



POPLAR GROVE WINERY

Stronger Tourism Brand: Our 3-Year Marketing Strategy & Annual Plan

BC Tourism Industry Conference - Mar 5, 2026

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA

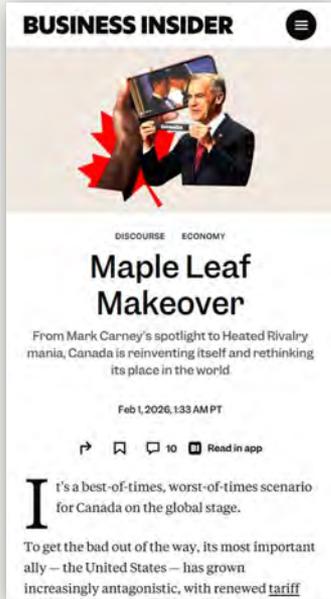


DESTINATION
BRITISH COLUMBIA®

98 Days Left!



Canada Is Having A Moment



BUSINESS INSIDER



DISCOURSE ECONOMY

Maple Leaf Makeover

From Mark Carney's spotlight to Heated Rivalry mania, Canada is reinventing itself and rethinking its place in the world

Feb 1, 2026, 1:33 AM PT

Read in app

It's a best-of-times, worst-of-times scenario for Canada on the global stage.

To get the bad out of the way, its most important ally — the United States — has grown increasingly antagonistic, with renewed [tariff](#)



THE GLOBE AND MAIL

Home Canada Business Investing Life Opinion

Canadian Tourism Delivers Almost \$60B This Summer, Driving National Wealth and Unprecedented Dispersion Across the Country

NewsWire.ca - Thu Oct 30, 2025

VANCOUVER, BC, Oct. 30, 2025 /CNW/ - Canada's tourism sector achieved a record-breaking summer in 2025, with revenue between May and August reaching nearly \$60B. This strong performance, representing a 6% year-over-year increase, was defined by robust demand that successfully spread economic benefits across the entire country.

[Read more at newswire.ca](#)



travelmarket report Canada
Voice of the Travel Advisor

MENU

Canada is Having a Moment: Nation Earned Several Global Accolades This Year

by Bruce Parkinson October 07, 2025



Domestic travel is way up for the 2025/2026 holiday season



lonely planet

WELCOME TO LONELY PLANET'S

BEST IN TRAVEL

2026

CANADA

BRITISH COLUMBIA

BEST FOR EMBRACING NATURE

Mossy forests, saw-toothed mountains, white water rivers and wildlife-rich ecosystems: [British Columbia \(BC\)](#) is the kind of place that makes you want to dash out of your hotel room and energetically embrace the natural elements.

Beyond the wilderness, more human elements beckon. Multiculturalism is an increasingly important part of the



DRIFT

Vancouver, Canada: The Must Visit Destination of 2026



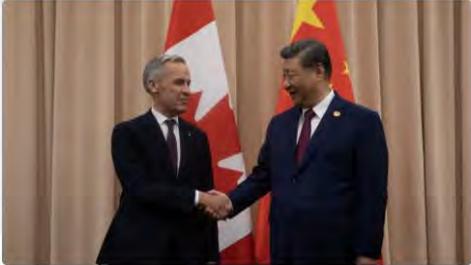
Vancouver is *having a moment*. In 2025 alone, the city welcomed more than 8.9 million overnight visitors, according to Destination Vancouver, a total set to only increase in 2026 as Canada is set to host FIFA World Cup matches and is named the [#1 international destination for affluent U.S. travelers](#). Among the top 10% of

The Return of China

CTV NEWS

B.C. travel agents hope for return of 'glory times' as Chinese group tours to resume

By [The Canadian Press](#)
Published: November 04, 2025 at 3:28PM EST



Prime Minister Mark Carney shakes hands with Chinese President Xi Jinping at the start of a meeting in Gyeongju, Friday, Oct. 31, 2025. THE CANADIAN PRESS/Adrian Wiyld

Travel agents are celebrating Beijing's decision to resume group tourism to Canada after a five-year halt, hoping for the return of big-spending Chinese visitors who were a dominant presence for the industry before the COVID-19 pandemic.

