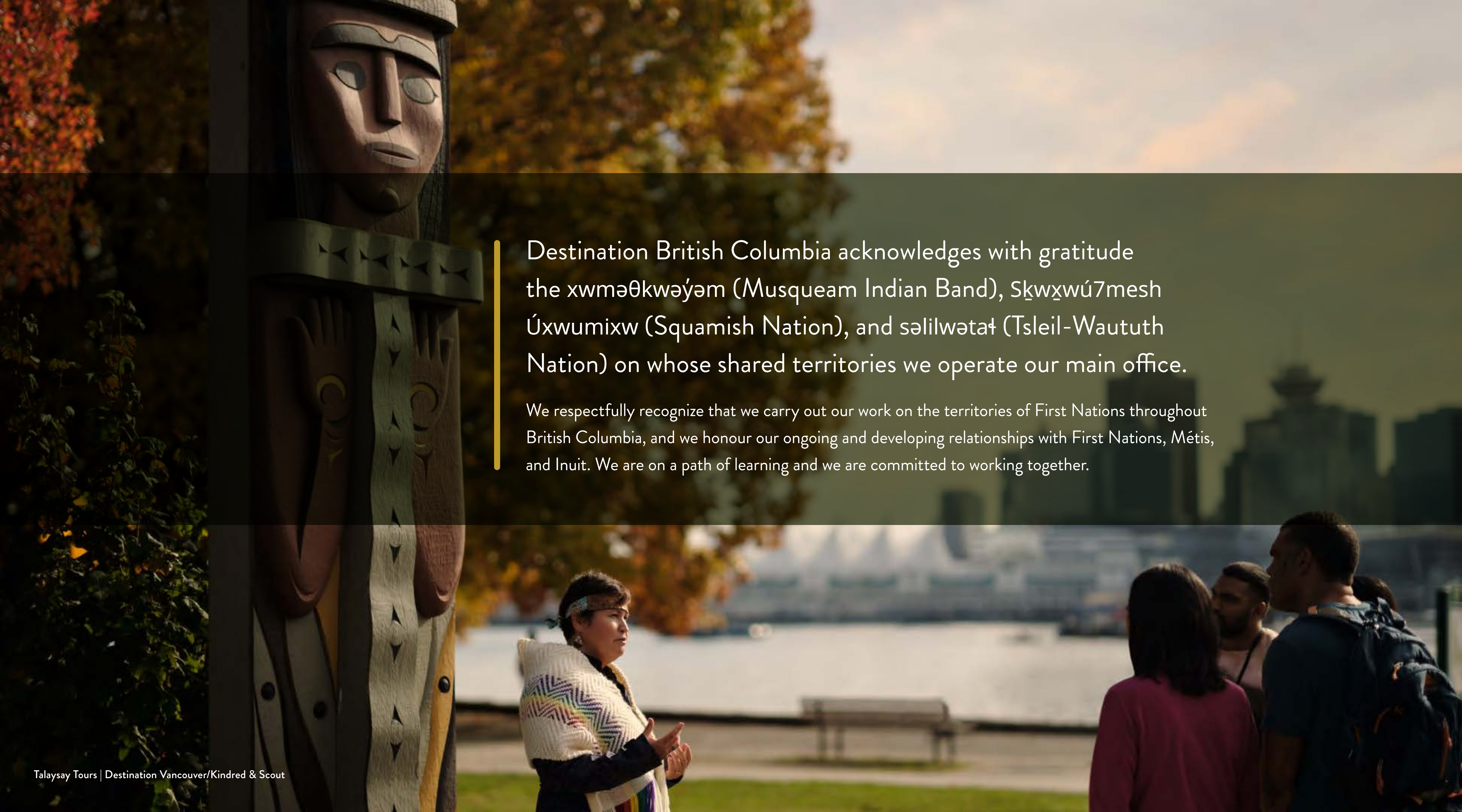




DESTINATION
BRITISH COLUMBIA®

Our Commitments Towards Truth and Reconciliation

Masset | Northern BC Tourism/Marcus Paladino



Destination British Columbia acknowledges with gratitude the xwməθkwə́yəm (Musqueam Indian Band), Skwxwú7mesh úxwumixw (Squamish Nation), and səlilwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of First Nations throughout British Columbia, and we honour our ongoing and developing relationships with First Nations, Métis, and Inuit. We are on a path of learning and we are committed to working together.



Haida Heritage Centre in Kay Llnagaay



Reconciliation
includes anyone with
an open mind and
an open heart who is
willing to look into the
future with a new way.

~Chief Dr. Robert Joseph



A MESSAGE FROM THE BOARD

At Destination BC, reconciliation is both a responsibility and an opportunity to build connection, understanding, and equity within the BC tourism industry. Our Commitments Towards Truth and Reconciliation—an Indigenous-led, organization-wide plan—reflects our ongoing journey to thoughtfully integrate Indigenous perspectives, voices, and values into our organization and our work.

