



THE INFINITE COAST

BRITISH COLUMBIA 

DESTINATION DEVELOPMENT STRATEGY

SPRING 2026



DESTINATION
BRITISH COLUMBIA®



GIBSONS

Photo: Sunshine Coast Tourism/Shayd Johnson

LAND ACKNOWLEDGMENT

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwx̱ wú7mesh Úxwumixw (Squamish Nation), and səliłwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of First Nations throughout BC. We honour our ongoing and developing relationships with First Nations, Inuit, and Métis. We are on a path of learning and are committed to working together.

As an organization, we are committed to the United Nations Declaration on the Rights of Indigenous People's Act, the Truth and Reconciliation Commission of Canada: Calls to Action, the BC Declaration on the Rights of Indigenous Peoples Act, and the Declaration Act Action Plan. We are working with the Government of BC, Indigenous Tourism BC, and the tourism industry to develop and implement actions of reconciliation. This includes the development of an action plan for Destination BC and collaboration with Indigenous communities interested in the benefits of tourism.

THANK YOU

Thank you to all the tourism partners who contributed to the co-creation of this destination development strategy through workshops, feedback, and follow-up insights.

Sincere gratitude to Indigenous Elders, Knowledge Keepers, Tourism Operators, and Community Leaders who generously shared their time, insights, and lived experience in Listening to Learn: *The Infinite Coast*. Their reflections have shaped this strategy in meaningful ways.

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A special thank you to the project team members for coordinating engagement outreach, hosting sessions, and reviewing planning and strategy materials.

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1. INTRODUCTION

1.1 WHY A STRATEGY?

The [Invest in Iconics Strategy](#) is a long-term strategy to responsibly and sustainably increase tourism revenue to British Columbia, in more places and in all seasons. It focuses on marketing and supporting the development of globally compelling places and route brands. The Invest in Iconics Strategy is reflected within the three pathways to growth in [Destination BC's 2026-2028 Corporate Strategy](#):

- Strengthen BC's tourism brand through a refreshed Super, Natural British Columbia® brand family
- Enable the development of Iconic brand-aligned experiences
- Unite BC's tourism sector for shared success

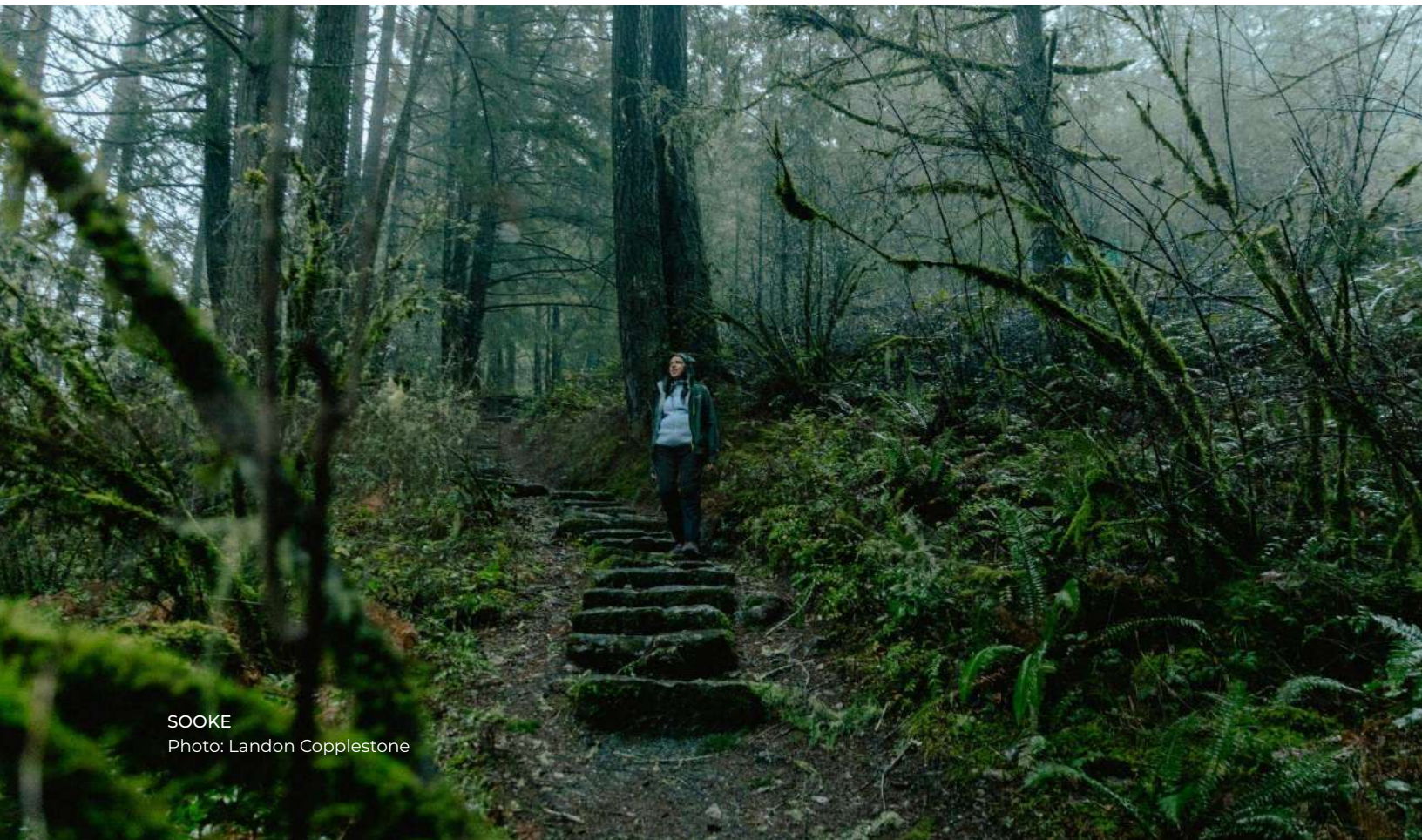
Together, the brand family of six iconic travel routes and places along with Destination Ski and Vancouver and Area, differentiate BC on the world stage and grow the benefits of tourism across the province. Each new destination brand is recognizable as part of the Super, Natural British Columbia® brand family. To help guide aligned and strategic implementation of the Invest in Iconics Strategy on the ground, a destination development strategy for each Iconic identifies high-potential opportunities for tourism partners, businesses, and operators to develop brand-aligned experiences for visitors.

The Infinite Coast Destination Development Strategy, outlines how [The Infinite Coast](#) will be brought to life on the ground for visitors, the tourism industry, and communities. With emphasis on the three focus areas identified in the [Iconics Destination Development Framework](#), encounters, experiences, and touchpoints, it's designed to help the brand succeed on the ground through guiding the development of an enhanced visitor experience. It identifies experience development opportunities to deliver on the brand promise and sets out key priorities to make that happen.

1.2 HOW IT ALIGNS

Considerable work is already underway at different levels and locations across the province as part of the Province's [Tourism Sector Action Plan](#) and the development and implementation of the regional and planning area destination development strategies that were co-created by various partners throughout BC. These strategies and plans focus on progressing transportation, workforce development, infrastructure, product development, and visitor services, all of which remain important for destination development.

A key feature of destination development within the [Invest in Iconics Strategy](#) is its focus on the visitor experience. Building on the destination development work already underway, this strategy recognizes progress to date and identifies opportunities to elevate, support, and, where needed, recalibrate destination development activities to better align with *The Infinite Coast*.



SOOKE
Photo: Landon Copplestone

1.3 WHO IT'S FOR

The Infinite Coast Destination Development Strategy is intended primarily for partners involved in destination development, experience planning, visitor servicing, and destination management, including Destination BC, Indigenous Tourism BC (ITBC), 4TVI, Vancouver, Coast & Mountains Tourism Region (VCM), the Cariboo Chilcotin Coast Tourism Association (CCCTA), the Northern BC Tourism Association (NBCTA), and the Ministry of Tourism, Arts, Culture and Sport (TACS). Beyond these core partners, the goal is for the opportunities presented in *The Infinite Coast* Destination Development Strategy to support the broader tourism landscape, including government leaders, in adopting a consistent approach to experience development throughout the destination. This could include Indigenous communities, tourism businesses, local governments, Community Destination Management Organizations (CDMOs), Sector associations, development corporations, not-for-profit and community groups, and others.

1.4 HOW IT WAS DEVELOPED

As part of the development of *The Infinite Coast* Destination Development Strategy, Destination BC worked with ITBC, TACS, 4TVI, VCM, CCCTA, NBCTA, and Destination Greater Victoria to host a series of co-facilitated workshops involving a range of participants from across the tourism sector, reflecting a strong commitment to a collaborative approach. This included First Nations communities and representatives from throughout the region, along with BC Parks, Parks Canada, the Ministry of Jobs and Economic Growth (JEG). Participants also included a range of communities, organizations, businesses, local chambers of commerce, community DMOs, not-for-profit groups focused on culture and outdoor recreation, and local governments across Northern BC. Strategic follow-up workshops with ITBC, 4TVI, VCM, CCCTA, NBCTA, and their partners helped to validate engagement outcomes and refine development priorities.

Throughout this collaborative and iterative strategy development process, insights were gathered on:

- Compelling story themes that resonate with visitors in global markets
- Experience development opportunities that bring these story themes to life along *The Infinite Coast*
- Touchpoints that will help visitors navigate *The Infinite Coast*, enticing them to travel further and connect more deeply with local stories.
- Knowledge and perspectives on tourism from Indigenous voices

As part of the development process, ITBC led a focused Indigenous engagement process titled Listening to Learn: *The Infinite Coast*. This work was grounded in the understanding that Coast Salish, Nuuchah-nulth, Kwakwaka'wakw, Nuxalk, Heiltsuk, Haida, Nisga'a and Tsimshian Peoples are the inherent rights-bearing Nations whose territories are represented within *The Infinite Coast*. This process was designed as relational engagement rooted in humility, responsibility, and reciprocity.