CBC

NEWS

Sections

World

Canada returned to approved list for Chinese group travellers

Beijing had left Canada off its list amid turmoil over foreign interference claims, detentions

CBC News ·
Posted: Nov 04, 2025 4:44 AM PST | Last Updated: November 4, 2025



Carney calls Xi meeting a 'turning point' for Canada and China

October 31, 2025 | 1:51

Prime Minister Mark Carney has committed to tackling 'irritants' with Chinese President Xi Jinping as the two countries had their first formal leader-to-leader contact since 2017. Carney was invited by Xi for a state visit.

CCTVmedium

First Chinese Group Tour to Canada Since Resumption Arrives in Vancouver

By [Chief Editor](#) January 1, 2026

VANCOUVER, Dec. 31 — The first organized group tour from China to Canada since the resumption of outbound group travel arrived in Vancouver on December 31, marking the restart of group tourism between the two countries.



The delegation attended a meet-up at the Dr. Sun Yat-Sen Classical Chinese Garden, hosted by [Destination Canada](#) with support from [Destination British Columbia](#).

The Great AI Disruption



Where should we start?

Create an image/graphic about how AI is disrupting everything (including tourism) for a presentation.

+ 🗨️ 🖼️ Image ✕

Thinking ▾



👉 Create image

🎵 Create music

Write anything

Boost my day

Help me learn

An Ambitious Goal:
Double Tourism Revenue by 2036

How We'll Respond



Marketing Strategy Business Goals: 2026-2028

1

Invest in
Brand

2

Grow
Geographic
& Seasonal
Demand

3

Meet
Travellers
Where They
Are

Who We'll Go After





Outdoor Explorers



Refined Globetrotters



Segments in practice:

+37% increase in media efficiency
Lift in unaided awareness & brand recall



Segments in practice:

2-5x improved performance year over year
Strong product x segment match

Find out which segment we're focused on for each BC brand at: **DestinationBC.ca/Brands**.



OUTDOOR
EXPLORERS

33.4 M

REFINED
GLOBETROTTERS

24.6 M



OUTDOOR
EXPLORERS

9.3 M

REFINED
GLOBETROTTERS

7.8 M



OUTDOOR
EXPLORERS

5.9 M

REFINED
GLOBETROTTERS

8.0 M



OUTDOOR
EXPLORERS

2.6 M

REFINED
GLOBETROTTERS

2.1 M



OUTDOOR
EXPLORERS

1.5 M

REFINED
GLOBETROTTERS

1.1 M



OUTDOOR
EXPLORERS

24.0 M

REFINED
GLOBETROTTERS

17.2 M





OUTDOOR
EXPLORERS

3.4 M

REFINED
GLOBETROTTERS

2.9 M

Find out more at TourismDataCollective.ca

Markets

INVEST

Core international markets



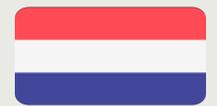
SUPPORT

Co-operative Marketing Program



FUTURE OPP.

With incremental funding



How We'll Position Ourselves Competitively



A dense, misty forest with tall trees and ferns. The scene is dimly lit, with a soft, ethereal glow from the background. The trees are covered in moss and lichen, and the ground is a thick carpet of ferns. The overall atmosphere is serene and majestic.

SUPER,
NATURAL
BRITISH
COLUMBIA
 CANADA

places I can connect with nature

best places to experience nature, culture, and adventure

Best places to experience nature in the world

SUPER,
NATURAL
BRITISH
COLUMBIA
 CANADA

best places to experience nature and Indigenous cultures

A dense, misty forest with tall trees and ferns. The scene is captured in a cinematic style, with soft, diffused light filtering through the canopy. The trees are covered in moss and lichen, and the ground is a thick carpet of green ferns. The overall atmosphere is serene and mysterious.