This journey is rooted in over 25 years of partnership with Indigenous Tourism BC, and with deep gratitude, we recognize the kindness they have extended in our learning and the time they have taken to share their teachings. It is guided by foundational frameworks such as the United Nations Declaration on the Rights of Indigenous Peoples, the Truth and Reconciliation Commission of Canada's Calls to Action, the Declaration on the Rights of Indigenous Peoples Act, and BC's Declaration Act Action Plan. These pillars inform our efforts to advance reconciliation in ways that are meaningful, tangible, and respectful of Indigenous self-determination.

Recognizing that meaningful change begins within, this document highlights our efforts to create a strong internal foundation. By learning and unlearning, it is our responsibility to understand the historical and ongoing systemic inequities against Indigenous Peoples and the legacy of colonialism. Through

this work, we aim to encourage dialogue, collaboration, and respect across the tourism industry, amplifying Indigenous-led initiatives and honouring each Nation's unique culture, history, and sovereignty.

Our work emphasizes building cultural competency within our organization, nurturing authentic and collaborative relationships with Indigenous Peoples, and aligning our practices with decolonization principles. Guided by the Anishinaabe's Seven Grandfather Teachings—humility, respect, truth, love, honesty, wisdom, and bravery—we are committed to ensuring our actions reflect the values we aim to promote.

Through Our Commitments, we share the steps we are taking to move forward and invite our industry colleagues and partners to join us. Together, with open hearts and minds, we can build an inclusive tourism industry that respects and benefits Indigenous Peoples, cultures, communities, and lands.

hay čx^w qə (thank you in hənqəminəm),

Scott Fraser
Chair, Board of Directors

Our Commitments Towards Truth and Reconciliation was created by:



KAREN DICK-TUNKARA
Director of Indigenous & Regional
Partnerships, Destination BC

My ancestral names are l ə x ʰ x ʰ i ə l w ə t and kətsim. My dad is from the Songhees Nation, and my mom is Swiss/Norwegian. My paternal grandparents were from the Songhees Nation and Tsartlip First Nation. Our parents raised our family in the Songhees community. I now proudly live with my own family in the Songhees community, the ləkʷəŋən territory which is the place to smoke herring. These are the traditional lands of the Songhees Nation and the Xwsepsum (Esquimalt) Nation. My life roles include daughter, sister, aunty, wife, mom, friend, and elected leader.

With over 23 years experience at Destination BC, the Indigenous & Regional Partnerships team is a special opportunity to share lived experience and nurture the development of cultural competency. I have deep gratitude for the organization’s journey towards Truth and Reconciliation.



MELISSA ARNOTT
Senior Program Advisor, Indigenous &
Regional Partnerships, Destination BC

Melissa is Anishinaabekwe on her maternal side and is a member of Batchewana First Nation, Muka (Bear) Clan. On her paternal side, she is of mixed European ancestry. She was born and raised in Treaty 7 and now lives with gratitude and respect on the traditional territory of the Sk̓wx̓wú7mesh Úxwumixw with her husband and two children.

In her free time, Melissa is actively involved with the not-for-profit organization Indigenous Women Outdoors, where she leads community events that nurture connection, empowerment, and well-being of Indigenous women through land-based cultural activities. For the last nine years, Melissa has been a part of Destination BC which has included a secondment at Indigenous Tourism BC. She is grateful that her lived experience—and her dedication to speaking her truth—are contributing to the organization’s intentional, tangible steps towards Truth and Reconciliation.



We are grateful for the assistance from:
CAITLIN ABRAHAM DIPL. PR
Communications Manager, Sasuchan
Development Corporation | Communications
Officer, Confluence Communications

Caitlin, a proud member of the Takla Nation in British Columbia, embraces her heritage of Sustutdene while representing the Frog Clan (Jilh Ts’e Yu). She holds a Public Relations diploma from UVic and has over six years of communications experience. With studies in psychology from UNBC and criminology from CNC, Caitlin is committed to uplifting others and empowering diverse communities to embrace their potential.

First Nations communities and Indigenous Peoples are at the heart of culture and tradition in British Columbia. There are 204 First Nations communities across the province, each with their own culture, history, and traditions. There are over 35 language groups, more than 60 dialects, and more are being reawakened.

Today, First Nations, Inuit, and Métis from across Turtle Island live throughout the province. For generations they have lived in harmony with the land, water, and sky. They are the carriers of ancestral knowledge with reciprocity deeply rooted in their ways of knowing and being—respecting plants, animals, and the natural world.

Indigenous Peoples have been travelling to neighbouring Nations' territories for thousands of years, sharing their protocols, warmth, and traditions. Today, there are over 400 Indigenous tourism-related businesses in BC offering a wide range of experiences, from art galleries and cultural centers to wildlife tours, wellness retreats, and accommodations.