Through the Listening to Learn engagement process, interviews were conducted with Indigenous Tourism Operators, Elders, Knowledge Keepers, and Community Leaders. This engagement helped build understanding that asking for stories is a commitment to listening. Listening also brings a responsibility to act. The Invest in Iconics Strategy includes a responsibility for stewardship, caring for lands and waters, and remaining accountable to Indigenous Peoples in BC, today and in future generations.

It is acknowledged that not every community, First Nation, or tourism operator were a part of this process, including the Haida Nation and Nisga'a Nation. The individual voices shared and expressed may not represent the full range of nuances and experiences across these communities. As engagement is ongoing, additional perspectives and further insights will continue to guide the evolution and implementation of the strategy.



SUNSHINE COAST
Photo: Destination BC/Abby Cooper



2. REALIZING THE POTENTIAL OF *THE INFINITE COAST*

2.1 *THE INFINITE COAST* PROPOSITION

“A journey along the pacific edge, where ocean, rainforest, and mountains converge and cultures are shaped by land and sea.”

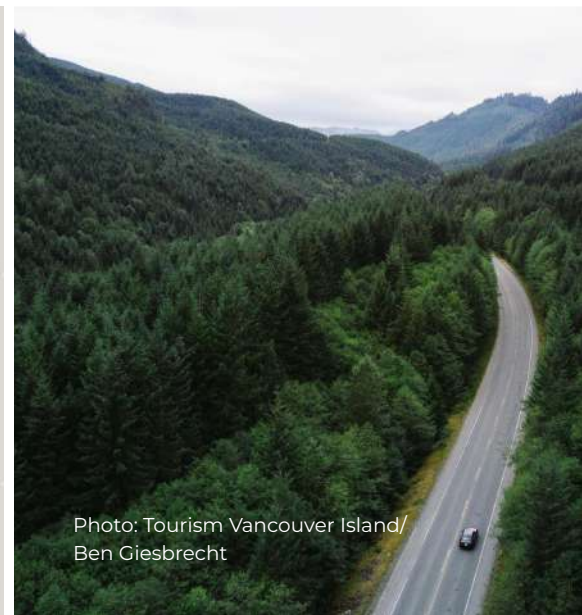
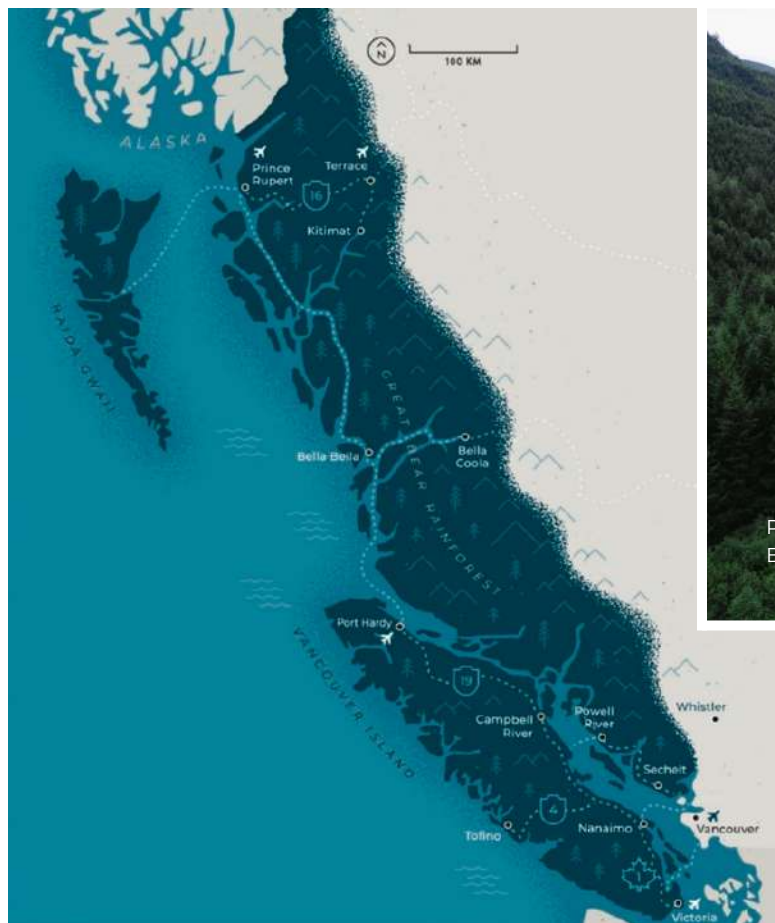


FIGURE 1:
THE INFINITE COAST AREA MAP

The Place

The Infinite Coast is a journey through British Columbia's dramatic shoreline along the Pacific Ocean, encompassing Vancouver Island, the Gulf Islands, Great Bear Rainforest, Sunshine Coast, and the North Coast. Ocean, mountains, and forests converge, offering immersive experiences with marine life, coastal communities, and diverse First Nation cultures.

The Infinite Coast is where land, sea, and sky meet in a diverse ecosystem. Tides shape the shoreline, ancient rainforests rise from the mist, and mountains stand strong against the elements.

The powerful environment sets the rhythm for travel along this coastal route. Moving through these lands and waters means moving with the Pacific's ebb and flow: driving from coastal metropolis to seaside community, paddling in waters where whales may surface, sailing past secluded beaches where bears roam, or flying over fjords where waterfalls crash into the sea. With every mode of travel, the Pacific Ocean influences this journey's adventure.

That rhythm continues inland. Steep headlands descend into the surf, winds stir towering cedars, and trails lead into moss-draped wilderness.

Adventure and connection is everywhere, from navigating island passages to forest treks and memorable wildlife encounters above and below the ocean, to connecting with the Indigenous Peoples whose stories, arts and traditions are shaped by this place.

Home to more than 60 First Nations, who carry forward deep-rooted artistry, sustainability, and storytelling.

Creativity flows here like the tides, in food, craft, music, and innovation. The ocean shapes both land and life.

To explore *The Infinite Coast* is to feel its energy and immerse in its depths.

Communities

The First Nations communities along *The Infinite Coast* are diverse and distinct, with their own cultures, languages, traditions, perspectives, and ways of life. While several of these communities currently offer tourism experiences, there is interest and potential to further develop authentic, Indigenous tourism experiences throughout the route among communities that wish to pursue these opportunities. *The Infinite Coast* includes more than 40 incorporated municipalities and several regional districts. Most participate in tourism to some degree.

Travel Corridors and Multi-Modal Travel

The Infinite Coast is distinguished by its multi-modal journey experience, where the convergence of air, sea, and land routes creates a distinctive travel proposition unavailable within most North American coastal destinations. Travellers can compose personalized experiences by choosing their entry points, travel modes, and pace.

The Infinite Coast is accessible by air travel through three international airports (Victoria International Airport, Nanaimo International Airport, and Comox Valley International Airport), 10 regional airports, and short-haul scenic and private flights via a network of float planes and helicopters. Vancouver International Airport, particularly the south terminal, also provides direct flights.

Marine routes are central to *The Infinite Coast* experience. BC Ferries operates 25 routes with major routes including Tsawwassen–Swartz Bay (Victoria), Horseshoe Bay–Departure Bay (Nanaimo), Horseshoe Bay–Langdale (Sunshine Coast), and Port Hardy to Prince Rupert. Water taxis, private boats/vessels, tour operators, cruise/pocket cruises, and boat charters from marinas and ports extend reach to remote coastal villages, wilderness lodges, and harbours inaccessible by road. Many communities offer further opportunities for water-based travel and exploration via kayak rentals and boat rentals.

The Gateway of Victoria is also connected via waterways to Washington State (WA) from the Black Ball Ferry Line (Port Angeles) and the FRS Clipper (Seattle). The Washington State Ferries service between Anacortes, WA, and Sidney, BC via the San Juan Islands is suspended until at least spring 2030.

Road travel connects *The Infinite Coast* through a number of routes:

- Highway 1 (Trans-Canada Highway) originates at Mile 0 in Victoria and extends north to Nanaimo.
- Highway 19 continues north from Nanaimo to Port Hardy. Highway 19A, running parallel to Highway 19, offers a scenic coastal alternative.
- Highway 4 (Pacific Rim Highway) connects Highway 19 and then Highway 1 to Port Alberni, Tofino, and Ucluelet.
- Highway 101 (Sunshine Coast Highway) connects Langdale to Lund.
- Highway 20 connects the Great Bear Rainforest inland from Bella Coola to Williams Lake.
- Highway 16 and Highway 37 connect travellers from Prince Rupert to Terrace, Kitimat, and Stewart.

Driving and marine routes promoted to international markets include South Island Spirit Loop/Pacific Marine Circle Route, the Coastal Circle Route, the Great Bear Circle Route, and the Inside Passage.



PORT HARDY
Photo: Destination BC/@westcoastlife

Ecosystems and Biodiversity

The Infinite Coast is home to some of the world's most productive and biodiverse ecosystems. The largest coastal temperate rainforest in the world stretches through the region, home to trees over 1,000 years old. The cold Pacific currents and nutrient-rich waters support abundant marine life, including salmon, sea otters, seals, sea lions, humpback, orca, and grey whales, dolphins, and kelp forests. Salmon runs, travelling bears, and migratory bird pathways are integral to the ecosystem. The region supports healthy populations of black bears, grizzly bears (in northern regions), wolves, and hoofed animals such as elk and deer. Much of this region is protected through parks, marine reserves, and Indigenous Protected and Conserved Areas (IPCA), recognizing its global ecological importance.

There is one United Nations Educational, Scientific and Cultural Organization (UNESCO) designated World Heritage Site within *The Infinite Coast* at SḠang Gwaay. In addition, there are three UNESCO Biosphere Regions: Clayoquot Sound, Mount Arrowsmith, and Átl'ka7tsem / Howe Sound. Clayoquot Sound Biosphere Region represents one of the largest intact temperate rainforest ecosystems in the world. Old growth forests are protected within the Carmanah Walbran Valley, Cathedral Grove, and other areas.