LET THE OUTSIDE IN



**RAINFOREST
TO ROCKIES**



**The Great
Wilderness**



**THE
INFINITE
COAST**



**VANCOUVER
& AREA**



**NATURE'S
HEARTLAND**



*Valleys &
Vineyards*



**BIRTHPLACE
OF ADVENTURE**



**DESTINATION
SKI**

Growing Iconics in 26/27: Highlights

- Major influencer initiative for **Birthplace of Adventure**
- Significant publication partnership for **Valleys & Vineyards**
- Travel trade ambassador program for **The Great Wilderness** and **Nature's Heartland**
- Integrated consumer/travel trade campaign for **The Infinite Coast**
- Focused travel trade investment & partnership for **Rainforest to Rockies**
- Integrated direct to consumer campaign for **Destination Ski**

Supported year-round by digital marketing, travel media coverage, and travel trade partnerships for all eight Iconics.



Lead Brands by Market

		BIRTHPLACE OF ADVENTURE	<i>Valleys & Vineyards</i>	Destination Ski	SUPER. NATURAL BRITISH COLUMBIA CANADA
		The Great Wilderness	NATURE'S HEARTLAND	THE INFINITE COAST	SUPER. NATURAL BRITISH COLUMBIA CANADA
		THE INFINITE COAST	RAINFOREST TO ROCKIES	Destination Ski	
		RAINFOREST TO ROCKIES	Destination Ski		
		THE INFINITE COAST	<i>Valleys & Vineyards</i>	Destination Ski	
		THE INFINITE COAST	RAINFOREST TO ROCKIES	Destination Ski	

How We'll Go to Market



Go to Market Priorities for 2026 and Beyond

1

**Shift to
“Always On”**

Go to Market Priorities for 2026 and Beyond

1

**Shift to
“Always On”**

2

**Full Funnel
Consumer
Marketing**

Go to Market Priorities for 2026 and Beyond

1

**Shift to
“Always On”**

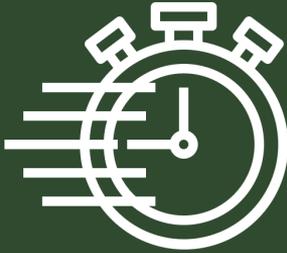
2

**Full Funnel
Consumer
Marketing**

3

**AI
Discoverability**

A Foundational Shift in Go to Market Approach



From:

- Short, high-intensity media bursts aligned with seasonal campaigns
- Limited brand presence outside of campaign periods

