

# BC Tourism Week

## 2026 INDUSTRY TOOLKIT

April 20 - 24, 2026



# BRITISH COLUMBIA: Powered by Tourism



BC Tourism Week is an annual celebration of tourism in BC and across Canada. This year, BC Tourism Week runs from April 20 - 24, 2026.

During this week, industry partners come together to champion and promote BC's destinations, tourism businesses, and employees.

The BC Tourism Week 2026 Industry Toolkit was prepared as a joint project by The Tourism Industry Association of BC and Destination BC.



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VANCOUVER | Photo: Jon Ross Films



NASS CAMP | Photo: Northern BC  
Tourism /  
Christos Sagiorgis

# INTRODUCTION

This toolkit provides information and resources for BC's tourism industry to participate in Tourism Week 2026.

## OVERVIEW

Destination BC and the Tourism Industry Association of British Columbia (TIABC) are sharing the **BC Tourism Week Toolkit** with industry partners across the province to prepare for BC Tourism Week (April 20–24, 2026).

This year, the campaign provides the opportunity to explore “what we wish people knew” about the value and benefits of BC's tourism industry, sharing facts and personal experiences throughout.



TUMBLER RIDGE | Photo: Jesaja Class

## NATIONAL CAMPAIGN

- This year's theme is “Canada: Powered by Tourism”
- Learn more about the national campaign [here](#)
- Use the Tourism Week hashtag #TourismWeekCanada2026 to help share the messaging

## BC CAMPAIGN

- In BC, we are supporting the national efforts and celebrating BC's tourism industry with #PoweredByTourism & #BCTourismWeek2026 messaging



NORTHERN BRITISH COLUMBIA | Photo: Norther BC Tourism / Marty

# TOOLS

This toolkit includes a range of ready-to-use resources for everyone, including:

- key messaging
- content calendar
- social media-ready graphics for:
  - LinkedIn
  - Facebook
  - Instagram
- newsletter copy
- videos
- fact sheets
- downloadable Travel in BC Pledge

We also encourage you to create your own social media posts and content that highlight the benefits tourism brings to your organization, business, or community.

And share what you wish people knew about the value and benefits of tourism in British Columbia.