Parks and Protected Areas

The Infinite Coast is anchored by an exceptional network of protected areas. Signature parks include Pacific Rim National Park Reserve on Vancouver Island, Strathcona Park, Gulf Islands National Park Reserve, Desolation Sound Marine Park, and Gwaii Haanas National Park Reserve and Haida Heritage Site. Together, they offer opportunities for hiking, paddling, wildlife viewing, and cultural experiences.

The Great Bear Rainforest, endorsed under The Queen's Commonwealth Canopy initiative in 2016, stands as a globally significant conservation landscape and a leading example of Indigenous stewardship. Marine Protected Areas, conservancies, and Indigenous Protected and Conserved Areas safeguard vital ocean and coastal ecosystems while supporting responsible tourism. Examples include Hada and Kakweikan IPCA, Gitdisdzu Lugyek's Marine Protected Area, and areas stewarded by the ƛ̓w̓iƛ̓w̓asut'inuxw Haxwa'mis First Nation and Kitasoo Xai'xais First Nation. These are complemented by extensive BC Parks, Recreation Sites and Trails, and municipal parks that provide widespread access to nature-based recreation across the region.



BELLA COOLA

Photo: Cariboo Chilcotin Coast/Jonny Bierman

Heritage

The Infinite Coast's heritage embodies millennia of Indigenous stewardship by more than 60 First Nations, whose cultures are profoundly shaped by ocean, rainforest, and mountains along this Pacific edge. Coast Salish, Nuu-chah-nulth, Kwakwaka'wakw, Heiltsuk, Nuxalk, Haida, Nisga'a, and Tsimshian Peoples have lived here since time immemorial.

First Nations living traditions connect visitors to authentic stories through Indigenous experiences like Lekwungen interpretive signs in downtown Victoria, Tla'amin's Lund Resort at Klahmen, Heiltsuk Big House tours in Bella Bella, Nuxalk petroglyphs near Bella Coola, the Kwakwaka'wakw U'mista Cultural Centre in Alert Bay, and fishing within the traditional territory of the Ts'msyen people. Totem poles at coastal villages highlight Northwest Coast artistry tied to marine stewardship.

Museums and cultural centres of all sizes share local history, Indigenous and settler stories, and reflect the vibrancy of unique community life along the coast, past and present. As examples, the Royal BC Museum, the Museum at Campbell River, the Ucluelet Aquarium, and the Whale Interpretive Centre in Telegraph Cove showcase maritime, coastal, and natural history. Further north, the Haida Heritage Centre at Kay'Inagaay, the Nisga'a Museum, and the Museum of Northern BC provide guided tours to learn more about First Nations and coastal life.

There are many heritage sites that showcase and celebrate the connections between communities and the waters that sustain livelihoods, support economies, and connect people through vital waterways. Examples include Emily Carr House, Telegraph Cove historic village, S'Gang Gwaay, Norwegian Heritage House, Q'at'u'walas, Kitselas Canyon National Historic Site, North Pacific Cannery National Historic Site, and many other coastal canneries, historic shipwrecks, and coastal lighthouses.

Unique Trails

The Infinite Coast is renowned for its world-class trail systems. Signature multi-day hiking trails include the West Coast Trail, an iconic multi-day backpacking route, the Sunshine Coast Trail, Canada's Longest Hut-To-Hut Hiking Trail at 180km, and the Juan de Fuca Marine Trail, stretching 47km from Botanical Beach to China Beach.

Popular trails include hiking routes through Strathcona Park, The North Coast Trail and San Josef Bay Trail (Cape Scott Park), Hakai Institute Trail, Taaw Tldáaw (Tow Hill) on Haida Gwaii, and the Wild Pacific Trail near Ucluelet as an 8-kilometer loop offering dramatic coastal views. There are thousands of day hikes and smaller trails in both urban and rural settings.

As part of the Trans-Canada Trail, the Galloping Goose and Lochside Regional Trails form an interconnected network from downtown Victoria to Sooke (west) or Sidney (north) almost entirely on dedicated cycling and walking paths.

Outdoor Adventure

Outdoor adventure experiences attract active travellers seeking authentic engagement with wild landscapes. In *The Infinite Coast*, backcountry camping and wilderness travel provide immersive multi-day experiences in remote areas, with access via hiking, paddling, and coastal expedition routes.

Mountain biking has emerged as a growing adventure draw, with legendary trail communities like Cumberland and Terrace, mountain bike parks like Coast Gravity Park, and trails like Mt. Prevost, which is internationally recognized for its championship-caliber gravity terrain, and the Double D signature flow trails on Mt. Tzouhalem attracts riders seeking technical descents and bermed flow experiences.

Sport fishing is a significant attraction. Nootka Sound is recognized as one of the most prolific and sustainable sport fisheries in BC, attracting fly-fishers and charter anglers seeking world-class salmon and halibut opportunities. Other alluring fishing locations include Rivers Inlet, Bella Bella, Bella Coola, Port Hardy, Kyuquot, Ucluelet, Tofino, the Skeena River and tributaries, Campbell River, and the Sunshine Coast.

Additional outdoor activities include mountaineering, rock climbing, and alpine hiking; SCUBA diving, including world-class winter diving in Egmont; hot springs experiences; and winter sports such as backcountry skiing, snowshoeing, and winter hiking, including in the mild winter climates of the Southern segment, Sunshine Coast, and Greater Victoria.

Coastal Activities

Nature-based marine experiences are at the heart of *The Infinite Coast*. Kayaking and paddling range from sheltered urban waterways to open-ocean journeys through fjords, inlets, and island chains, including ocean-going canoe routes that reflect Indigenous stewardship and traditional travel. Wildlife viewing is a defining draw, with globally renowned opportunities for bear viewing, whale watching, and encounters with marine mammals along the entire coast.

The region also offers iconic coastal pursuits such as cold-water surfing on Vancouver Island's west coast, boating and sailing to remote communities and wilderness areas, and world-class diving and snorkeling in kelp forests and rich marine ecosystems. Seasonal phenomena, from salmon runs, herring spawn, and humpback migrations to storm-watching and powerful tidal rapids, create year-round reasons to visit.

Responsible stewardship messaging around these activities emphasizes leaving no trace, respecting Indigenous protocols, observing wildlife ethically, and understanding the ecological sensitivity of coastal environments.

Agritourism Experiences

Ocean-to-table, forest-to-table, farm-to-table: agritourism on *The Infinite Coast* celebrates the convergence of fertile coastal soils, marine abundance, and year-round mild climates to create unique, authentic culinary experiences. These offerings immerse visitors in sustainable food production, Indigenous harvesting practices, and local culinary traditions unique to the Pacific edge.

Experiences across *The Infinite Coast* extend visitation beyond peak summer months. Examples include the Flavour Trails in Greater Victoria, Cowichan Valley's vineyards and off-season harvest events, the Sunshine Coast Flavour Festival, North Coast culinary walks, and Great Bear Rainforest food gatherings rooted in cultural practices. Across the coast, seafood offerings, farmers markets, and local cuisine create authentic, place-based reasons to travel. They also connect food, culture, and landscape in ways influenced by the Pacific edge.

Arts & Creativity

Arts and creativity along *The Infinite Coast* are deeply shaped from Indigenous traditions, settler histories, and the surrounding coastal landscapes. Visitors encounter these expressions through galleries, studios, festivals, public art, and community-led storytelling that reflect authentic local identity and place.

From island arts crawls, studio tours, and music and literary festivals to Indigenous carving, ceremony, and apprenticeship-based art practices, creativity is embedded across the coast. Public art, murals, totem houses, and digital storytelling projects further weave culture into everyday spaces, offering meaningful opportunities for connection, learning, and year-round visitation.

2.2 OUR VALUES

This strategy is about building strong relationships. This includes relationships with Indigenous Peoples, who are the first and ongoing stewards of these lands; tourism businesses and not-for-profit organizations that deliver memorable visitor experiences; regional and community destination management partners; and all levels of government that play a role in enabling tourism to support community well-being across BC.

There is a strategic focus on the following values:

- Respectful sharing and celebration of Indigenous cultures, traditions, and languages, which must be Indigenous-led
- Maintenance and restoration of the ecological integrity of natural systems
- Profitability of tourism businesses and prosperity of the region
- Enriching visitor experiences for those who value and respect what the destination offers
- Well-being of communities and support of residents

Acknowledging and respecting community aspirations and residents' attitudes toward visitors in host communities is essential, as destination development can be challenging without local support.



Residents also continue to value the contribution that visitors make to their local economy.



FIGURE 2: A 2025 SNAPSHOT OF BC RESIDENTS' PUBLIC PERCEPTIONS OF BC'S TOURISM INDUSTRY.

Download the latest Residents' Perception report: ***Residents' Perceptions of British Columbia's Tourism Industry Survey Findings Report***

2.3 OUR VISION FOR THE INFINITE COAST

A vision provides a clear and compelling picture of the preferred future for the destination and considers how values and the visitor experience connect to the brand positioning.