Indigenous tourism in BC is more than business—it's about sharing and learning. It's respecting the rights of Indigenous Peoples to share their cultures in their own ways, preserving authenticity while inviting others to join in a meaningful experience.

Indigenous youth are stepping into leadership roles and are creating new pathways for Indigenous tourism. They are innovators and change makers, weaving ancestral knowledge with modern ways of being.

Indigenous tourism is an opportunity to connect deeply with living cultures and generations of traditions, and gain an understanding of the diversity of Indigenous Peoples who have been here since time immemorial.



Indigenous is a collective term for the original inhabitants and their descendants of a place. In what is now known as Canada, there are three distinct groups of Indigenous Peoples: First Nations, Inuit, and Métis. In this document, we use the term Indigenous to be inclusive unless we are referring to a specific group.

PHOTOS Left column, top to bottom: Osoyoos | Destination BC/Hubert Kang, Prince Rupert | Northern BC Tourism/Marty Clemens credit, Lillooet | Cariboo Chilcotin Coast/Jonny Bierman. Right column, top to bottom: Tofino | Destination BC/Boomer Jerritt, Cranbrook | Destination BC/Kari Medig, Whistler | Squamish Lil'wat Cultural Centre/Blake Jorgensen.



Nisga'a Memorial Lava Bed Provincial Park | Destination British Columbia/Brandon Broderick

OUR WAY FORWARD

At Destination BC, we are committed to including and weaving Indigenous perspectives, voices, and lived experiences into our work. In 2023, an internal plan was developed—and is being led—by two First Nations employees to guide Destination BC on our Truth and Reconciliation journey.

Truth and Reconciliation is understood differently by each of us, shaped by our diverse cultures and lived experiences. We are learning and growing with good intentions.

Our dedication to this work is deeply rooted in our shared humanity and the need for societal change.

Beyond compliance with legislation and mandates, we recognize our obligation to confront historical and present inequities to work towards reconciliation.

This guides us as we continue our journey, ensuring that our actions are driven by respect, empathy, and a sincere desire for lasting change.





Our Commitments Towards Truth and Reconciliation summarizes the internal plan. Destination BC created *Our Commitments* and we appreciate the assistance and contributions from a First Nations communications manager.

The commitments set out in the document do not represent or speak on behalf of all Indigenous Peoples across Turtle Island. Our intention is to guide staff and Board members so that our steps forward are genuine and continuous.

We also aim to spark meaningful dialogue about what Truth and Reconciliation means within the tourism industry, and how our partners can develop their own actions.



THE JOURNEY LEADING US HERE

As the provincial destination management organization for British Columbia, we have a responsibility to lead change within the tourism industry. We have a longstanding partnership with [Indigenous Tourism BC](#), and we have been on a journey to support Truth and Reconciliation for over two decades.

Our plan is based on important frameworks and laws that focus on Indigenous rights and reconciliation. These include the [United Nations Declaration on the Rights of Indigenous Peoples](#) (UN Declaration), the [Truth and Reconciliation of Canada: Calls to Action](#), the [Declaration on the Rights of Indigenous Peoples Act Action Plan](#), and the province's [Strategic Framework for Tourism 2022–2024](#).

In our [2023–25 Corporate Strategy, Scaling up for Success](#), we prioritize Truth and Reconciliation with the Respectful Growth of Indigenous Tourism. Indigenous Tourism BC has a mandate by the First Nations Leadership Council to grow Indigenous tourism within the province.

Destination BC contributes by developing meaningful and collaborative relationships with First Nations communities and Indigenous Peoples, and supporting connections between Indigenous and non-Indigenous Peoples.





The UN Declaration is a comprehensive framework that establishes a minimum standard for the survival, dignity, wellbeing, and rights of Indigenous Peoples around the world.

It recognizes principles such as Indigenous Peoples' inherent rights to self-government, self-determination, and respect for and protection of culture.

The Truth and Reconciliation Commission of Canada: Calls to Action are necessary to redress the legacy of residential schools and advance the progress of reconciliation. The Declaration Act Action Plan identifies outcomes for implementing the UN Declaration on the Rights of Indigenous Peoples.

Our learning and unlearning is guided by these important reports. We have identified actions where we focus initially. We are committed to continually revisiting these and other important reports to identify areas where our work can improve.

Truth and Reconciliation Commission of Canada: Calls to Action

ACTION

43.

We call upon federal, provincial, territorial, and municipal governments to fully adopt and implement the United Nations Declaration on the Rights of Indigenous Peoples as the framework for reconciliation.

ACTION

47.

We call upon federal, provincial, territorial, and municipal governments to repudiate concepts used to justify European sovereignty over Indigenous peoples and lands, such as the Doctrine of Discovery and terra nullius, and to reform those laws, government policies, and litigation strategies that continue to rely on such concepts.

ACTION

57.