COURTENAY | Photo: Experience Comox Valley / Claire Thomas



ERRINGTON | Photo: Jordan Dyck

# SOCIAL MEDIA CONTENT CALENDAR

**Monday, April 20:** Employment: working in tourism

**Tuesday, April 21:** Local Impact: value of tourism on communities

**Wednesday, April 22:** Connection: bringing people together

**Thursday, April 23:** Travel in British Columbia Pledge

**Friday, April 24:** What I Wish People Knew About BC's Tourism Industry

## GETTING INVOLVED

**Share:** Search campaign hashtags and reshare colleagues' posts to boost their content

**Hashtags:** #PoweredByTourism & #BCTourismWeek2026

**Tags:** Destination BC, TIABC + add your location (community)

**Insights:** Contribute your tourism insights with a short Destination BC questionnaire [here](#)



VANCOUVER | Photo: Jon Ross Films



CUMBERLAND | Photo: Experience Comox Valley / Claire Thomas




Download BC Tourism Week Social Media Visuals and more

# KEY MESSAGING


## Suggested content for your social media

### posts and updates:

- Tourism Week is an annual invitation for **all tourism partners** to come together to champion and promote BC's destinations, tourism businesses, and employees.
- **Tourism is a key economic driver** and one of BC's competitive strengths in the world economy. BC's total tourism revenue in 2024 was \$23 billion, and the sector contributed nearly \$8.0B to BC's GDP (+4.5% over 2023).
- **In 2024, BC had about 16,925 tourism businesses of every size and type.** These businesses, most of which are small, support BC's economy and offer a wide range of career opportunities.
- **In 2024, there were more than 113,000 direct tourism jobs, and nearly 163,000 full-time jobs** including indirect and induced tourism jobs in British Columbia.
- Tourism is a **key sector of BC's economy, one that drives investment, supports small businesses, sustains employment, and strengthens communities.**
- **Working in tourism is anything but routine.** The industry supports diverse, well-paying careers across a variety of sectors including guiding and outdoor recreation, hospitality, transportation, festivals and events, arts, and culture.
- **Tourism improves the quality of life** for all British Columbians. BC offers transformative experiences rooted in nature, culture, and community.
- **Tourism opportunities exist in every corner** of our province, from cities to rural communities.
- **Tourism plays a positive role** in preserving, sharing, and celebrating our culture and heritage.
- **Tourism elevates international perceptions of BC**, which has positive impacts on trade and investment, education, and immigration.
- **Tourism is one of the largest industries globally**, bringing incredible benefits not only for visitors, but also social, cultural and economic benefits for BC residents.



TERRACE | Photo: Northern BC Tourism | Marty Clemens



KELOWNA | Photo: Megan Reading

# SOCIAL MEDIA CONTENT

Download our 2026 ready-to-use social media posts to share on your channels. Engage with your followers by personalizing content.

Follow TIABC and Destination BC on social channels. Share, like, and help all BC communities spread the word about #BCTourismWeek2026:

**TIABC:** [Facebook](#), [Instagram](#) and [LinkedIn](#)

**Destination BC:** [LinkedIn](#)



KELOWNA | Photo: Megan Reading



CUMBERLAND | Photo: Comox Valley / Jordan Dyck


# SOCIAL MEDIA CONTENT

Get the word out by sharing tourism industry news and statistics on your channels.

## SUGGESTED POSTS

Suggested content for your social media posts and updates on any day during BC Tourism Week:

- Join us in celebrating #BCTourismWeek2026, April 20-24! Together, let's champion and promote BC's incredible destinations, tourism businesses, and employees. #PoweredbyTourism
- Tourism exists in every region of the province, from guiding and outdoor recreation to hospitality, transportation, festivals and events, arts, and culture. In 2024, the tourism industry supported over 113,000 direct jobs, and more than 163,000 direct and indirect jobs. Show your appreciation for BC's tourism professionals during #BCTourismWeek2026
- Did you know that tourism also helps sustain amenities and experiences that residents value? From restaurants and festivals to recreation infrastructure and transportation services, tourism enhances the quality of life across BC. Now that's something to celebrate! #BCTourismWeek2026
- Did you know that tourism is a key economic driver in BC? Generating \$23.0 Billion in revenue in 2024. 16,295 tourism-related businesses support our economy. That is something to celebrate. #BCTourismWeek2026
- In 2024, tourism contributed \$8B to BC's economy—more than any other primary resource industry. Show your support for BC's tourism industry and all of us that work in it during #BCTourismWeek2026



FORT NELSON | Photo: Northern BC Tourism / Ryan Dickie

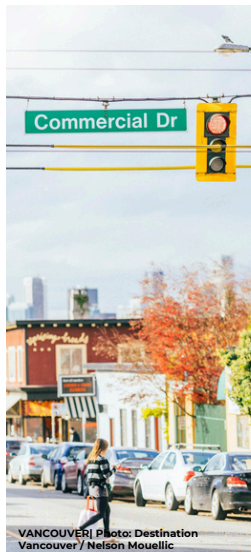


QUALICUM BEACH | Photo: Parksville Qualicum Beach / French Press Coffee Roasters / Jordan Dyck

# SOCIAL MEDIA GRAPHICS

Download our 2026 ready-to-use infographics to share through your channels.

- Download the 2026 infographics [here](#)
- Don't forget to include the hashtags - **#PoweredbyTourism** and **#BCTourismWeek2026** for sharing
- Tag TIABC and Destination BC on your posts



 [Download the 2026 Infographics](#)

# SUGGESTED NEWSLETTER COPY

This week, we're celebrating BC Tourism Week (April 20-20, 2026). We're taking the time to recognize the industry, our employees and the businesses that contribute to BC's economy.

## Did you know?

Tourism powers BC's economy.