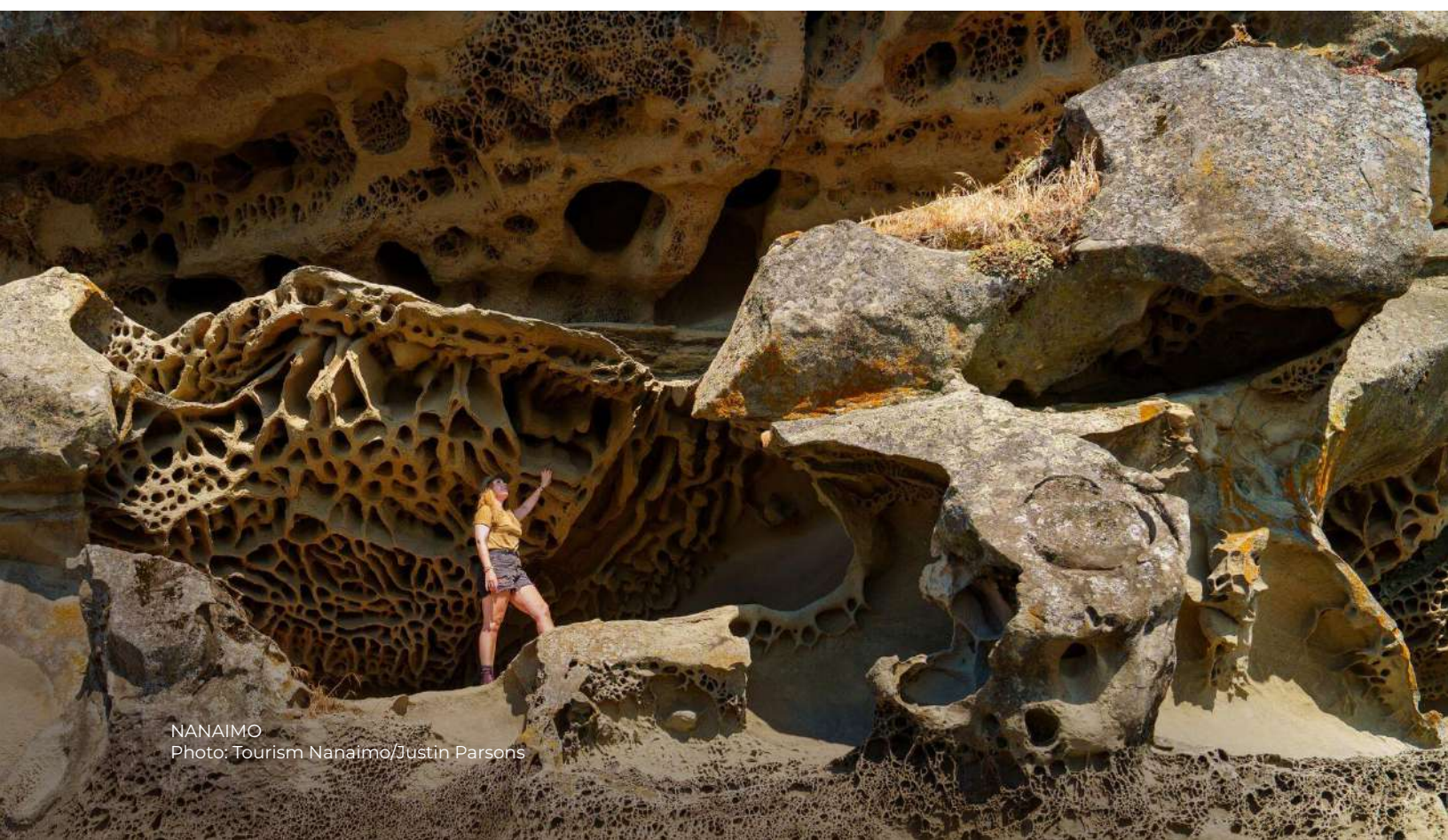
"IN 2036, *THE INFINITE COAST* IS THE MOST SOUGHT AFTER COASTAL JOURNEY FOR RESPONSIBLE TRAVELLERS GLOBALLY."

KITIMAT
Photo: Northern BC Tourism/Andrew Strain

2.4 VISITOR EXPERIENCE AND THE IDEAL TRAVELLER

The Invest in Iconics Strategy brings together branding and destination development by integrating marketing efforts with the creation of immersive, memorable experiences in destination. This integration will be achieved by amplifying the distinctive attributes of the places and communities within *The Infinite Coast*, supports the development of brand-aligned experiences, and focuses strategic marketing efforts on the ideal traveller.

As part of the brand development process, an ideal traveller is defined for each Iconic destination brand. This ideal traveller portrait conveys the type of visitor who best aligns with the values and experiences the brand represents. It reflects their motivations, values, and desires, and guides who the brand is being shaped for. This focus helps develop messaging and supports clear differentiation between the Iconic place and route brands.



NANAIMO
Photo: Tourism Nanaimo/Justin Parsons



DUNCAN
Photo: City of Langford/Landon Copplestone

The ideal travellers for *The Infinite Coast* are:

REFINED GLOBETROTTERS

“We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross off our list. We immerse ourselves in history, museums, and the authentic charm of new places, ensuring smooth travel with all-inclusive packages and expert-guided tours.”

- Seek culture and relaxation
- Expect luxury and premium amenities
- Support local economies
- Choose premium accommodations
- Prefer curated, expertly planned itineraries

For more information, refer to [the full traveller segment profile for the Refined Globetrotter](#). For *The Infinite Coast* Destination BC's key geographic markets of focus are:

- Primary: UK and German-speaking Europeans
- Secondary (seasonal growth): US
- Tertiary (seasonal growth): China and Mexico





3. DESTINATION DEVELOPMENT FOR *THE INFINITE COAST*

3.1 OUR OBJECTIVES

Sustainable tourism growth is at the core of destination development work for *The Infinite Coast*, guided by the following mid- to long-term objectives:

- Grow brand awareness and relevance in priority international markets (marketing focus area).
- Sustainably increase visitation from priority international markets across the coast to diversify the market base, lengthen average stays, and attract visitors who engage more deeply, spend more, and travel further.
- Extend the tourism season through to the end of October, prioritizing the southern part of the route where export-ready shoulder season experiences already exist. Apply a targeted seasonal focus to other areas based on readiness and conditions. Enhance existing access, transportation, and connectivity to align with *The Infinite Coast*.
- Continue to seek out global recognition for sustainability and cultural stewardship.

3.2 ICONICS DESTINATION DEVELOPMENT FRAMEWORK: AREAS OF FOCUS

To achieve these objectives, *The Infinite Coast* Destination Development Strategy considers the many aspects of the visitor experience. These are broadly defined as **experiences**, **touchpoints**, and **encounters** in the Iconics Destination Development Framework. Destination BC, ITBC, and the regional destination management organizations (RDMOs) co-created the framework to guide the implementation of the Invest in Iconics Strategy through destination development. This supports a consistent, coherent, and cohesive approach to destination development for the Iconic destination brands by integrating experience development efforts with work already underway at the regional level.

EXPERIENCES

Experiences include all the ways visitors can enjoy, explore, engage with, learn about, and develop a deeper appreciation of the area they are travelling through. The tangible aspects of experiences include products and activities such as guided tours, wildlife viewing, fishing, and events, which alone or in combination can motivate travel and provide value for visitors. Equally important are the intangible aspects, including the thoughts, feelings, and emotions that are awakened through the experience, and the lasting impact it creates through memories, impressions, and personal transformation.

TOUCHPOINTS

Touchpoints are the places of arrival, welcome, orientation, and decision making experienced by visitors when in the destination. They raise awareness of what a place has to offer while providing reassurance to visitors that they are on the right track and know where to explore next. They can provide a physical manifestation of the brand on the ground, and include the physical elements of signage, interpretation (storytelling), and other navigational tools. Touchpoints also include key sites and facilities such as museums, interpretive centres, and Visitor Centres, which provide learning opportunities as well as points of orientation to the story of place and the people who live there.

ENCOUNTERS

Encounters are the ways the stories of places are authentically and respectfully shared with visitors, with approval from the story owners. This can happen through the interactions visitors have with local people, the tourism experiences they participate in, or the interpretative materials they encounter. The stories we choose to tell can change the way visitors experience a place and enable them to reach a deeper understanding of the significance of the places they visit.



PORT EDWARD
Photo: Destination BC/Dave Silver

4. NAVIGATING *THE INFINITE COAST*

4.1 DESTINATION DEVELOPMENT ROUTE SEGMENTS

There are four distinct route segments reflecting geographic, cultural, and experiential characteristics that guide how a visitor might experience travelling *The Infinite Coast*. Each segment offers its own distinctive experiences as well as unique development opportunities that contribute to the enhancement of the segment as well as the entirety of the route. These route segments do not reflect the diversity of unique First Nations, communities, experiences, and people throughout the route. It is recognized these route segments are within the territories of the Coast Salish, Nuu-chah-nulth, Kwakwaka'wakw, Nuxalk, Heiltsuk, Haida, Nisga'a and Tsimshian Peoples.

The visitor journey includes the following route segments:

- **Greater Victoria** serves as the southern gateway and provincial capital hub, introducing and connecting international visitors to the broader experience along *The Infinite Coast*. This includes the Saanich Peninsula, Sooke to Port Renfrew, and the Malahat.
- **Southern Segment** includes the area from the Cowichan Valley to Campbell River, through Nanaimo and Parksville, including Pacific Rim communities such as Tofino, Ucluelet, and Bamfield, as well as the Gulf Islands.
- **Northern Segment** extends north beyond Campbell River, through northern Vancouver Island and Port Hardy, to the Great Bear Rainforest, Haida Gwaii, Prince Rupert, and Stewart. It also includes the Nass Valley and Nisga'a Lands, and extends east to Terrace to Kitimat.
- **Sunshine Coast** stretches from northwest of Langdale along 180km of land through Gibsons, Sechelt, and Powell River to north of Lund to Bliss Landing in Desolation Sound. It includes the entirety of Jervis Inlet, Princess Louisa Inlet, and waterways to the northern tip of Toba Inlet, as well as islands such as Gambier, Texada, and Savary.

FIGURE 3: THE INFINITE COAST ROUTE MAP



4.2 KEY CHALLENGES

The Infinite Coast faces a set of complex challenges that impact both the visitor experience and the long-term success of the route. The following priorities are critical to achieving the 10-year vision:

- **Transportation Limitations:**

- Multi-modal travel requires planning ahead, with ferry, flight, and rental car availability varying by season and impacted by weather conditions. High-demand areas like Tofino, Victoria, and Haida Gwaii face capacity issues that can impact the visitor experience, while the Northern segment can experience reduced services in shoulder seasons.
- Challenges with ferry reservations and reliability, especially along the Northern segment and for travel trade itineraries, requires clear messaging to travellers. This includes the need to book in advance and consider logistics, such as renting a car in Nanaimo rather than Vancouver.
- Highway infrastructure quality varies across different areas of *The Infinite Coast*.

