, Travel Penticton, and Destination Osoyoos.
 - **Route 16** is a road trip that brings together Mount Robson, McBride, Prince George, Vanderhoof, Burns Lake, Houston, Smithers, The Hazeltons, Terrace and Prince Rupert.

- Community Consortia cannot direct funds to focus exclusively on a single sector activity or single community. For Sector activities, you are highly encouraged to partner with a Sector organization.
- Promotion of individual businesses is not eligible.

SECTOR ORGANIZATIONS

- Sector organizations should concentrate their collaborative marketing efforts on promoting product/ experience categories with a core thematic message tailored to their relevant audience regarding the overall Sector experience. Previous examples include:
 - **Camping & RV in BC** promotes the wide range of year-round experiences of a network of partners across the province, and encourages responsible travel through initiatives like the Camper's Code.
 - **Wine BC** uses innovative marketing to connect visitors with the nine unique wine regions throughout BC, 380 wineries, and year-round experiences.
- There should be no overlap between provincial Sector and Community 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.
 - Sectors should be working with Community DMOs where product exists.
 - Sector marketing campaign activities should encourage participation from all sector-related stakeholders, not just members of the Sector organization.



MASSET
Photo: Shayd Johnson

OTHER DESTINATION BC PROGRAMS

Activities approved under the Co-op Program 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 Destination BC's Global Brand and Content, Visitor Services, Industry Development, and Research & Analytics teams.

6.3 Alignment with Destination BC Strategies

To ensure British Columbia reaches its full potential as a tourism destination, Destination BC applies a strategic approach that follows key goals outlined in [four strategies](#): the Corporate Strategy, Marketing Strategy, Invest in Iconics Strategy, and Diversity, Equity, Inclusion, and Accessibility (DEIA) Strategy.

An important part of the Co-op Program is to create alignment with Destination BC Corporate Strategy and provincial priorities. There are several ways that Co-op Program participants can demonstrate support for and alignment. See [Appendix 4](#) for more information; we strongly encourage applicants to consider the listed areas of alignment when applying, building their marketing plan, and executing the eligible activities.

6.4 Eligible Markets

The Co-op Program focuses on short-haul visitation, primarily from BC, Alberta, and Washington. Funds may be used to target visitors from other Canadian provinces or continental US states. Business rationale per target market must be provided to Destination BC prior to October 1st for consideration. Other

international markets are ineligible. Destination BC may deny investments in markets outside of BC, Alberta and Washington if appropriate business rationale is not provided and there is not an appropriate level of investment that would generate return on investment.

6.5 Eligible Activities and Costs

Program funding is intended to support new or expanded research-based consumer marketing activities in primarily short-haul markets. Co-op Program 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 6.6](#):

1. Digital Readiness
2. Brand-aligned Photography and Video Creation
3. Content Marketing Activities
4. Social Media
5. Paid Advertising
6. Print/Online Collateral
7. Market Research and Data Acquisition
8. Consumer Shows
9. Travel Media Relations Activities
10. Inclusive Marketing Strategy
11. Visitor Education Marketing
12. Project Lead/Primary Contact, Project Coordination, and/or Project Execution Management Fees

6.6 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. Content development for the app is eligible; content must be owned by the Community Consortium or Sector.
- 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.
- Licensing and software costs for any technology and platforms.
- Point of sale systems and booking engines.
- 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 [Appendix 5](#).
- [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 Program 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 (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: Community 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.

6.7 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, 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.

6.8 Emergency Marketing Fund

For 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 Co-op Program 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.



PRINCE GEORGE
Photo: Andrew Strain

7. Application & Program Procedures

7.1 Application Window and Process

Applications must be received by October 31 at 11:59pm PST via the Co-op Program online portal. Incomplete or late applications will not be considered. Early submissions are encouraged.

As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in [Section 5](#). Submitting an application does not guarantee funding.

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 final decision on any application.

Successful applicants may be contacted by program staff after funds have been awarded to update their application, which will be reflected in the funding contract.

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 will be submitted via the Co-op Marketing Program online portal.

