

Performance Report of

**DESTINATION BC CORP.**

And Independent Practitioner's Reasonable Assurance Report thereon

Year ended March 31, 2024

## STATEMENT OF MANAGEMENT RESPONSIBILITY

The attached Statement of Performance Measures and Targets for 2023/24 for Destination BC Corp. for the year ended March 31, 2024 has been prepared by management of Destination BC Corp. in accordance with the requirements of the Ministry of Tourism, Arts, Culture and Sport as set out in Part 2 and Appendix 1 of its performance-based funding model Direction issued in September 2021. The Statement of Performance Measures and Targets for 2023/24, including the reliability and fair presentation of all information and footnotes provided therein (“performance information”), are the responsibility of management.

Management is also responsible for implementing and maintaining a system of internal controls to provide reasonable assurance that reliable performance information is produced. The internal controls are designed to provide reasonable assurance performance information is properly recorded, and reliable performance information is available on a timely basis for preparation of the Performance Measures and Targets for 2023/24 Report for the year ended March 31, 2024.

The Board of Directors of Destination BC Corp. is responsible for ensuring that management fulfills its responsibilities for internal control and performance measures and targets reporting and exercises these responsibilities through the Finance & Audit Committee which reviews the Performance Report annually.

The external auditors, KPMG LLP, have conducted an independent reasonable assurance engagement, in accordance with Canadian Standards on Assurance Engagements (CSAE) 3000, and expressed their opinion on the 2023/24 Actual column of the Statement of Performance Measures and Targets for 2023/24 prepared by management. The external auditors have been given full and free access to management and the Board of Directors of Destination BC Corp., and meets with them when required. The accompanying Independent Practitioner’s Reasonable Assurance Report includes an outline of the external auditors’ responsibilities and their opinion.

On behalf of Destination BC Corp:



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Richard Porges  
Chief Executive Officer



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Lesley Christian  
Chief Financial Officer

August 20, 2024



**KPMG LLP**

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## **INDEPENDENT PRACTITIONER'S REASONABLE ASSURANCE REPORT**

To the Board of Directors of Destination BC Corp.

We have undertaken a reasonable assurance engagement of the accompanying Statement of Performance Measures and Targets ("subject matter information") of Destination BC. Corp. for the year ended March 31, 2024.

### ***Management's Responsibility***

Management has provided a statement regarding its responsibility in relation to the performance measures and targets and the subject matter information. Management is responsible for its statement of responsibility and for the preparation and presentation of the subject matter information in accordance with the requirements of the Ministry of Tourism, Arts, Culture and Sport ("Ministry") as set out in Part 2 and Appendix 1 of its performance-based funding model Direction issued in September 2021 ("applicable criteria").

Management is also responsible for such internal control as management determines necessary to enable the preparation of the subject matter information that is free from material misstatement whether due to fraud or error.

### ***Practitioner's Responsibility***

Our responsibility is to express a reasonable assurance opinion on the subject matter information based on the applicable criteria and the evidence we have obtained. We conducted our reasonable assurance engagement in accordance with Canadian Standards on Assurance Engagements (CSAE) 3000, *Attestation Engagements Other Than Audits or Reviews of Historical Financial Information*. This standard requires that we plan and perform this engagement to obtain reasonable assurance about whether the subject matter information, based upon the applicable criteria, is free from material misstatement.

Reasonable assurance is a high level of assurance but is not a guarantee that an engagement conducted in accordance with this standard will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users of our report.

The nature, timing and extent of procedures performed depends on our professional judgment, including an assessment of the risks of material misstatement, whether due to fraud or error, and involves obtaining evidence about the subject matter information.

We believe the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.



Destination BC Corp.  
Page 2

### ***Practitioner's Independence and Quality Management***

We have complied with the relevant rules of professional conduct/code of ethics applicable to the practice of public accounting and related to assurance engagements, issued by various professional accounting bodies, which are founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

The firm applies Canadian Standard on Quality Management 1, *Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services Engagements* which requires the firm to design, implement and operate a system of quality management, including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

### ***Opinion***

In our opinion, the subject matter information of Destination BC Corp. for the year ended March 31, 2024 is presented, in all material respects, in accordance with the applicable criteria.

### ***Specific Purpose of Subject Matter Information***

The subject matter information has been prepared to assist Destination BC Corp. to meet the performance reporting requirements of the Ministry. As a result, the subject matter information may not be suitable for another purpose.

A handwritten signature in black ink that reads 'KPMG LLP' in a cursive, slanted font. A horizontal line is drawn underneath the signature.

Chartered Professional Accountants

Vancouver, Canada  
August 22, 2024

**Destination BC Corp  
Statement of Performance Measures and Targets for 2023/24**

For the year ended March 31, 2024

Performance Measures		2022/23 Actuals	2023/24 Target <sup>1</sup>	2023/24 Actuals	Status
1	Number of customer leads for industry generated directly by Destination BC through digital marketing activities <sup>2</sup>	1,344,100	740,500	1,031,600	Exceeded
2	Size of Destination BC's global social media community of brand advocates <sup>3</sup>	2.2M	2.1M	2.4M	Exceeded
3	a) Number of communities and sectors participating in Destination BC's application based co-op marketing program <sup>4</sup>	183	120	154	Exceeded
	b) Number of participating communities outside Metro Vancouver, Victoria and Whistler <sup>5</sup>	147	100	120	Exceeded
4	Net Promoter Score of Participants in all ongoing Destination BC delivered workshops or webinars <sup>6</sup>	73.3	50	77.7	Exceeded

- The 2023/24 Targets are as established by Ministry in November 2023.
- Customer leads are visits to a tourism business' web property attributable to Destination BC's digital marketing activities. A direct lead occurs when a user clicks through to a tourism business' web property directly from a Destination BC property, such as Destination BC's website or a Destination BC email to a potential visitor. Results are aggregated by Destination BC based on reporting from diverse sources including Destination BC, its digital marketing agencies and marketing partners.
- The number of Destination BC social media community members on Facebook, Instagram, Weibo, WeChat and other social media channels utilized by Destination BC on March 31 of the relevant fiscal year, reported by the owners of those channels. Note that due to a system irregularity which occurred during the months of February through April, 2024 with respect to the reported number of members for Facebook, Destination BC has included in the total reported figure the May 1, 2024 numbers for Facebook . The May 1, 2024 numbers have been verified by Facebook and are consistent with the amounts tracked for all the previous months in the fiscal year. Numbers are reported by Destination BC using a third-party tracking tool.
- The number of unique community and sector participants that participate in one or more co-op marketing projects during the relevant fiscal year. Communities may participate in more than one co-op marketing project but are counted only once. In 2020/21, 2021/22 and 2022/23, Destination BC removed the requirement for communities to match Destination BC contributions, enabling flexibility for the tourism industry to recover from the impacts of the COVID-19 pandemic.
- Victoria has been interpreted as the Capital Regional District. Metro Vancouver is formally the Metro Vancouver Regional District. Metro Vancouver includes Maple Ridge and the District of Langley on the east and Lions Bay on the north.
- The Net Promoter Score (NPS) is measured through a post-program survey of workshop and webinar participants administered by Destination BC.