- **Extensive Route with Infrastructure and Offering Variations:**

- Variations along *The Infinite Coast* route add to its appeal throughout a changing journey, yet may also disrupt travel consistency and spontaneity.
- The Southern segment offers more urban amenities and culinary depth, while the Northern segment faces infrastructure limitations, and has fewer export-ready businesses, such as accommodation. In some areas, accommodation capacity exists even during peak season, but restaurant options can be limited.
- Variations in seasonality, infrastructure, and logistics mean the Northern and Southern segments face different realities and require tailored development and communication strategies to address visitor needs and expectations.
- Remote areas experience additional hurdles, including geographic distances, operational constraints, and a tourism industry made up of smaller entrepreneurial businesses, many with variable hours or seasonal closures. Some communities such as Gold River to Tahsis lack paved road access and are less accessible.

- **Low Awareness of the Full Journey:**

- *The Infinite Coast* is the second most visited Iconic area or route, after Vancouver & Area, by US and international travellers, with almost half of travellers visiting Victoria.
- Refined Globetrotters are not aware of the full journey and the route's expansive geography. There is an opportunity to increase awareness of the full journey and grow the total trip length (average stay of 5.5 days) by increasing awareness and desire to explore beyond Victoria and internationally-recognized Tofino.
- Addressing this challenge will help realize the full potential of *The Infinite Coast*, creating deeper engagement, longer stays, and broadening the distribution of tourism benefits along the route.

- **Seasonality:**

- The seasonal nature of activities, particularly north of Campbell River, restricts visitor options outside summer. Many experiences require one- to two-year advance bookings, such as ferry routes and wilderness lodges.
- Capacity limits in high-demand areas like Tofino restrict flights, ferries, and accommodation availability.
- Seasonality can limit business viability, making it difficult for some businesses to provide year-round income for entrepreneurs and staff to focus on tourism.

- **Capacity within First Nation Communities:**
 - First Nations communities throughout *The Infinite Coast* may face capacity constraints in determining their aspirations for tourism and supporting tourism growth.
 - This includes limited people capacity, infrastructure, and readiness for increased visitation and partnership development. Active relationship building, engagement, and capacity building are important for supporting equitable growth, where desired.
- **Stewardship:**
 - Sensitive environmental and cultural areas across *The Infinite Coast* are experiencing growing pressure. Visitor use and wildlife interactions must stay within limits that support wildlife and long-term ecosystem health. In many areas there are limited resources and tools to manage visitor use.
 - In several high use areas, visitor behaviours are impacting residents' day-to-day lives. Congestion, crowding, and noise are also reducing the quality of nature-based experiences visitors expect, creating tension between the brand promise and lived reality.
 - Declining wildlife and fisheries resources require responsible visitor behaviours and regenerative tourism practices that support stewardship efforts.
- **Parks Access and Permitting:**
 - Lengthy and complex land use and park-related processes deter tourism operators from starting, expanding, or evolving experiences that would otherwise motivate travel, increase length of stay, and drive higher visitor spend. Some operators report waiting between two and ten years for decisions or approvals. This can undermine business confidence and limit the ability to bring new or enhanced experiences to market in a timely way.
- **Lack of Bookable Guided Experiences:**
 - Across the route, there is an opportunity to increase readily bookable guided experiences, especially those that can be easily reserved online and confidently recommended by travel trade. This gap limits the region's ability to fully deliver on *The Infinite Coast* brand for target markets. A shortage of trained guides further limits the range and quality of guided products available, especially in more remote or specialized nature-based and cultural settings. It also reflects the Indigenous value and importance of interactions between hosts and guests.

- **Vistas and Ocean Access**

- While *The Infinite Coast* is positioned on the convergence of land and water, in many places it is difficult to access the shoreline or know where opportunities exist to see the dramatic coastal scenery. Inland highways and treelines can restrict access.
- Land use for resource industries can cause interrupted viewsapes that detract from ocean and mountain vistas, and experiences like marine kayaking.

4.3 OPPORTUNITIES

In alignment with the objectives identified for destination development, nine overarching experience development opportunities have been identified for *The Infinite Coast*:

1. **Tying the Journey Together**

The Infinite Coast encompasses four distinct geographic segments, Greater Victoria, Southern, Northern, and Sunshine Coast, each with unique landscapes, cultures, and experiential signatures. A key opportunity is to develop and strengthen authentic place-based experiences while aligning them with *The Infinite Coast* brand and motivating travel among Refined Globetrotters.

2. **Boost Greater Victoria as a Gateway**

Greater Victoria serves as the southern hub and primary international gateway for *The Infinite Coast*, welcoming visitors who arrive via air, sea, and land and introducing them to the entire route. There is a strong opportunity to strengthen gateway infrastructure, including airports, terminals, and visitor centres, and to enhance anchor attractions such as Victoria's Inner Harbour and waterfront. These areas can serve as immersive experiences that introduce the brand promise, support international visitor spending, and encourage longer journeys along the entire coast and repeat visitation.

3. **Build Capacity for High Demand Experiences for International Travellers**

International interest in *The Infinite Coast*'s signature experiences, such as bear viewing, marine mammal viewing, and Indigenous cultural tours, kayaking, and wilderness lodges, exceeds current supply in some areas. This creates an opportunity to expand guided, market-ready experiences across outdoor recreation, soft adventure, and cultural experiences to meet international traveller expectations and support local entrepreneurship. Soft adventure includes more accessible outdoor activity such as guided walks, kayaking in calm conditions, and wildlife viewing.

4. **Disperse Beyond Main Routes & Communities**

There is an opportunity to extend visitor dispersion beyond established hubs like Victoria and Tofino, and other main travel routes. This helps ensure tourism revenue, jobs, and community vitality reach emerging and lesser-known destinations across *The Infinite Coast*.

Secondary communities have distinct cultural and experiential offerings but often lack the infrastructure, amenities, and marketing visibility needed to attract overnight stays from Refined Globetrotters. Strategic investment in these destinations requires creating and enhancing high-impact experiences that compel visitors to venture beyond main routes. Supporting First Nations Keen and Emerging Communities with experience development, relationship building, and capacity-building is important for equitable growth where tourism is desired. Expanding touring routes with branded touchpoints, rest areas, viewpoints, and interpretive signage can also support multi-day journeys and help distribute visitors across multiple communities.

5. **Multi-modal Transportation Experiences**

The Infinite Coast's distinctive multi-modal journey experience represents a unique selling proposition unmatched by most North American coastal destinations. Significant opportunity exists to enhance and promote seamless, integrated transportation experiences that allow Refined Globetrotters to compose personalized itineraries. The journey can become an interpretive experience, with storytelling and touchpoints on vessels and at terminals that help visitors learn about traditional waterways, marine highways, settlement pathways, and coastal industries. This can turn travel time into meaningful connections with place.

6. **BC Ferries as Top Touchpoint**

BC Ferries represents the most important touchpoint for many visitors to *The Infinite Coast*. There is strong opportunity to work with BC Ferries and other passenger terminal operators to enhance brand-aligned onboard and terminal experiences that educate, inspire, and motivate future travel throughout *The Infinite Coast*.

7. **Expanding the Shoulder Season: May and October (Community Dependent)**

Extending visitation beyond the peak summer months represents a major opportunity for distributing tourism benefits year-round, to more parts of the coast, and supporting year-round livelihoods in coastal communities. Seasonal patterns vary across *The Infinite Coast*. Greater Victoria, the Sunshine Coast, and the Southern segment from Campbell River and south offer strong fall opportunities from September–October. The Northern segment aligns more

closely with spring and early summer, from May to June. A strategic approach to shoulder-season activation focuses on developing distinctive nature-based, culinary, agritourism, and cultural experiences that reflect each season's unique environmental conditions, events and storytelling.

8. **Sustainability and Cultural Stewardship**

A defining opportunity lies in positioning *The Infinite Coast* as the global leader in responsible coastal travel, where visitor experiences are explicitly designed to deepen engagement with nature-based stewardship and authentic Indigenous cultures. Building responsible stewardship messaging and environmental education through interpretation, signage, ambassador programs, and visitor codes of conduct ensures that growth does not compromise the ecological integrity that supports the brand.

Creating and enhancing touchpoints that elevate Indigenous voices, perspectives, and stories through collaborative storytelling makes Indigenous presence and contemporary culture visible and central to the visitor experience. Storytelling and sharing offer ways to express the limitless nature of culture.

9. **Farm to Table, Forest to Table, Ocean to Table**

Culinary experiences rooted in place represent a powerful mechanism for connecting Refined Globetrotters to local communities, ecosystems, and foodways while supporting regional agricultural, fishing, and artisan economies. There is strong opportunity to develop *The Infinite Coast* as a culinary destination where every meal reflects the distinctive geography and cultures of the coastal journey, from tidal seafood and dockside markets, to small-batch island vineyards, seaweed harvesting, wild mushroom foraging, and Indigenous-led food experiences grounded in traditional knowledge. This opportunity positions food as both a tangible and emotional connection to place, telling the story of ocean currents, rainforest soils, seasonal abundance, and the people who steward these lands and waters.

4.4 WHERE *THE INFINITE COAST* HAS LIMITS

In addition to the storytelling potential and wide variation in experiences across *The Infinite Coast*, from remote islands and rugged shorelines to small coastal communities and established urban cities, it is important to assess current and future capacity along the journey. Working closely with First Nations, local governments, and regional partners, it is important to understand where growth can be accommodated now or with targeted investment and capacity-building. It is also important to identify where proactive visitor management is needed to protect community well-being, cultural sites, and sensitive coastal and marine environments over the long term.

While social and environmental capacity must be considered across the entirety of *The Infinite Coast*, some areas are already experiencing pressure, particularly during peak summer months and in highly sensitive ecosystems and cultural sites. Future development and growth should be carefully managed through capacity monitoring, visitor management tools, and clear guidance for responsible traveller behaviours. Participants in engagement sessions highlighted that seasonal, temporary, and permanent access restrictions may also be appropriate in certain locations to support Indigenous cultural, spiritual, and community use, as well as to protect critical habitats and allow coastal and marine species the time and space needed to regenerate.

Participants in engagement sessions identified the following areas as having capacity constraints and visitor management concerns:

*Similar challenges may be present in other locations across *The Infinite Coast*.