We call upon federal, provincial, territorial, and municipal governments to provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal-Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.



Fort Nelson | Northern BC Tourism/Ryan Dickie

ACTION

92.

We call upon the corporate sector in Canada to adopt the United Nations Declaration on the Rights of Indigenous Peoples as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources. This would include, but not be limited to, the following:

- i. Commit to meaningful consultation, building respectful relationships, and obtaining the free, prior, and informed consent of Indigenous peoples before proceeding with economic development projects.
- ii. Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects.

Declaration on the Rights of Indigenous Peoples Act: Action Plan

Reconciliation is everyone's responsibility. Ministries across government are assigned to implement the 89 Actions in the Action Plan. We have identified opportunities for Destination BC to adapt some of these actions and weave them into our work.



Totem Design House | Indigenous Tourism BC / Totem Design House

ACTION

3.1

Develop essential training in partnership with Indigenous organizations, and deliver to the B.C. public service, public institutions and corporations that aims to build foundational understanding and competence about the history and rights of Indigenous Peoples, treaty process, rights and title, the UN Declaration, the B.C. Declaration Act, the dynamics of proper respectful relations, Indigenous-specific racism, and meaningful reconciliation.

ACTION

3.2

Establish an operational approach to set and achieve targets for equitable recruitment and retention of Indigenous Peoples across the public sector, including at senior levels.

ACTION

3.14

Advance the collection and use of disaggregated demographic data, guided by a distinctions-based approach to Indigenous data sovereignty and self-determination, including supporting the establishment of a First Nations-governed and mandated regional data governance centre in alignment with the First Nations Data Governance Strategy.

ACTION

3.15

Adopt an inclusive digital font that allows for Indigenous languages to be included in communication, signage, services and official records.

ACTION

4.9

As a part of the implementation of the Accessible British Columbia Act, support the identification, prevention and removal of barriers for Indigenous persons with disabilities. This includes ensuring that the development of accessibility standards considers the rights recognized and affirmed by the UN Declaration.

ACTION

4.29

Establish an Indigenous-led working group to develop a strategy for the revitalization of Indigenous languages in B.C., including potential legislative support.

ACTION

4.38

Provide investments to Indigenous Tourism B.C. to support Indigenous tourism, Indigenous job creation, preservation of Indigenous languages, celebration of Indigenous cultures and the stewardship of territories, and to tell the stories of Indigenous Peoples in B.C. in their own words.



Terrace | Northern BC Tourism/Marty Clemens



OUR APPROACH

Destination BC formed the Indigenous & Regional Partnerships team three years ago. The team works to:

- further enhance the organization's ability to increase learning and unlearning;
- develop genuine relationships with First Nations communities and Indigenous Peoples; and,
- implement new initiatives to support Truth and Reconciliation.

Leaning into Indigenous ways of knowing and being, the Indigenous & Regional Partnerships team developed *Our Commitments* for Destination BC.

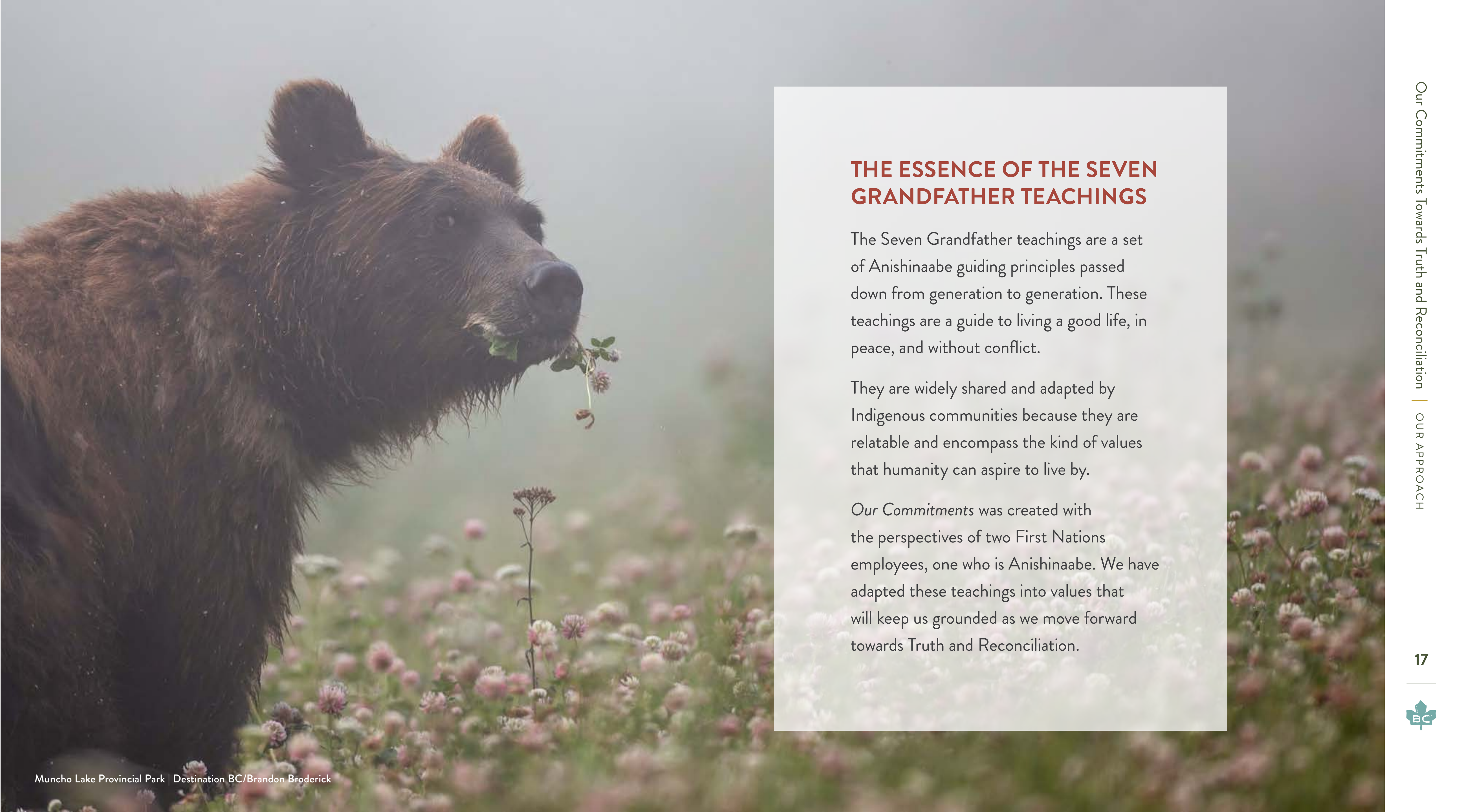
We were guided and grounded by an Indigenous-led approach.