New for 2025-26

Starting in 2025-26, funding for the Co-op Program is moving to a two-year funding program.

All applicants will apply for one year and demonstrate matched funds. Destination BC will have the option to renew the agreement for one year (total of two years).

Successful applicants who are interested in having their agreements extended for one year must submit a revised marketing plan by October 31, 2025 and demonstrate matched funds for an additional year. Required interim reporting will be due by December 16, 2025.

Funds cannot be carried over from one year to the next. Destination BC reserves the right to not extend an agreement if reporting is not sufficient (e.g., lack of ROI), the applicant does not meet program requirements, or for any other reason as determined by Destination BC.

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 Consortia in coming together and developing their plan, if desired by the Community Consortia, 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 Destination BC staff.

Please contact coop@destinationbc.ca for assistance.

7.3 Funding Notifications and Shared Cost Agreements (Contracts)

Applications will be reviewed in November and December. 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, if successful, will be followed in March by a Shared Cost agreement (contract) that outlines the obligations of each party and 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.

7.4 Program Execution Changes

Once approved, if partners need to change an eligible activity(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 eligible activities.

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.

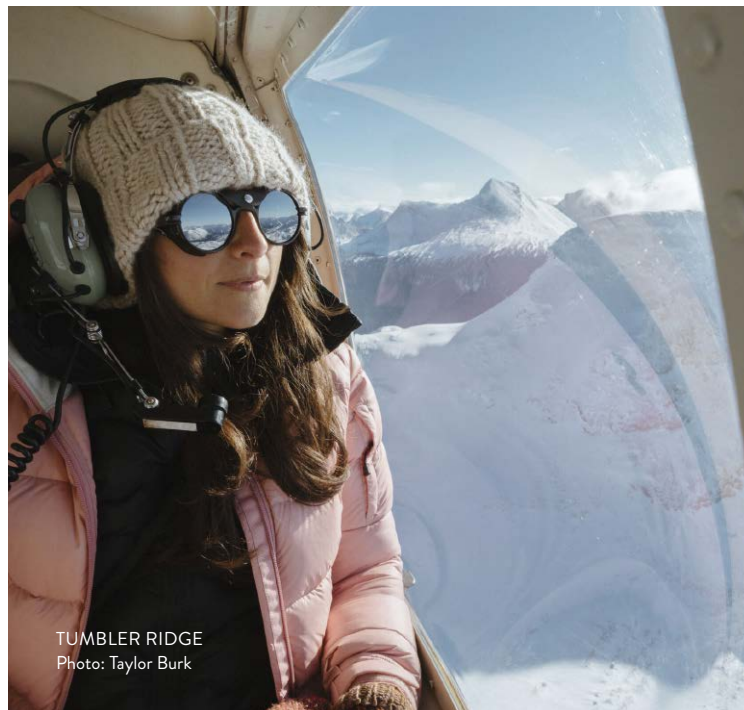
7.5 Project Reporting

- An Interim Project report, with KPI results to-date against the identified activities in their application, must be submitted in accordance with the signed contract. 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 end of the fiscal year, or a date specified by Destination BC. Recipients will report on the resulting impacts of the marketing project. All Post Project Reports must be completed using the template provided by Destination BC. Links to external sites or annual reports will not be accepted or read.
- If an Applicant fails to provide an Interim and 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 eligible activity.
- All Sectors and Community Consortia are required to share the full Interim and Post Project Reports with all partners who have invested in the project.
- 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.
- Report templates will be shared in advance of anticipated deadlines or can be requested by emailing coop@destinationbc.ca.

7.6 Funding Payment and Requirements

- 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.
- Successful applicants must discuss any significant changes to project costs or barriers to progress with program staff.
- If an Applicant fails to provide an Interim Report, the final payment of the funds will not be released.
- Within 30 days of the end of the fiscal year (or a date specified by Destination BC), 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.

- 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.

7.7 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.

8. Appendices

8.1 Appendix 1: Definitions

ALIGNMENT

- In this context, strategic alignment is the process and result of improving linkages between destination management 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 listed in the application 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.).

COMPETITIVE

- Competitive: a quality of being as good as or better than others of a comparable nature.