DESOLATION SOUND
Photo: Destination BC/Andrew Strain

Places

- **James Bay neighbourhood of Victoria** (capacity, quality of life)
- **Victoria Inner Harbour waterways** (capacity, pollution)
- **Tofino / Ucluelet** (capacity, some seasons)

Parks, including:

- **Cathedral Grove** (capacity, visitor safety)
- **Pacific Rim National Park** (capacity, summer camping)
- **Rath Trevor Park** (capacity, summer camping)
- **San Joseph Bay** in Cape Scott Park (capacity, environmental sensitivity)
- **Desolation Sound** Marine Park (capacity, congestion)
- **Khutzeymateen** Grizzly Bear Sanctuary (capacity)

Additional Visitor Management Requirements

- First Nation Territory boundaries: (co-management, protocols and procedures)
- Indigenous heritage sites, totem poles and petroglyphs (cultural protocols and respect)
- Places for First Nations People to do sacred work of cultural reconnection (respect and patience from visitors)
- **Jervis Inlet & Skookumchuck Rapids** (parking, visitor safety concern)
- Rock quarries in **Cowichan Valley** and **Texada Island** (private property)
- Cave systems on **Vancouver Island** and **Texada Island** (safety, archaeological sensitivity)
- **Skeena River** (oolichan run, tides, access, and visitor safety protocols)
- First Nation beach closures seasonally for cultural, regeneration, or other purposes
- Shellfish and mushroom harvesting, including **Sunshine Coast** (capacity, cultural sensitivity)
- Wildlife viewing: marine mammals, bird nesting sites, bear areas (awareness education, safety protocols), Spirit Bear (Great Bear Rainforest)
- Ocean environment (safety with strong currents, tidal influences, and wildlife hazards)



5. THE DEVELOPMENT FRAMEWORK

5.1 INTRODUCTION

Every story shared, every experience offered, and every touchpoint introduced across *The Infinite Coast* contributes to both localized expression of place and to the cohesiveness of the larger destination experience. The ability to meaningfully share the stories of *The Infinite Coast* and to deepen the traveller's sense of wonder and connection to the brand is essential. These kinds of investments bring the journey to life and add meaning to the overall travel experience.

Destination development priorities should be assessed by considering the anticipated contribution an investment will make to the local community and wider area. Another key consideration is how an investment contributes to creating a compelling depth, density, and clustering of experiences for travellers across *The Infinite Coast*.

Connecting the touring and road trip experience is also important. This includes providing reassurance to travellers through physical touchpoints such as branded signage and interpretive wayfinding.

5.2 STORY AS A MECHANISM FOR CONNECTING VISITORS TO PLACE

The brand promise and brand pillars identified in *The Infinite Coast* manifest on the ground through the experiences available in the destination. Compelling experiences draw inspiration from both the essence and multifaceted nature of *The Infinite Coast*, and the local stories that communities want to share with visitors.

Stories and themes from engagement sessions for *The Infinite Coast* brand were supported by additional insights gathered through recent conversations and workshops for the destination development strategy.

The strategy development process focused on “root stories”, the unique, foundational narratives of people and place that matter to communities, are distinctive, and add depth to the visitor experience. Stories should reflect the diversity between communities, including the unique connections and responsibilities that residents and First Nations have with their lands and waters since time immemorial.

These themes and stories were organized using The Infinite Coast brand pillars to identify those that would most effectively amplify the brand positioning.

THE INFINITE COAST		
BRAND POSITIONING STATEMENT: A JOURNEY ALONG THE PACIFIC EDGE, WHERE OCEAN, RAINFOREST, AND MOUNTAINS CONVERGE, AND CULTURES ARE SHAPED BY LAND AND SEA		
BRAND PILLARS		
NATURE WATER & LAND CONVERGE	CULTURE LIFE IN SYNC WITH THE OCEAN	ADVENTURE COASTAL JOURNEY
Water and land converge along a rugged coast where secluded beaches, dramatic mountains, and lush rainforests come together in an interconnected world of biodiversity, cared for by the keepers of the land and water. Ancient rainforests rise from the waters, where towering 600-year-old trees line steep fjords that slope into the sea. Elusive giants—grizzlies, eagles, salmon, wolves, and whales—thrive in the mysterious depths of land and sea.	The ocean is the essence of life on the coast. Communities connected by ocean share a bond that sustains livelihoods, feeds economies, and links people through vital waterways. A community of artisans, free thinkers, and changemakers is shaped by the coast's rhythms and contrasts. Art flourishes, sharing the stories and symbols of the First Peoples and celebrating coastal creativity.	The journey itself is an adventure, blending travel modes to immerse travellers into unique converging worlds. Each mode of travel reveals distinct ecosystems, connecting landscapes, cultures, and stories. Ocean encounters connect us to the elemental power of the wild, while the rainforest draws us into its depths through local experiences that celebrate coastal traditions.

NATURE WATER & LAND CONVERGE	CULTURE LIFE IN SYNC WITH THE OCEAN	ADVENTURE COASTAL JOURNEY
DESTINATION DEVELOPMENT STORY THEMES		
<i>Understanding the Interconnection of Lands and Waters</i> • Ancient glacial formations, rivers to estuaries and ocean • Unique biodiversity in temperate rainforest ecosystems • Wildlife corridors and species recovery programs • Tidal pool ecosystems and intertidal life • Iconic wildlife populations - whales, bears, wolves, salmon, and otters • Interconnectedness of salmon cycles and ecosystems Standing up for Stewardship • Marine protected areas and conservation success • Environmental stewardship and community restoration projects • Sustainable tourism practices and carbon reduction • Guardian programs and First Nation-led stewardship • Traditional fishing and hunting practices, including salmon, elk, and oolichan • Whale, salmon, sea otter and grizzly research and protection programs • Bear viewing protocols and wildlife safety education • Sea otter reintroduction and population recovery • Marine mammal rescue and rehabilitation • Climate change adaptation and community resilience • Older generations willing to take risks for the greater good	<i>Indigenous Peoples and Authentic Coastal Spirit</i> • Language revitalization and cultural education programs • Ceremonial practices • Indigenous tourism development and cultural sharing • Contemporary Indigenous presence and living traditions • Strength of mind and spirit Deep & Enduring Connections to Place • Settler and First Nations people have shared experience and intertwined histories, including First Nation to First Nation connection • Stories celebrating First Nations living culture and traditional protocols • Potlatch traditions and cultural repatriation • Traditional ecological knowledge and land stewardship • Truth and Reconciliation • Vastness of history and culture; distinct uniqueness between communities • Slower pace of life • Taste of place Inspiring Locals, Past & Present • Guide leaders, lighthouse keepers, and maritime heritage figures • Artisans, creative entrepreneurs, musicians, and community connectors • Knowledge keepers and Indigenous storytellers • Settler stories of note	<i>Journeys and Adventures Across Diverse Landscapes</i> • Hot springs and cultural significance • Storm watching as edge-of-the-world experiences • Waterways as highways for Indigenous people both past and present • Boating and paddling through abundance of waterways: inlets, fjords, rivers, etc • Expedition and adventure travel across coastal terrain • Ferry journeys as transformative experiences Pathways Through Coastal Terrain • Destination trails • Trail building and maintenance by volunteer communities • Accessible trail development and inclusive recreation • Mountain biking culture and terrain adaptation • Water taxi operators and marine transportation heritage • Historic communication routes, e.g., Telegraph Trail • Waterfront walkways and boardwalks

NATURE WATER & LAND CONVERGE	CULTURE LIFE IN SYNC WITH THE OCEAN	ADVENTURE COASTAL JOURNEY
	• Changemakers The Transformation of Industries • Cannery closures and fishing industry evolution • Logging heritage and forest industry transformation, old growth protection • Mining history and landscape rehabilitation • Rise and fall of communities, work sites, and ghost towns • Agriculture and aquaculture - traditional, heritage to modern • Ecotourism and emergence of new tourism hubs/communities Cultural Survival and Creative Renaissance • Artists calling the West Coast home • Creative entrepreneurship and alternative lifestyle choices • 2SLGBTQIA+ welcoming communities and inclusive spaces • Craft traditions passed down through generations • Public art installations and community murals • Contemporary Indigenous artistic expression and cultural revival	

5.3 EXPERIENCE DEVELOPMENT FOCUS

Focus	
SHOWCASING MULTI-MODAL TRAVEL	What: Elevate wow-factor modes and connections across <i>The Infinite Coast</i>, including ferries, floatplanes, helicopters, water taxis, shuttles, and cycling trail links, to make the journey itself a memorable part of the experience. Why: Build soft-adventure, curated experiences that enhance multi-modal travel throughout the route and help visitors seamlessly combine land, sea, and air as part of one integrated journey.
CONNECTING TRAVELLERS TO WATER-BASED, SHORELINE, AND OCEANVIEW EXPERIENCES	What: Get people on the water and close to the shoreline through guided marine outings, fjord and inlet trips, coastal hikes, and oceanview lookouts that highlight where the ocean, rainforest, and mountains meet. Why: Showcase the distinctive coastal features and seascapes that set <i>The Infinite Coast</i> apart globally and deliver on the brand promise of a journey along the Pacific edge.
STRENGTHENING DRIVING ROUTES AND TOUR ITINERARIES	What: Strengthen key drives and tour itineraries through island hopping, community-to-community routes, and well-designed rest stops, viewpoints, and interpretation along primary corridors. Why: Disperse visitors beyond established hubs, maintain steady checkpoints of compelling stops, and encourage longer, more immersive touring itineraries across multiple segments of <i>The Infinite Coast</i>.
CONNECTING VISITORS TO CULTURAL STORYTELLING through museums, heritage sites, and cultural centres, as well as arts, festivals and events	What: Connect museums, heritage sites, cultural centres, Indigenous cultural experiences, and creative arts into coherent story-led trails and itineraries across the entire journey. Why: Build curiosity to explore further and understand more deeply, helping visitors connect place-based stories, creativity, and cultures along the route into a cohesive narrative.
BUILDING CULINARY APPEAL	What: Strengthen culinary experiences that express local foodways and a distinct taste of place through ocean-to-table, farm-to-table, and forest-to-table food and beverage, including festivals and guided food experiences. Why: Build a memorable taste of place that reinforces <i>The Infinite Coast's</i> natural settings and motivates and enhances travel,

Focus	
	dispersal, and repeat visitation among food-motivated travellers.
ENHANCING WELLNESS EXPERIENCES	What: Develop year-round, authentic wellness experiences rooted in the lands and waters of <i>The Infinite Coast</i>, such as coastal and forest immersion, hydrotherapy, bathing, saunas, wellness ceremonies, and contemplative retreats. Why: Respond to growing demand for restorative, nature-anchored wellness and extend seasons by offering calming, slow-travel experiences that align with coastal environments and community capacity.