Truth and Reconciliation, like the growth of a tree, requires nourishment, patience, and time.

Each aspect of our focus is reflected in this analogy:

- Our plan's values are rooted deeply, grounded in the Seven Grandfather teachings.
- Curiosity, self-care, and community support provide the essential nutrients for progress.
- The trunk symbolizes our journey from awareness to competency. Like a tree growing from a seedling, it strengthens over time, representing our expanding knowledge and understanding.
- The branches signify opportunities for growth and learning, enhancing our competence.
- Finally, pinecones, flowers, and pollen represent the knowledge we impart to others, planting the seeds of understanding.



THE ESSENCE OF THE SEVEN GRANDFATHER TEACHINGS

The Seven Grandfather teachings are a set of Anishinaabe guiding principles passed down from generation to generation. These teachings are a guide to living a good life, in peace, and without conflict.

They are widely shared and adapted by Indigenous communities because they are relatable and encompass the kind of values that humanity can aspire to live by.

Our Commitments was created with the perspectives of two First Nations employees, one who is Anishinaabe. We have adapted these teachings into values that will keep us grounded as we move forward towards Truth and Reconciliation.

BRAVERY

We learn with open hearts and minds. We stand together in discomfort, so that we can move forward.

RESPECT

We hold space for ourselves and others. We listen with open hearts and minds.

HUMILITY

We are not subject matter experts. We ask for guidance when we need it and accept it when it's shared.

LOVE

We love to learn. We encourage curiosity, invite questions, and offer choices for learning.

HONESTY

We recognize the need to work on ourselves so that our efforts and actions are led with integrity.

TRUTH

We know who we are and we will speak from our experience. We will not always get it right and we will grow together.

WISDOM

We are continuously learning. Knowledge is a gift, and we share what we learn.



Vancouver Island | Northern Vancouver Island Tourism/Steven Fines





True reconciliation is
and should be a bit
challenging and a bit
uncomfortable.

~Jody Wilson-Raybould



Bella Coola | Destination BC/Eric Berger

THE GROWTH OF OUR PLAN

Being respectful of the growth of Indigenous tourism means we recognize each Nation's inherent Rights and Titles and their sovereign approach to tourism. We work with First Nations communities and Indigenous Peoples that decide how they will engage in tourism.



We understand that tourism is an opportunity for Indigenous Peoples to share their cultures, stories, songs, languages, and traditions on their own terms.

To meaningfully support the Respectful Growth of Indigenous Tourism, we will focus our efforts internally first. Looking within our organization ensures that our efforts are purposeful and impactful.

We equate building cultural competency as our sturdy **CANOE**. We build it thoughtfully and with purpose to carry us forward.

Decolonization acts as our **PADDLE**. Adjusting how we use it helps us navigate our journey effectively.

The Respectful Growth of Indigenous Tourism is our **NORTH STAR**, guiding us along on our journey.

WHEN THE TOURISM INDUSTRY IS PADDLING WITH US, we collectively move forward in an intentional way.