SUNPEAKS RESORT
Photo: Cristina Gareau

COMMUNITY

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

COMMUNITY CONSORTIUM

- Consortiums or clusters of 3 or more eligible organizations.
- Consortiums must be developed based on a strong unifying theme, e.g., experience, geographic touring and exploring.
- Consortiums should include all community partners within the defined geographic area.
- Some consortiums may already be defined by existing Destination Management Organizations. For example, the Sunshine Coast Tourism Association includes Gibsons, xwesam (Roberts Creek), ch'atlich (Sechelt), kalpilin (Pender Harbour), Powell River and Tla'amin Nation (Sliammon), among other communities within the Sunshine Coast destination.

CONTENT COMMONWEALTH

- The [Content Commonwealth](#) is a shared approach to content marketing, built on common tools, processes, and expertise. This approach 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.

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.

DESTINATION MANAGEMENT ORGANIZATION

- A destination management organization is an organization that promotes a town, city, region in order to increase the number of visitors. The organization is also responsible for providing the insights and leadership necessary to bring policies and plans into reality.

FOIPPA

- Freedom of Information and Protection of Privacy Act.

FUNDING PARTNERS

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

LEAD ORGANIZATION

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

MOTIVATING EXPERIENCE

- Products and/or experiences are a motivating experience if they drive travel to and within BC. Applicants should demonstrate this through data, consumer research and/or other sources of information.



NATIVE/SPONSORED 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.

PROJECT COORDINATION

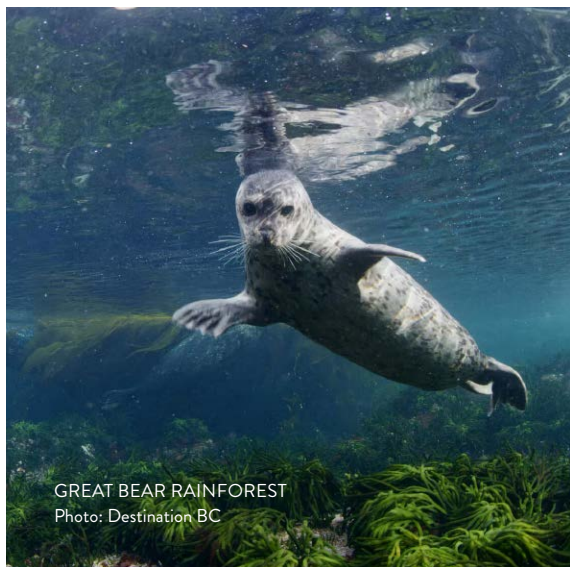
- Involves the coordination (e.g., reporting, partner communication, coordinating suppliers) on behalf of the Community Consortium or Sector. Costs must be transparent (e.g., staff or contractor hourly rate) and outlined in reporting. If a Sector or Community Consortium contracts out project coordination duties, the Project Lead/Primary Contact must directly approve any other contractors or suppliers used to support project execution. Contractors leading project coordination cannot be the Project Lead/Primary Contact and cannot be the contractual or signing authority for project execution.

PROJECT 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 eligible activities are completed in accordance with Co-op Program guidelines.