5.4 PROVIDING REASSURANCE: ENHANCING TOUCHPOINTS

Tangible connections to place can be offered through physical touchpoints like signage that provides comfort and assurance that the traveller is in the right place, as well as through a consistent and frequent brand presence. *The Infinite Coast* brand presence can occur in many forms throughout the corridor, such as signage at Visitor Centres, static signs at interpretive kiosks, and digital applications. Destination BC has developed an Iconics Signage Opportunity Strategy to provide guidelines, specifications, and recommendations to support partners in bringing the Iconic brands to life on the ground through physical signage. It identifies opportunities to align with existing signage systems and possibilities for co-branding with partner organizations.

Interpretive signage, public art, and exhibits in local museums, cultural centres, and Visitor Centres help connect visitors to place, both physically and through the stories shared in these spaces through encounters. The identification of touchpoint development opportunities emerged through the engagement sessions.



6. DEVELOPMENT PRIORITIES

6.1 EXPERIENCE DEVELOPMENT PRIORITIES OVERALL & BY ROUTE SEGMENT

Well-considered destination development priorities can support a destination's future while helping deliver on the brand promise to visitors.

Building on the development opportunities outlined in Section 4, this section outlines broader experience development priorities for *The Infinite Coast*, followed by emerging priorities for each route segment.

These priorities were identified by partners during the engagement process and are not intended to assign responsibility for delivery to any one partner.

ACROSS THE ENTIRE *THE INFINITE COAST*

The following projects are relevant to broader experience development across *The Infinite Coast* as a whole. These priorities help amplify *The Infinite Coast* brand and support experience development across the destination. Specific experiences by route segment are outlined below.

Priorities for experience development and enhancement

- ★ Work with BC Ferries and other passenger terminal operators to enhance brand-aligned onboard and terminal experiences and leverage these platforms to educate, inspire, and motivate future travel (non-cruise) through *The Infinite Coast*. This includes bringing back the BC Ferries Coastal Naturalist program between Vancouver and Victoria and piloting its expansion to other routes, with the potential to offer it as a bookable experience. The Coastal Naturalists are on select vessels and at several terminals, delivering educational programs that help visitors learn about the world beneath the waves, as well as BC's wildlife, marine life, culture, geography, and history.
- ★ Support the development of **unique and exclusive place-based accommodations** including short-term rentals, bed and breakfasts, boutique hotels, and inns. Examples include boutique hotels in Greater Victoria, farm stays in the Cowichan Valley, winery accommodations, Indigenous wilderness lodges, and waterfront cabins for storm watching. These opportunities focus on enhancing existing offerings and developing new, compelling accommodations for Refined Globetrotters.

- ★ Develop and support place-based **culinary foodways**, including Indigenous food practices, local producers, craft beverages, artisan creators, and seafood from coastal waters. This includes experiences tied to seasonal cycles, community events, planting and harvesting, and marine-based activities. A foodway is the full spectrum of cultural, social, and economic practices tied to food production, preparation, and consumption, including community food heritage.
- ★ Support increased capacity for responsible **guided bear viewing** throughout *The Infinite Coast*, including the west coast of Vancouver Island, Nootka Sound, North Island, Cape Scott, and Brooks Peninsula. Ensure visitor education on respecting natural behaviours of wildlife is provided.
- ★ Support increased capacity for responsible **whale watching and marine wildlife viewing** throughout *The Infinite Coast*, including building shore-based viewing locations that incorporate guided tours and interpretation materials that help increase understanding of the need for salmon and whale ecosystem protection and stewardship.
- ★ Support the development of sustainable and regenerative **wellness programming** that extends visitor experiences beyond the peak summer season. This includes year-round and shoulder-season offerings such as old-growth rainforest immersion, forest bathing and yoga, and hydrotherapy experiences like saunas and cold plunges. It also includes enhancing hot springs access and experiences, floating saunas, cedar sauna therapy, sweat lodges, and healing traditions with guided interpretation and accessibility infrastructure.
- ★ Create a **story trail of museums, heritage sites, and cultural centres** to demonstrate the connections of story and place from both Indigenous and settler perspectives, while encouraging geographic dispersion. Examples of sites to achieve this connection include the in-progress Future of History Project, Royal BC Museum, Whale Interpretive Centre, Museum at Campbell River, the in-progress Cowichan Public Art Gallery, U'mista Cultural Centre, Quatse Salmon Stewardship Centre, Telegraph Cove historic sites, tems swiya museum, and North Coast canneries. In-progress sites and centres should be incorporated once open. Examples include Clayoquot Sound Biosphere Centre, Tla-o-qui-aht Museum, Huu-ay-aht Cultural and Visitor Info Centre, Sna-naw-as Cultural Sharing Space, and the Ahaminquus Welcome House.
- ★ Develop bookable, revenue-generating **walking loop tours** in parks with capacity and appeal, such as Sooke Potholes, Miracle Beach in Campbell River and Exchamsiks River along the Skeena River. To streamline permit processes, work with BC Parks to conduct a tender process to engage operators in creating a series of export-ready guided low-impact walking tours.
- ★ Explore development of new **mountain-top experiences** at locations such as Mount Arrowsmith, Mount Benson, Mount Washington, and along Highway 4. These experiences can provide elevated views, access to nature, and opportunities for activities such as gondolas and destination trails with mountain top culinary experiences.
- ★ Build more market-ready bookable experiences in emerging and lesser-known destinations to create a **stronger cluster of experience offerings** to compel visitation. This includes Metchosin, Juan de Fuca corridor along Highway 14, Nootka Sound, Bamfield, Bella Bella, Terrace, Kitimat, Prince Rupert, Stewart, and along the Sunshine Coast.
- ★ Support tourism operators to work with **nature-based stewardship and research centres**

and organizations to develop experiences that reflect stewardship and restoring balance. This includes guided experiences and citizen scientist programs that travellers can book and participate in. Examples include Maple Leaf Adventures, the Bamfield Marine Sciences Center, VIU Deep Bay Marine Field Station, and the in-progress Pacific Ocean Discovery Station in Pender Harbour.

- ★ Grow *The Infinite Coast's* reputation as an arts and culture destination by developing **experiential festivals and events** that are weather-independent, particularly in the Southern segment. This includes the Gulf Islands and the Sunshine Coast. Focus on enhancing festivals and events to make them stronger travel motivators for Refined Globetrotters and international visitors. As examples, this may include expanding the Sunshine Coast Art Crawl and Nanaimo Pride Parade & Festival. Support creative economy storytelling by investing in experiences that showcase local makers, artists, and cultural entrepreneurs, and by integrating their narratives into festivals and events.
- ★ Consider supporting growth of **pocket cruises** as a motivating experience, including fjords, island hopping, and integration into multi-modal journeys. These experiences should align with the visitor expectations of Refined Globetrotters, offerings soft-adventure components such as kayaking, amenities with heated cabins, and private options for smaller parties. Where possible, package these experiences to support appeal and ease of booking.

GREATER VICTORIA

Priorities for experience development and enhancement that support the development of Greater Victoria as a hub for and gateway to *The Infinite Coast*. These priorities help introduce the brand promise, capture international spending, and motivate extended journeys along the entire coast and repeat visitation.

- ★ Support **Songhees, X̱sepsəm, WSÁNEĆ (Tsartlip, Pauquachin, Tsawout, Tseycum, Malahat) Scia'new (Beecher Bay), T'Sou-ke, and Pacheedaht First Nations** to expand Indigenous cultural tourism experiences, including guided territorial tours, cultural storytelling, and waterfront visitor experiences. The in-progress Future of History Project is one example. Identify opportunities to showcase the entire coastal marine “highway of the ancestors” and all First Nations within *The Infinite Coast*.
- ★ Support the **renewal of Victoria's Inner Harbour** through experience development, in conjunction with Lower Causeway activation, redevelopment of Ships Point, Future of History Project, and both new and enhanced downtown waterfront experiences as identified within the Greater Victoria 2025-2035 Destination Plan. This includes renewed visitor animation programming and event integration with industry and venues. Focus on experience development that supports year-round visitation and can drive overnight stays in off-peak periods while also showcasing the rest of *The Infinite Coast*. Prioritize verifiable sustainability in these developments to build a reputation for sustainability and stewardship.
- ★ Support the development of a **Rock Bay Industry, Arts & Innovation District** to create a destination for year-round performing and visual arts that links easily to the rest of downtown. Engage with Destination Greater Victoria, City of Victoria and planning partners to incorporate place-based animation and storytelling that elevates *The Infinite Coast* brand pillars.

GREATER VICTORIA

- ★ Support **Butchart Gardens** year-round event programming and wider positioning as an anchor attraction with enhanced accessibility and multi-season visitor experiences. Consider encouraging visitation to lesser-known experiences through the development of a **garden trail**, including Horticultural Centre of the Pacific (Saanich), The Artisan's Garden (Sooke), Milner Gardens and Woodlands (Qualicum Beach), Filberg Heritage Lodge and Park (Courtenay), and more.
- ★ Support an experiential **passenger ferry to Sooke** from downtown Victoria with possible future connections to the US. This can be integrated with packages and day-trip itineraries.
- ★ Enhance experience development and interpretation at **natural heritage sites**, including visitor experiences at Goldstream Park, parks within the Juan de Fuca Corridor, and wildlife viewing such as salmon returns. Support interpretation programming delivered by BC Parks, First Nations, and private operators.