Reconciliation happens with truth and decolonization.

As we continue on this journey, we have identified two areas where our focus will be directed initially:

CULTURAL COMPETENCY IS FOUNDATIONAL.

It needs to be established and nurtured within the organization. Cultural competency is recognizing, comprehending, and appreciating the values, traditions, histories, and knowledge of Indigenous Peoples. By building cultural competency, we will become aware of our own beliefs, attitudes, and biases which will lead us to deeper empathy, greater inclusivity, and increased respect.

DECOLONIZATION IS FOUNDATIONAL.

To create a culturally safe and equitable place for Indigenous Peoples to work and partner with, we need to look within our processes, practices, and systems. Decolonization is about identifying, acknowledging, and dismantling barriers that can cause harm.



Achieving reconciliation is like climbing a mountain—we must proceed a step at a time. It will not always be easy. There will be storms, there will be obstacles, but we cannot allow ourselves to be daunted by the task because our goal is Just and and it also necessary.

~the late Honourable Murray Sinclair

OUR JOURNEY SO FAR

While acknowledging the progress we have made, we recognize there is still much more to do. Some of the actions our organization has implemented include:

- Renewing the commitments between Indigenous Tourism BC & Destination BC through the co-developed Guiding Principles.
- Providing Indigenous cultural learning for staff including Working Effectively with Indigenous Peoples and Meaningful Land Acknowledgments.
- Providing Indigenous cultural learning for industry including Working Effectively with Indigenous Peoples.
- Ensuring Indigenous voices, perspectives, and lived experiences are included in our decision-making with the Board of Directors and the Indigenous & Regional Partnerships team.
- Working and partnering with Indigenous professionals, weaving their perspectives, knowledge, and lived experiences into our commitments.

- Enhancing collaboration through joint Board and Executive meetings and marketing initiatives with Indigenous Tourism BC.
- Identifying opportunities to align with Indigenous Tourism BC's 2023–2027 Action Plan.
- Creating, implementing, and sharing a more culturally safe Model Consent & Release Form with industry partners.
- Partnering with Indigenous Tourism BC on the development and implementation of the Iconics strategy.
- Continuing to establish respectful relationships with First Nations communities that are interested in tourism and following their lead.
- Collaborating with Indigenous Tourism BC on content creation and marketing programs to include Indigenous artists, storytellers, and cultural experiences.
- Prioritizing Indigenous tourism businesses in media itineraries.



Nk'Mip Cultural Centre | Destination BC/Andrew Strain



Port McNeill | Indigenous Tourism BC/Kimberley Kufas/Cluxewe Resort

- Sharing resources with our media partners to help educate on how to respectfully write about Indigenous Peoples in Canada.
- Collaborating with Indigenous Tourism BC to align on data and analytics strategic work.
- Including Indigenous Relations Behavioural Competencies in all job descriptions.
- Adding the Indigenous Applicant Advisory Service contact on job postings.
- Partnering with Indigenous Tourism BC on a “SPARK” Mentorship & Grant Program to support Indigenous entrepreneurs.
- Implementing a multi-year Indigenous Learning & Projects Grant for Visitor Centres in BC to pursue projects with local First Nations to increase knowledge for visitors and residents.

OUR COMMITMENTS

Truth and Reconciliation is everyone's responsibility. We invite you to witness where we are focusing our efforts to grow as an organization in our learning and unlearning.

This initial plan acknowledges the need for internal focus before advancing in other areas. Moving forward, we anticipate the development of additional actions.



Williams Lake | Cariboo Chilcotin Coast/Jonny Bierman



Whistler | Squamish Lil'wat Cultural Centre/Blake Jorgensen

Build Cultural Competency Within the Organization

Building cultural competency helps us understand and respect the diverse cultures, languages, and traditions of Indigenous Peoples.

These are our commitments:

- We commit to Truth and Reconciliation throughout the organization.
- We decolonize our processes, practices, and systems.
- We support our learning through a diversity of Indigenous topics, training, and facilitation methods.
- We have the resources and support needed to build cultural competency.
- We participate in Indigenous cultural experiences.
- We weave Indigenous cultures and tourism experiences into our work.