PROJECT EXECUTION MANAGEMENT FEES

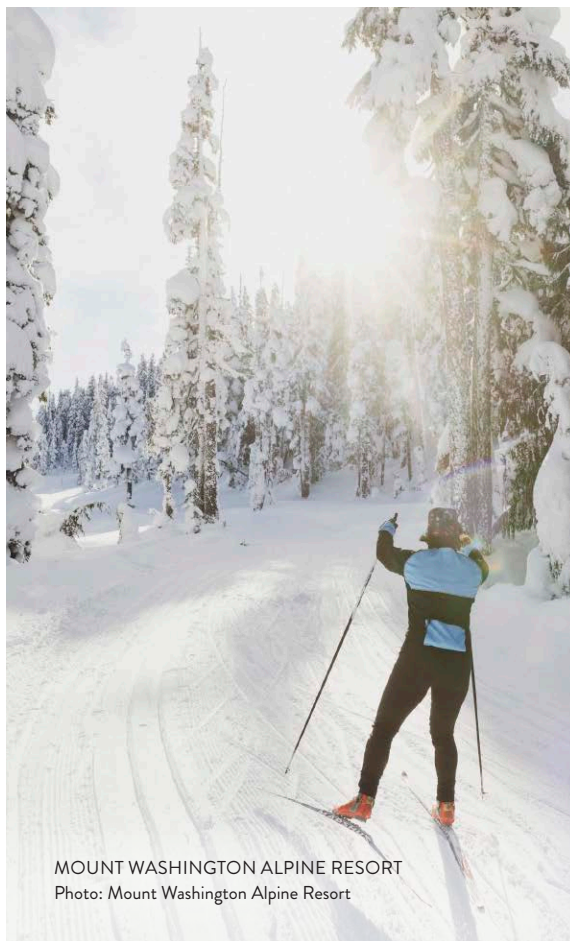
- 3rd party management fees associated with the execution of eligible activities (e.g., social media, content creation, ad buying). If a contractor, agency or supplier (e.g., 3rd party) is hired for project execution, all management fees (e.g., account management) must be transparent and identified in the invoice list and budget table. These fees should not be reflected within other individual eligible activities.
- A contractor, agency or supplier cannot be the Project Lead/Primary Contact. This must be a representative from the Sector or Consortium.
- Example: A Sector or Community Consortium Project Lead is either using an existing staff member(s) or contractor to lead project coordination (e.g., \$5,000 cost). An agency has been hired to conduct the ad buy (\$5,000 account management/agency fee charged). Destination BC’s total contribution to the cost for the project lead,



project coordination, and project execution management fees cannot exceed 20% of its contribution to the project. The Sector or Community Consortium must match Destination BC's contribution, but can exceed 20% of their contribution to the project. This must be transparent to all funding partners in the application and during final reporting. Detailed invoicing will be required upon reporting.

PROJECT LEAD/PRIMARY CONTACT

- A staff member from the Sector or Community Consortium who is responsible/accountable for the project, contracting suppliers, communication with DBC, and attending all meetings. The project lead should be the primary contact in the application and must be the key point of contact for Destination BC. Costs must be transparent (e.g., hourly rate) and outlined in reporting.



REACH

- A measure of potential audience size; the number of unique people who see your content.

RETURN ON INVESTMENT

- 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.

UNIFYING THEME

- Consortia must be developed based on a strong unifying theme that both supports provincial and local tourism strategies.
- A “unifying theme” provides a common ground for collaboration in marketing efforts. It refers to a

central idea, concept, or message that resonates with all participating communities and appeals to the target audience of these communities. This theme could be a shared geography (e.g., Haida Gwaii), journey (e.g., Gold Rush Trail), goal (e.g., increase awareness of 2SLGBTQIA+ tourism in the Thompson Okanagan as a safe and welcoming destination where everyone can be themselves), experiences (Indigenous Coast BC) or visitor education (Don’t Love it to Death).

- The goal is to leverage the strength of each community while presenting a cohesive and compelling message to the broader audience.

VISITOR EDUCATION MARKETING

- 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.

8.2 Appendix 2: Ski Co-op Program Funding Recipients

Program Guidelines specific to the Ski Co-op Program are provided directly to the Eligible Recipients only.



THE CANADA WEST SKI AREAS ASSOCIATION

www.cwsaa.org

Christopher Nicholson, *President & CEO*
office@cwsaa.org

8.3 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



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/>

Jeff Palmer, *President*
marketing@golfinbritishcolumbia.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



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

8.4 Appendix 4: Alignment to the Provincial Tourism Strategies

There are several ways that Co-op Program applicants and participants can demonstrate support for and alignment to the provincial tourism strategies, including roles, strategies and eligible activities such as:

- Corporate Strategy
 - Marketing Strategy
 - Responsibility and Role in Truth and Reconciliation
 - Invest in Iconics Strategy
 - 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 eligible activities 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
 - Alignment to Destination Development Strategies
- These are further outlined below. We strongly encourage applicants to consider the following areas of alignment when building their marketing plan and executing the eligible activities within the Co-op Program.



