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TARIFFS Tourism Impacts/Visitation

While data-sharing agreements limit our ability to share 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, versus the same period last year.
- BC is seeing a 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 monthly basis. Currently, we are seeing steady growth in US bookings to Canada, alongside a decrease in Canadian travel to the US. Based on these insights, we continue to adjust our digital marketing content and messaging to remain responsive to emerging travel trends.

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. 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.

While we continue to invest in international markets, Destination BC is also actively strengthening domestic marketing efforts. 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.

NEW: BC Campaign:

On April 24, Destination BC launched [**Make the Trip Home: a new domestic marketing campaign**](#) designed to inspire BC residents to reconnect with the extraordinary places and experiences that exist right in their own backyard, while supporting local businesses, workers, and communities.

Running until May 29, this five-week campaign encourages multi-day summer vacations within BC - with a twist. While the concept taps into the familiarity and pride residents already feel for BC, it nudges them

to discover someplace new within the province: somewhere they've never been, or perhaps never even considered.

The campaign will leverage mixed channels to help reach BC audiences:

- Paid: Digital focus (YouTube, Meta, Google, and Search)
- Owned: Email, social media, and a dedicated campaign landing page on HelloBC.com

To help BC tourism partners get involved in the campaign - to align their efforts and help amplify the collective call - Destination BC has created a [Campaign Partner Toolkit](#) which includes:

- Social media templates that can be localized/customized allowing partners to promote their offerings while aligning with the larger campaign
- Messaging guidelines to help increase the message reach
- Adaptable creative assets that allow partners to promote their offerings while aligning with the larger campaign

Whether it's catching up with neighbours they've yet to meet or roaming the backyard they haven't fully seen, British Columbians are invited to "live the wonder" and plan a summer journey that deepens their relationship with this place we call home. [Watch the campaign video, here.](#)

Messaging for 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 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.