

## Destination BC's Tariff Messaging (Updated: March 26, 2025)

- While data agreements limit our ability to share the specific numbers, our current sources show that the outlook for travel in BC through summer is positive:
  - We are seeing an increase in US air bookings from June to August this year versus the same period last year.
  - BC is seeing significantly higher domestic increase in air bookings for the same period.
  - We're also seeing an increase in air capacity from not only the US, but most markets, for this summer.
  - Accommodation bookings are holding steady year-over-year for the summer, with some areas of BC showing signs of an improved summer based on early bookings.
- Through our collaboration with Destination Canada, we track traveler sentiment in both Canada and the US on a regular basis. Currently, we are seeing steady growth in US bookings to Canada, along with a decrease in Canadian travel to the US.
- Based on these insights, we are ready to adjust our marketing strategies, as needed, to support our tourism sector's ongoing success.
- The strong US dollar makes BC an attractive option for American visitors, and while global political and economic shifts can influence travel behaviors, BC remains well-positioned as a top choice for these visitors.
- While tariffs and economic shifts present challenges, they may also create opportunities for BC's tourism sector, including:
  - Increased US visitor spending, as past trends suggest that some American travellers may opt for more frequent or longer overnight trips to BC.
  - Greater domestic travel, as the depreciation of the Canadian dollar could encourage Canadians to explore BC rather than travelling abroad.
  - Enhanced demand for locally sourced products, benefiting sectors such as agritourism, culinary tourism, and Indigenous tourism.
  - A weaker Canadian dollar and Canada's reputation as an open and welcoming country, making BC even more attractive to international visitors.
- We continue to invest in key international markets, including the United States, the United Kingdom, Germany, Australia, Mexico, and China, while strengthening domestic efforts in BC, Alberta, and Ontario. This includes always-on marketing (social, paid search, travel media) in British Columbia, Alberta, and Ontario, encouraging Canadians to explore the incredible and diverse travel experiences BC has to offer.
- Whether visitors are seeking breathtaking natural landscapes, vibrant cities, or immersive cultural experiences, BC truly has something for everyone. We encourage travellers to discover all the ways to explore BC, plan their trips, and get inspiration at [HelloBC.com](https://www.hellobc.com).
- We know that tourism is a force for good. It brings people together, supports communities around the province, and enriches all our lives by contributing to our collective social, cultural, environmental, and economic well-being.

### Messaging to our US visitors

- Our American neighbours have long played a vital role in BC's tourism economy, and we continue to extend a warm invitation for them to experience all that our province has to offer.
- We want to assure you that BC is a welcoming destination for visitors from all over the world, including our friends, family, and neighbours from the United States.
- British Columbia is a place where people come together to experience the power of nature, the warmth of our communities, world class services and activities, and diverse peoples and perspectives that make travel so enriching.
- We believe that travel has the power to connect, inspire, and uplift, and we are committed to ensuring that BC remains a place where everyone feels welcome and included.
- We truly appreciate your support of BC's tourism industry and encourage you to share your BC travel experiences by using the hashtag #exploreBC on social media.
- If you need travel tips or recommendations before or during your visit, [HelloBC.com](https://www.hellobc.com) contains a wealth of inspiration, ideas and itineraries.
- And while you're on the road, pop by one of our [Visitor Centres](#), their welcoming, local teams are happy to help and share their knowledge.