VANCOUVER
Photo: Jon Ross Films

8.4.1 Corporate Strategy

Destination BC's [2023-2025 Corporate Strategy](#) provides clarity about the choices being made to 2025 and beyond. Our intention with this strategy is to:

- Reduce seasonality and regional disparity by growing the tourism economy across all regions of BC and in all seasons;
- Enable more tourism organizations and businesses to access technologies, marketing channels, planning tools, data, insights, and training that are otherwise only available to large businesses and organizations;
- Take action to continue to grow a sustainable, authentic Indigenous cultural tourism industry in BC.

The goals of the strategy for Co-op Program alignment include:

- **BUSINESSES:** Tourism businesses are profitable
- **TRAVELLERS:** People love travelling in BC
- **RESIDENTS:** People living in BC value the visitor economy
- **DISPERSION:** People travel year-round, and to lesser-known places
- **ENVIRONMENT:** The tourism industry meets or exceeds the BC's Climate Change Action Plan targets
- **TRUTH AND RECONCILIATION:** Indigenous voices, values and presence are amplified in all of our work

8.4.2 Marketing Strategy

Understanding of and alignment to the [consumer journey](#) outlined in Destination BC's [2023-2025 Global Marketing Strategy](#) also strengthens our collective outcomes by coordinating individual efforts towards the same goals.

The consumer journey that Destination BC uses:

- Captivate
- Activate
- Generate
- Advocate

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 Program.

Destination BC strongly encourages Co-op Program applicants to review Destination BC's Global Marketing Strategy and the [Marketing section](#) of the corporate website. To request a copy of the latest Global Marketing Strategy, email marketing.plan@destinationbc.ca.

Projects that include FIFA 2026 can be included as part of the project if pre-approved by Destination BC.

8.4.3 Truth and Reconciliation

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

8.4.4 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. The Invest in Iconics Strategy is a seasonal and geographical strategy that encourages travellers to visit more places across BC in more seasons. In doing so, the strategy aims to sustainably increase tourism revenue throughout the province to benefit all British Columbians.

The creation of Invest in Iconics Strategy in BC will be a long-term journey between Destination BC, Indigenous Tourism BC and 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.



8.4.5 Industry Digital Readiness

To continue to compete in a hyper-connected and highly mobile digital 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 their interest 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 customer-centric 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](#).

8.4.6 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 Website 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 Program participants to place website tags (a small piece of code) on their campaign landing pages, microsites and websites 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.



8.4.7 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 have been incorporated into the program KPI's.

The marketing performance measurements can be found in Appendix 6.

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

8.4.8 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 will align with the provincial brand and describe 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: For those applicants interested in being highly aligned you will have access to use the *Super, Natural British Columbia* logo tile and/or Great Forest typeface, which will require signed license agreements. The license to use these assets will only apply to the eligible activities approved in your Co-op Program application.

ALIGNMENT CONSIDERATIONS

Alignment can come in many forms, from storytelling and visual style, to adding logos and fonts. Please consider the following in your application:

What stories will you be telling or promoting about people that have been shaped by nature?

Are there examples of nature and culture coming together in experiences within your Community Consortium or Sector?

How will you incorporate the brand attributes into your content marketing?

8.4.9 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 content marketing programs, processes, and expertise in content marketing.

We strongly encourage Co-op Program participants to adopt a shared approach to content marketing, built on common tools, processes, and expertise, through the following eligible activities 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 selecting and organizing 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 select 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 Program participants can leverage the BC Content Hub in several ways:

- By signing up for an account at BCCContentHub.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 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).

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

COMOX
Photo: Peter O' Hara



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, Instagram, Pinterest, TikTok, 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 Program funding sign Destination BC's [Model Consent Release form](#). If you are hiring Indigenous Peoples, please connect with our brand team so we ensure cultural practices, teachings, and stories are respectfully protected. As a public body, Destination BC is required to comply with the Freedom of Information and Protection of Privacy Act (FOIPPA), 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 eligible activities 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 Program 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 may 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 brand@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.