ACTIONS FROM 2023–2026

STATUS

Develop Destination BC’s initial plan for Truth and Reconciliation.	Complete
Encourage staff to participate in Indigenous cultural events and experiences.	Underway
Engage with an Indigenous-owned or led business to develop and implement a multi-year learning plan.	Underway
Engage with an Indigenous-owned or led business to conduct an internal decolonization scan.	Underway
Provide training to staff and Board members to increase Indigenous cultural awareness.	Underway
Prioritize Indigenous businesses in our corporate events and travel.	Underway
Encourage staff to weave a Reconciliation Practice into team meetings.	Underway
Review and identify ways of implementing recommendations in key reports and legislation, e.g. Reclaiming Power and Place.	Begins 2025
Engage with staff to gather Indigenous-related topics as learning opportunities.	Begins 2025
Create more culturally safe practices and systems, including equitable hiring, and procurement.	Begins 2025
Implement Ownership, Control, Access, and Possession principles within the organization.	Begins 2025



Port Clements | Northern BC Tourism/Marcus Paladino



Continue to Collaborate with Indigenous Tourism BC

Our partnership with Indigenous Tourism BC enhances our collective ability to support and grow Indigenous tourism. By walking side-by-side, we cultivate trust, mutual respect, and sustainable development. These are our commitments:

- We honour our shared history and our partnership to move forward in a good way.
- We hold space for a more meaningful relationship.
- We continue to invest in our partnership.



Kwalilas Hotel | Indigenous Tourism BC/Kimberley Kufaas

ACTIONS FROM 2023–2026	STATUS
Co-develop and implement a joint Marketing Road Map.	Complete
Provide multi-year funding to ITBC on an ongoing basis.	Underway
Co-create a Destination Management plan for the Iconics strategy.	Underway
Schedule joint Executive meetings on a quarterly basis.	Underway
Schedule joint Board meetings on an annual basis.	Underway
Collaborate on initiatives with the Regional Indigenous Tourism Specialists.	Underway
Co-develop content and collaborate on joint marketing initiatives.	Underway
Discuss with ITBC options for a joint staff meeting.	Begins 2025
Weave the ITBC/DBC Guiding Principles throughout our joint efforts.	Begins 2025



Amplify Indigenous Voices, Values, and Presence

In our work, we prioritize reflecting the lived experiences of Indigenous Peoples. This means we actively include Indigenous perspectives and values in our decision-making. These are our commitments:

- We include Indigenous lived experiences in our work.
- We include Indigenous perspectives into our decision-making.



Kekuli Cafe | Destination BC/@miraecampbell



Fort Nelson | Northern BC Tourism/Ryan Dickie

ACTIONS FROM 2023–2026	STATUS
Integrate Indigenous voices, perspectives, and lived experiences in our marketing.	Underway
Include Indigenous voices, perspectives, and lived experiences in our decision making.	Underway
Engage Indigenous consultants and professionals in our work.	Underway
Include Indigenous representation throughout our brand, corporate materials, and office.	Underway
Create a culturally safe space for Indigenous staff to access.	Begins 2025
Look into options for a Destination BC-specific Indigenous intern program.	Begins 2025



Develop Relationships with Indigenous Peoples

Actively working towards reconciliation means respecting the rights of First Nations communities and Indigenous Peoples. We honour cultural protocols and values to build meaningful relationships before business. These are our commitments:

- We create respectful relationships.
- We honour Indigenous information sovereignty.

ACTIONS FROM 2023–2026

STATUS

Form relationships where we honour protocol, recognize Rights and Title, and respect self-determination.	Underway
Schedule and attend in-person meetings rather than virtual meetings when preferred/invited.	Underway
Create Ownership, Control, Access, and Possession guidelines to ensure that information is gathered and shared with permission.	Begins 2025
Create a respectful approach for corporate measures that uphold Ownership, Control, Access, and Possession.	Begins 2025



Ainsworth Hot Springs | Indigenous Tourism BC



Fort Nelson | Northern BC Tourism/Ryan Dickie

Engage With First Nations Communities & Indigenous Businesses Interested in Tourism

We work with First Nations communities and Indigenous businesses who are interested in tourism. We honour their rights to lead tourism development, if and how they want, and offer resources such as funding, training, and marketing. These are our commitments:

- We honour Indigenous-led approaches for engagement.
- We collaborate with new partners to increase resources for Indigenous tourism.



Vancouver | Jon Ross Films



Prince Rupert | Northern BC Tourism/Marty Clemens

ACTIONS FROM 2023–2026

STATUS

Meet with First Nations communities and Indigenous businesses that are interested in tourism.	Underway
Connect First Nations communities and Indigenous businesses with Indigenous Tourism BC.	Underway
Connect First Nations communities and Indigenous businesses with Destination BC teams.	Underway
Identify grants and grant writing opportunities to support tourism development for Indigenous communities.	Underway
Update Indigenous Tourism page on the corporate website, including contact information for the Indigenous & Regional Partnerships team.	Underway
Customize program processes and templates that respect each community's approach to tourism development.	Begins 2025
Connect First Nations communities with Provincial ministries to support Indigenous tourism initiatives.	Begins 2025



Support Industry Connections and Learning

We know that cultural competency is foundational for the tourism industry to move towards Truth and Reconciliation. Creating connections will help industry to develop sustainable partnerships. These are our commitments:

- We connect industry with learning opportunities to build their cultural competency.
- We create connections between industry and First Nations communities and Indigenous businesses.