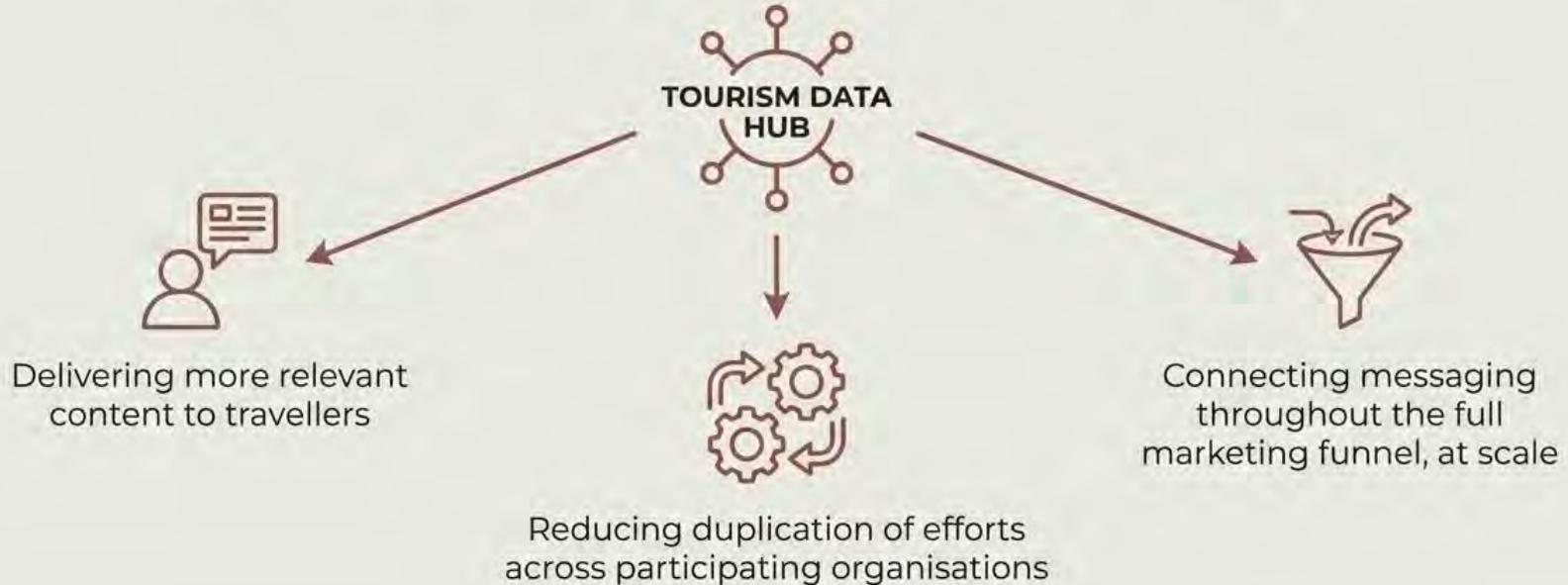


To:

- Always-on presence across priority markets (US, DE, UK, AUS)
- Strategic investment spikes to generate high-impact visibility during peak travel planning windows

Better Integration: Tourism Data Hub

The Tourism Data Hub is an Audience sharing network that helps BC's tourism Industry reach more qualified travellers more effectively and efficiently through:



How does it work?

DBC + Partner
Audiences

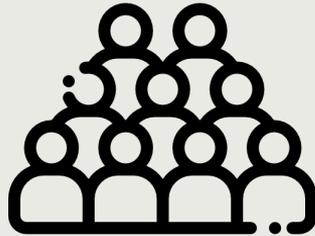


How does it work?

DBC + Partner
Audiences



Consolidated
Audience Pool

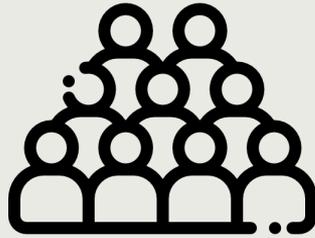


How does it work?