8.4.10 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?)

8.4.11 Social Media

There are several ways in which you can engage and align with Destination BC 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.

CONTENT CREATORS

By working with BC residents and/or travellers who are skilled photographers or videographers, you can acquire social media-optimized content such as short-form vertical video. In turn, this may increase the performance, reach, and quality of your social media content and the likelihood it will be amplified by Destination BC.

8.4.12 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,



STONE MOUNTAIN PARK
Photo: Andrew Strain

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](#).

8.5 Appendix 5: Eligible Activities

1. DIGITAL READINESS

- Conduct work on the Community 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 Community 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 Community Consortium or Sector website or landing page.



2. BRAND-ALIGNED PHOTOGRAPHY AND VIDEO CREATION

Eligible Expenses:

- Photography and B-roll videography productions 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. See more in [Appendix 4: Content Commonwealth](#): Content Commonwealth.

- 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 2025. Destination BC may 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 Community Consortium landing page or 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 31](#) 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.

- Content development for a mobile app is eligible, but not mobile app development.
- All assets (content and URL) must be owned by the Community Consortium or Sector and not the agency. All outputs must point to the Community Consortium URL.

4. 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](#)).
- Social media both organic (free, non-paid content) and paid social media, which includes advertising on platforms such as Facebook, Instagram, YouTube, TikTok, WeChat, etc.

Important Considerations:

- 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.

5. 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, display, including image and video, and native/sponsored advertising).

6. 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.

7. MARKET RESEARCH AND DATA ACQUISITION

Eligible Expenses:

- Consumer-focused market research related to program execution and relevant measurements that will allow the Community 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 Destination BC funding should be shared back to Destination BC at reporting periods.
- More information about: [Research and Insights](#).

8. CONSUMER SHOWS

Eligible Expenses:

- Booth registration fees, basic booth accessories (e.g., power, table, chair, carpet), and show materials (e.g., pop-up banner, collateral).
- Prizing is not an eligible expense. This includes items of high value (e.g., airfare, hotel, tickets, all-expenses paid giveaway, grand prize), cash or gift cards given to a select few consumers as the result of marketing tactic.



- Swag which is a combination of one or more of the following:
 - Items of nominal value used as a promotional tool for marketing purposes.
 - Typically given to a large number of consumers at a consumer show or an event, and have a call-to-action printed on the item, e.g., stickers, pens, lanyards, etc.
 - Distribution is to consumers (not stakeholders or partners) as part of the eligible activity execution.
 - Distribution should have an associated metric or indicator of success.
 - The total cost of swag items should be a reasonably small portion of the eligible activity's budget.

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.
- Community Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO or Sector present at the same show.

- If staff costs are included, they must be clearly delineated according to Destination BC's reporting requirements. See [Project Lead/Primary Contact, Project Coordination, and/or Project Execution Management Fees](#) for more information.

9. 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](#).

10. 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 globalcontent@destinationbc.ca.

11. VISITOR EDUCATION MARKETING

- Visitor Education is a new goal of our Co-op Program since 2024-2025. 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 eligible activities will be accepted. Funding may be limited for applications that want to solely focus on this goal.



TWEEDSMUIR PARK
Photo: Jonny Bierman

12. PROJECT LEAD/PRIMARY CONTACT, PROJECT COORDINATION, AND/OR PROJECT EXECUTION MANAGEMENT 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's contribution to the project towards the project lead, project coordination and/or project execution management fees of eligible activities. Please see definitions for clarity.
 - Project lead, project coordination, and/or project execution management fees paid by Destination BC must be matched by the Sector or Community Consortium.
 - The Sector or Community Consortium may choose to allocate greater than 20% of their contribution of funds to the Project lead, project coordination and/or project execution management fees.
 - Example: Destination BC provides \$250,000 to an applicant, of which up to \$50,000 (20%) can be applied to the total of the project lead, project coordination and/or project execution management fees. The Sector or Community Consortium must match the \$50,000 (20%) allocated, but can also exceed this amount through their contribution of funds.
 - Project lead, project coordination and/or project execution management fees must be transparent to all funding partners listed in the application.
 - Fees to prepare an application are not eligible.
 - Detailed invoicing will be required upon reporting and must also be shared with all partners investing in the project.
 - A contractor, agency or supplier may not be the Project Lead/Primary Contact on the project application. Project Leads must attend all meetings and be the key point of contact with Destination BC.
- For more details on Project Lead, Project Coordination and/or Project Execution Management Fees, contact coop@destinationbc.ca.