In 2024, tourism generated \$23 billion in revenue, up 4.2% from 2023. Outpacing every other primary resource. Tourism is one of BC's most dynamic industries and a vital engine for economic growth and opportunity across the province. Predominantly run by local small businesses, which are, in turn, one of the province's largest employers.

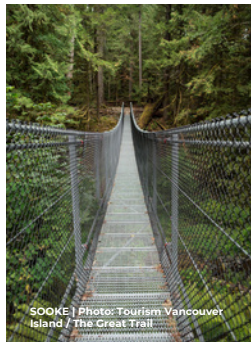
Tourism also:

- creates opportunities for residents and visitors to connect across cultures and perspectives, share stories and celebrate local heritage
- sustains cherished amenities and experiences that enrich the lives of BC residents, spanning from restaurants and festivals to recreation infrastructure and transportation services
- enhances quality of life across BC

During #BCTourismWeek, help us share the value of tourism and keep our communities thriving for years to come.



TOFINO | Photo: Jordan Dyck



SOOKE | Photo: Tourism Vancouver  
Island / The Great Trail

## VIDEOS

**Video is an effective way to engage with your audience. Either film your own or share others.**

A short video is an effective way to share your business's story and celebrate your staff. Choose social formats such as Reels or Stories. Keep videos brief, ideally between 60 and 90 seconds.

Add text overlays of the hashtags or "Join us in celebrating BC Tourism Week" (for people watching with sound off), and film what guests can experience at your place of business: behind-the-scenes prep or a day in the life.

Tag Destination BC and TIABC in your content and add the hashtag #PoweredByTourism and #BCTourismWeek2026 for sharing.

## VIDEO MESSAGE IDEAS

- Record your thoughts on what you wish people knew about the value and benefits of BC's tourism industry
- Highlight how tourism has benefited your community
- Interview staff
- Share anecdotes about visitor experiences

## SHAPING COMMUNITIES: THE VALUE OF DESTINATION DEVELOPMENT

**Shaping Communities: The Value of Destination Development in BC** is a seven-part video series that includes six community-based stories from across the province, along with an overview video that brings together the key series themes and learnings.



Watch and Share the  
[Destination Development](#)  
[videos](#)



# VALUE OF TOURISM VIDEOS

Share TIABC's Value of Tourism videos through your channels.

Add the hashtags #PoweredByTourism and #BCTourismWeek2026 for sharing.

The video series includes six topics on the Value of Tourism:

- ... to BC's Communities
- ... to Diversity & Inclusion
- ... to Reconciliation
- ... to Sustainability & the Environment
- ... to Accessibility & Inclusion
- ... to BC's Workforce

Videos range from 0:30 seconds to 3:00 minutes and feature the entire province.



[Download the Value of Tourism videos](#)

# TOURISM WEEK FACT SHEETS

Access the Tourism Fact Sheets for key, shareable data points.

- Download the BC Facts Sheet [here](#)
- Download the Value of Tourism Snapshot of Tourism in BC [here](#)



VANCOUVER | Photo: Tanya Goehring

## GDP BY PRIMARY RESOURCE INDUSTRY



ROSSLAND | Photo: Steve Ogle

# TRAVEL PLEDGE

We're inviting all to take a travel pledge in BC.

Download your copy of the pledge, sign and post to your social media accounts.

**Engage with your followers** and ask them to comment on where they plan to travel in the province this year.

**BRITISH COLUMBIA:**

Powered by  
**tourism.**

**This year, I pledge to travel in BC.**

**Find me in**



Download [BC Tourism Week Travel in BC Pledge](#), and more



LAXGALTS'AP | Photo: Northern BC Tourism, Christos Sagiorgis



COURTENAY | Photo: Experience Comox Valley / Claire Thomas



The BC Tourism Week 2026 industry toolkit was prepared as a joint project by The Tourism Industry Association of BC and Destination BC.

PRINCE RUPERT | Photo: Northern BC Tourism / Marty Clemens



ABBOTSFORD | Photo: Viranly Liemena