ACTIONS FROM 2023–2026

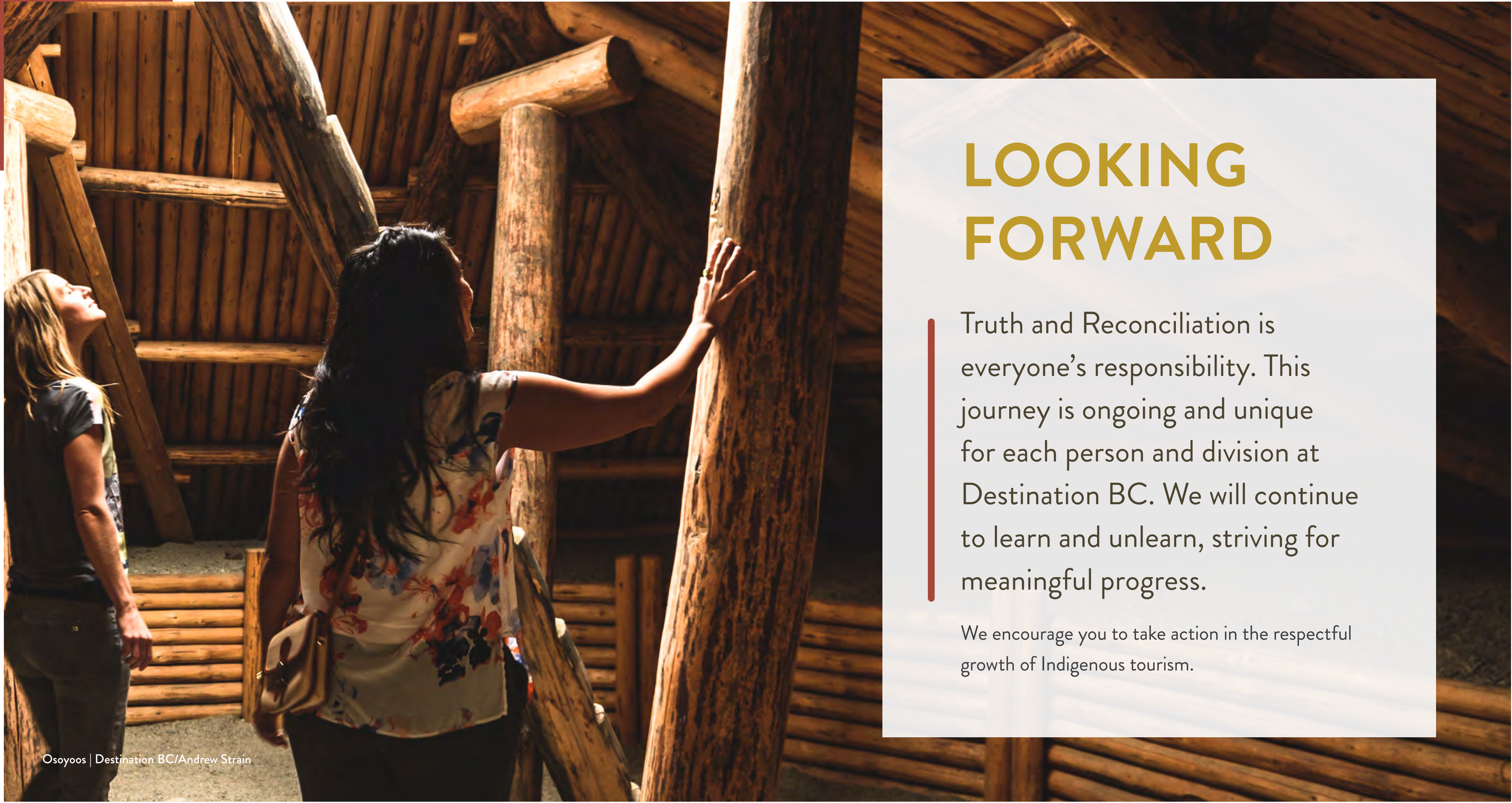
STATUS

Share Indigenous learning opportunities with industry.	Underway
Identify and share Indigenous-led workshop and training opportunities.	Underway
Identify networking opportunities in existing events for industry and Indigenous businesses and organizations.	Begins 2025
Identify collaboration opportunities on projects and make connections between industry and Indigenous business.	Begins 2025



Skwachays Lodge | Destination Vancouver/Kindred & Scout





LOOKING FORWARD

Truth and Reconciliation is everyone's responsibility. This journey is ongoing and unique for each person and division at Destination BC. We will continue to learn and unlearn, striving for meaningful progress.

We encourage you to take action in the respectful growth of Indigenous tourism.



The road we travel is equal
in importance to the
destination we seek. There
are no shortcuts. When
it comes to truth and
reconciliation we are forced
to go the distance.

*~the late Honourable
Murray Sinclair*





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CANADA



DESTINATION
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Bella Coola | Destination BC/Callum Snape

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