FAIRMONT HOT SPRINGS
Photo: Chris Wheeler

8.6 Appendix 6:

MARKETING PERFORMANCE MEASURES

| TACTIC | METRIC | PURPOSE – INDICATES INTEREST (RELEVANCY OF THE EMAIL CONTENT AND FREQUENCY OF EMAILS RECEIVED) | JUNE 2024 |
|--|--|--|---|
| Email Marketing | Open Rate | Shows the % of the total campaign recipients that opened the email. | 40.31% |
| | Click Rate | Shows the % of email recipients who clicked on a link in your message. | 1.98% |
| | Click-through Open Rate (CTOR) | Indicates how many recipients clicked on a link somewhere within the email. | 4.91% |
| | Unsubscribe Rate | % of recipients who click the unsubscribe link in your email. | 0.21% |
| Paid Search / Search Engine Marketing | Pre-click metric: Click through rate (CTR) | Indicates interest in the ad (copy, subject matter etc); it can also be an indicator of relevancy of the search query to the ad. | 4.68% |
| | Pre-click metric: Cost per click (CPC) | Indicates media efficiency. | \$1.53 |
| | Post-click metric: Cost per action | Indicates media efficiency. | \$44.73 |
| | Post-click metric: Conversion rate | Indicates the propensity of which a market, product, keyword, etc. converts. | 3.55% |
| Display (image and video) and Native Advertising | Pre-click metric: Click through rate (CTR) | Indicates interest in the ad (copy, subject matter etc). It can also be an indicator of relevancy of the search query to the ad. | 0.47% |
| | Pre-click metric: Cost per click (CPC) | Indicates media efficiency. | \$0.44 |
| | Post-click metric: Cost per con-version | Indicates media efficiency. | \$66.02 |
| | Post-click metric: Conversion rate | Indicates the propensity of which a market, product, keyword, etc. converts. | 0.51% |
| | Cost per engagement | Depends on definition of “engagement”: video view completion, comment, or share. | 0.51% |
| | Engagement Rate | Total engagement divided by reach. | Display – 2.54% All Platforms Combined – 4.06% |

MARKETING PERFORMANCE MEASURES – SOCIAL MEDIA

| TACTIC | METRIC | PURPOSE – INDICATES INTEREST (RELEVANCY OF THE EMAIL CONTENT AND FREQUENCY OF EMAILS RECEIVED) | JUNE 2024 |
|-----------|-------------------------|---|---|
| Facebook | Click-thru rate (CTR) | Click-thru rates tell you the effectiveness of your content in terms of interest – if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate. | 2.06% |
| | Cost per click (CPC) | Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click. | \$0.43 |
| | Conversion Rate (CVR) | Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks). | 3.95% |
| | Cost per Action (CPA) | Cost per action is the efficiency of which your audience converts. | \$26.05 |
| Instagram | Click-thru rate (CTR) | Click-thru rates tell you the effectiveness of your content in terms of interest – if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate. | IG Feed – 0.22%-0.88% IG Stories – 0.33%-0.54% |
| | Cost per click (CPC) | Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click. | IG Feed – \$3.35 IG Stories – \$1.83 |
| | Cost per Thousand (CPM) | CPM shows what it costs for 1,000 impressions. | IG Feed – \$7.68 IG Stories – \$6.25 |
| TikTok | Click-thru rate (CTR) | Click-thru rates tell you the effectiveness of your content in terms of interest – if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate. | 0.84% |
| | Cost per click (CPC) | Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click. | \$0.25-\$4 |
| | Conversion Rate (CVR) | Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks). | 2% - 5% |

CONTACT INFORMATION

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



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