DBC + Partner
Audiences



Consolidated
Audience Pool

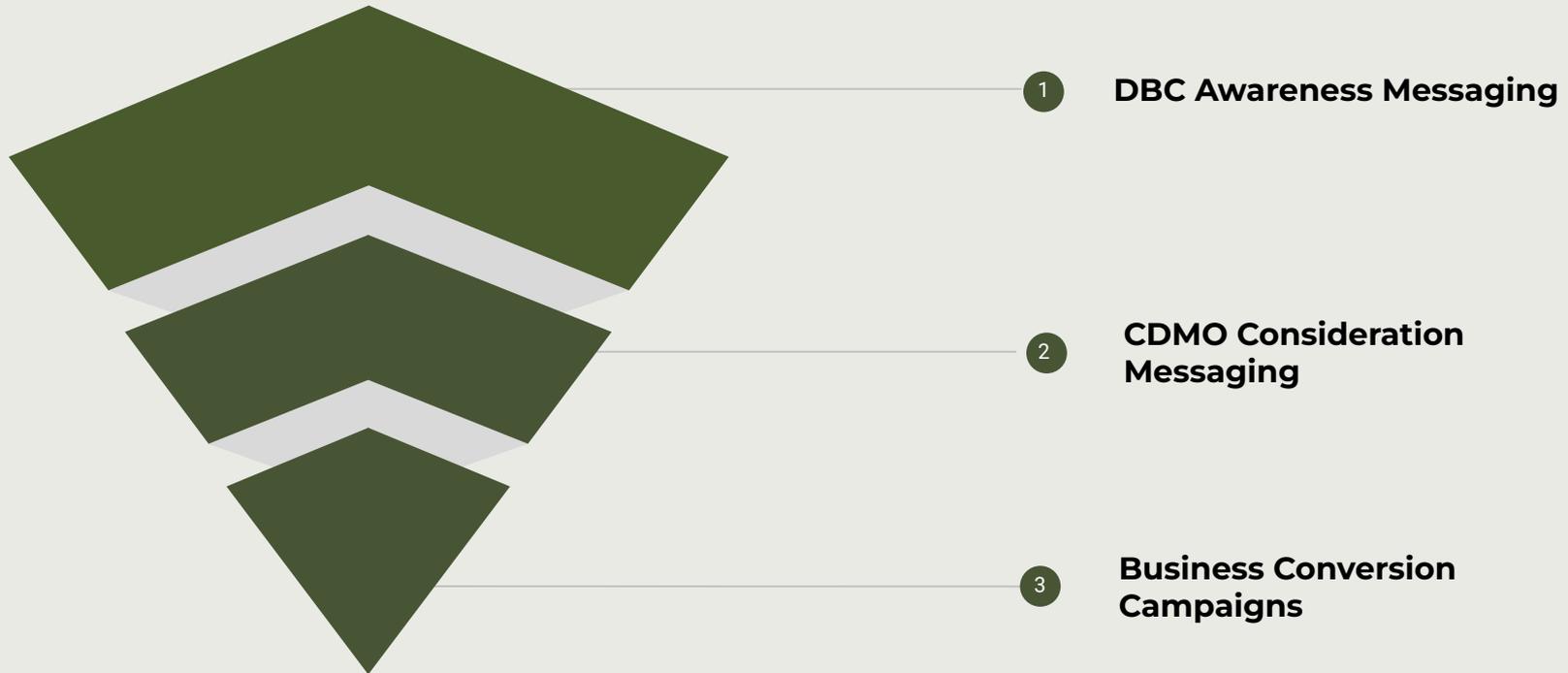


Your Integrated
Campaign



What does a traveller see?

Full funnel, relevant and effective messaging to engaged travellers



Results Generated

Value Created

Ad Efficiency:

2.7x lower CPM

8.6x lower CPV

+318% ROAS

Program Scale

of Clients: **12**

Size of
audience pool:

>300 Million

Program Success

Audience
Activations:

1,719
Unique 2P
Activations

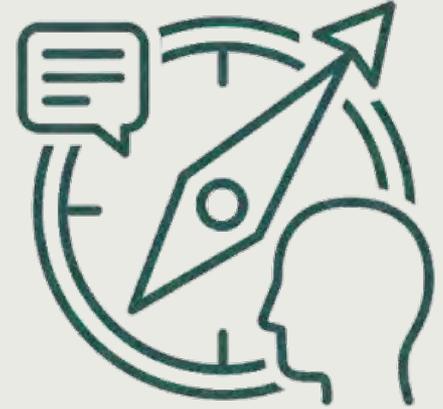
What does being a client entail?



**Shared Tech Access
(GA4-360)**



**Audience Sharing
(Campaign Activation)**



**Professional
Services**

Interested in Learning More?

Contact us at
DataHub@DestinationBC.ca



GITMAXMAK'AN NISGA'A
DANCERS AND THE WII
GISIGWILGWELK DANCERS



PEMBERTON



BLACK ROCK OCEANFRONT
RESORT IN UCLUELET



OSOYOOS

AI Discoverability as a Strategic Imperative

Foundational shift from traditional search to AI-powered, conversational discovery for travel recommendations.



Solution is to Be The Answer Using GEO (Generative Engine Optimization)

Optimizing content for AI-powered
search (ChatGPT, Perplexity, AI Overviews)

Structuring web content so AI can
understand, trust, and reuse it

Ensuring BC appears in AI answers: cited,
summarized, and discoverable



How are we going to become the answer?

1

**Content
Optimization**

How are we going to become the answer?

1

**Content
Optimization**

2

**Consistency
and focus**

How are we going to become the answer?

1

**Content
Optimization**

2

**Consistency
and focus**

3

Measurement

How You Can Participate in 26/27



SUPER, NATURAL BRITISH COLUMBIA CANADA

RAINFOREST
TO ROCKIES

The Great
Wilderness

THE
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VANCOUVER
& AREA

NATURE'S
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Valleys &
Vineyards

BIRTHPLACE
ADVENTURE

DESTINATION
SKI

Get curious

Learn about the brands:

- Use the Look-up Tool to find which brand you connect with
- Explore the brand strategies, videos, and more

→ Visit DestinationBC.ca/Brands

Start simple

Start integrating elements of the brand into your marketing:

- **New Brand Tools** available now
→ [BCContentHub.com](https://www.bccentreshub.com)
- **Join a workshop** this spring to get support on how to activate the brands.
→ **Contact your RDMO**





Align around our best guest for BC

Get insights to power our collective efforts:

- **Traveller Segmentation Program:** Insights are readily available for domestic and international visitors who stay longer, spend more, are more open to traveling in shoulder seasons.
→ Visit TourismDataCollective.ca
- **Destination Insights Platform (for CDMOs):** Get deeper insights into performance data on things like short-term rental, visitor behaviour, and flights.
→ **Contact** TourismResearch@DestinationBC.ca

Partner with us to drive ROI

- **Tourism Data Hub:** leverage qualified leads from Destination BC's investments in international marketing for up to 4x improved ROI.
→ **Contact:** DataHub@DestinationBC.ca
- **BC Content Hub:** Access an enterprise-level DAM system for a fraction of the price, and pool your photos and videos alongside DBC's and other tourism partners.
→ **Contact:** BCContentHub@DestinationBC.ca
- **Travel Trade Co-ops:** we're offering buy-in opportunities for 2026 that will pool our investments for greater impact.
→ **Contact** TravelTrade@DestinationBC.ca
- **Visiting Journalist Program** - DMOs and tourism businesses in BC are eligible for support through our North America Visiting Journalist Program.
→ **Contact your RDMO media rep or** TravelMedia@DestinationBC.ca



Coming soon

Leverage Destination BC's global reach to grow awareness of your business or community

- **Shared Content Ecosystem:** submit your content to get amplified on DBC's digital channels. Launching mid-2026.

Stay connected

Connect with your RDMO or ITBC to understand opportunities in your area.

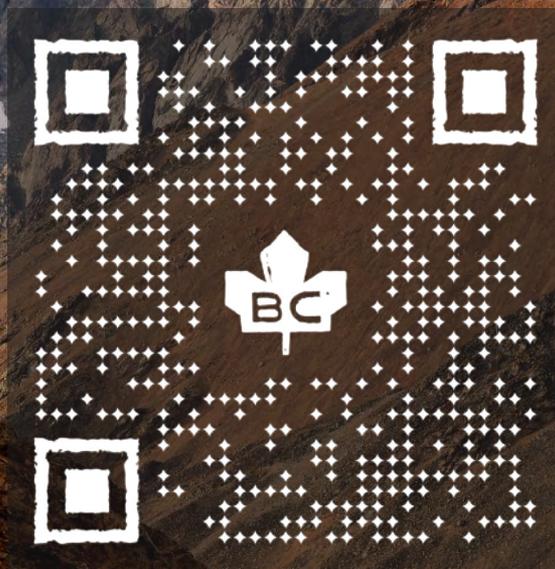
Connect with DBC

- Follow us on LinkedIn and subscribe to our newsletter.

Request the Full Marketing Strategy and Plan

- Request a copy of the three-year Marketing Strategy and/or 2026 Marketing Plan, email Marketing.Plan@DestinationBC.ca





Thank you!