Invest in environmental interpretation that highlights ecosystem education, wildlife protection, conservation, and opportunities to participate in stewardship programs.

Review this priority alongside the completed 4VI Destination Stewardship Strategy and other relevant stewardship plans and frameworks.
- ★ Continue enhancement of the cycling experience along the **Galloping Goose Trail, Lochside Trail** and other prominent cycling networks with interpretive signage, rest amenities, and connections between community gateway experiences. Consider adding more experiences and interpretation along the trails.
- ★ Develop new guided **soft outdoor adventure experiences** throughout Greater Victoria, including cycling tours, kayaking from multiple ocean access points, and guided nature walks integrated with urban trail networks.

SOUTHERN ISLAND

Priorities for experience development and enhancement

- ★ Support First Nations in developing **Indigenous cultural tourism** experiences and attracting investment, where desired. Support emerging and keen First Nations with experience development programming and resources in support of their destination development aspirations, including **We Wai Kai, Pacheedaht, Huu-ay-aht, and Mowachaht/Muchalaht** First Nation.
- ★ Support experience development along the **South Island Spirit Loop** self-drive product including new wayfinding, rest stops, and two to three bookable guided experiences. These may include Indigenous cultural tours, forest-to-table dinners, wellness, or storm-watching. Packaging these experiences can help create more seamless visitor journeys.
- ★ Support experience development and placemaking along the **Old Island Highway and Oceanside Route** north of Qualicum Beach, including two to three new and enhanced bookable guided coastal experiences.

SOUTHERN ISLAND

- ★ Create an ocean-to-table **culinary trail from Cowichan through Nanaimo to Parksville and Qualicum Beach**. Partner with wineries, oyster bars, and farm experiences to build the trail.
- ★ Develop a robust Comox Valley events calendar that drives visitation in fall, including reinstatement and enhancement of existing music and shellfish festivals.
- ★ Enhance capacity in **Nootka Sound** and surrounding fjords. Work with local lodge operators to determine seasonal capacity, including the upcoming expansion of the Yuquot Eco-Lodges, and develop experiences accordingly. Expand available experiences, including kayaking, marine mammal viewing, and wellness opportunities. Improve the Gold River harbour experience to amplify access and experience into Nootka Sound. Support the paving and chip sealing of the road from Gold River to Upana Caves to Moutcha Bay.
- ★ Support the development of **passenger rail service** from Victoria north to other Vancouver Island destinations.
- ★ Support the creation of a hop-on-hop-off **shuttle experience in Nanaimo** to connect car-free travellers with culture, natural attractions, and amenities.
- ★ Support the development of the **Cowichan Public Art Gallery** as a world-class public art institution in Duncan. Ensure new bookable experiences connect visitors to the sense of place.

SUNSHINE COAST

Priorities for experience development and enhancement

- ★ Enhance the **Coastal Circle Route** as a flagship journey by improving the quantity of weather resilient, cultural, and shoulder season experiences and viewpoints that are destination draws. Develop wayfinding and storytelling at key decision points, including the Langdale ferry exit, downtown Sechelt, and downtown Powell River, to encourage travel further along the route and support repeat visitation during shoulder seasons. This includes branded gateway signage, maps, and the integration of Indigenous languages. Enhance the Coastal Circle Route as a compelling add-on to international journeys to BC, before or after visiting Vancouver.
 - ★ Explore the potential for a carefully managed introduction and expansion of bookable, guided marine-based touring products in **Desolation Sound** and surrounding inlets. This includes pocket cruises, kayak expeditions, and Indigenous-led boat tours. Prioritizing permitted, professionally guided, and bookable experiences can support more effective management of marine access, reduce reliance on independent recreational vessels, and help limit overall boat traffic.
- A comprehensive Visitor Management Strategy for Desolation Sound is needed to guide this work and support the efforts of the Tla'amin Nation, BC Parks, and partners to improve visitor use management in the park. This includes designated trail development and visitor education.

SUNSHINE COAST

The strategy could also explore a responsible visitation pilot program that emphasizes Leave No Trace practices, wildlife viewing ethics, ecological sensitivity, and climate adaptation.

- ★ Increase capacity to meet demand for **kayaking and boat tours** by supporting new operators and enhancing existing ones across the Sunshine Coast.
- ★ Invest in visitor-facing services and infrastructure to enhance the **Sunshine Coast Trail**, including export-ready guided packages and itineraries, hut upgrades, trailhead parking, wayfinding, and shuttle partnerships. This will support more export-ready hut-to-hut hiking experiences and strengthen its position as a globally distinctive product.
- ★ Support an **experiential passenger ferry** from Metro Vancouver to the Sunshine Coast, with connections to transportation connectivity once in Gibsons and on-board interpretation connected to the Átl'ka7tsem / Howe Sound UNESCO Biosphere Region.
- ★ Support the development of weather resilient, shoulder-season anchor festivals as well as Indigenous-led events and festivals. One example is the potential development of a **salmon festival** as a culturally grounded, shoulder-season anchor event.
- ★ Support improvements to the visitor experience at **Skookumchuck Narrows Park**, including guided walks, improved parking, trail maintenance, and enhanced amenities such as outhouses, viewing platforms, benches, and a live webcam.

NORTHERN

Priorities for experience development and enhancement

- ★ Support **business development and enhancement** to market- and export-ready levels in the Northern segment to expand capacity and address infrastructure limitations, including a lack of guided tours and sufficient international-ready businesses such as unique accommodation and restaurants. Offerings should align with the needs and expectations of the Refined Globetrotter market.
- ★ Partner with Tourism Prince Rupert, the Prince Rupert Port Authority, First Nations, Northern BC Tourism Association, and other partners to align cruise growth with the vision of The Infinite Coast by connecting **cruise passenger experience development and dispersal strategies** to broader objectives of longer stays, geographic dispersion, and seasonal visitation goals.
- ★ Develop a **Northern Coastal Villages** Auto Route linking Coal Harbour, Port Hardy, Port McNeill, Port Alice, Sointula, Alert Bay, and Telegraph Cove as a cohesive experience corridor. This could include coordinated wayfinding, shared storytelling focused on Indigenous and settler coastal heritage, and at least one bookable multi-day itinerary that combines marine transportation, cultural centres, village walks, and wildlife viewing.

NORTHERN

Culinary experiences could also be developed, with potential for a future culinary trail that highlights local ocean- and forest-to-table dining. There may also be opportunities to cross-promote with the Nisga'a Lands Auto Route.

- ★ Work with BC Parks to enhance the overall experience and offerings for **Cape Scott Park** as a signature draw to compel visitors to travel further north, while protecting ecosystems through visitor use management and ensuring visitor safety.
- ★ Support enhanced infrastructure development for the **Strathcona Park** hiking trails to increase capacity and reduce ecological risk.
- ★ Work with national, provincial and local governments and local food producers to improve the variety and availability of **fresh seafood and seafood products**, as well as unique culinary experiences.
- ★ If desired, support the **Heiltsuk Nation** in identifying experience development opportunities, including cultural, trail, culinary, stewardship, and wellness experiences such as hot springs alongside accommodation development.

Support visitor experience opportunities at the Qátuwálas Visitor Centre.

There is an opportunity to position Heiltsuk territory, including Bella Bella, as a cultural destination connected to guided wilderness access. This should be supported by appropriate accommodation development. Options to explore include a boutique co-operative guesthouse model, as well as planned RV and campsite expansions to position Heiltsuk/Bella Bella as a cultural destination connected to guided wilderness accessibility; this must go hand-in-hand with accommodation development. Consider a boutique co-op guest-house model along with the RV/campsite expansion in development.

- ★ Work with **fishing lodges** such as King Pacific Lodge to expand their offerings beyond fishing. This can enhance the visitor experience, build capacity, and support shoulder- and off-season visitation where available. Opportunities may include bear viewing, marine mammal viewing, kayaking, and wellness experiences.
- ★ Work with BC Ferries and local partners to enhance the **Inside Passage experience** between Port Hardy, Bella Coola, Bella Bella, and Prince Rupert through onboard interpretation, Indigenous stories, and packaged connections to land-based guided experiences at each port.
- ★ Work with **bear viewing** operators to develop their experiences in alignment with the overall *The Infinite Coast* product offering. This includes integrating Indigenous cultural elements where appropriate and First Nation-led, as well as local culinary foodways and adjacent experiences such as wellness and arts and culture.
- ★ Engage with the **Coastal Guardian Watchmen and Coastal First Nations** to determine opportunities and considerations for experience development and visitation aspirations in the **Great Bear Rainforest** and waterways in alignment with the proposed National Marine Conservation Area Reserve, including bear viewing, marine mammal viewing, kayaking, and wellness experiences such as forest bathing.

NORTHERN

- ★ Develop additional **Skeena River Valley experiences** to create a compelling depth, density, and clustering of offerings for travellers, extend length of stay, and support readiness for travel trade. Experiences identified include wilderness viewing, forest and river walks, wellness experiences, eco-tours, boat tours, and kayaking experiences. Establish an interpretive centre as a key touchpoint and add interpretive signage. Work with BC Parks and First Nations to support operators in developing eco-tour guided experiences within parks along the Skeena River, including Exchamsiks River Park.

This priority connects to the Stewart-Cassiar Touring Route and includes implementing signage recommendations from the Great Northern Circle Route Signage Master Plan, as identified in *The Great Wilderness Destination Development Strategy*.

- ★ Support **Kitsumkalum First Nation** in developing experiences that encourage increased visitation, longer stays, and visitor spending along the Skeena River. Potential projects include walking paths, a “Skeena to Sky” gondola with a mountaintop restaurant, a riverfront restaurant, and expanded river tours, cultural tours, and events.

- ★ Support Indigenous guided tour development and enhanced experiences within the **Nass Valley** and at **Kitselas Canyon National Heritage Site**.

- ★ Develop **accommodation and premium eco-tourism infrastructure** addressing capacity constraints in Prince Rupert, Terrace, and many smaller communities, including eco-lodge expansion and alternatives to traditional lodging such as glamping and pocket cruises.

- ★ Support the restoration and contemporary use of **key heritage and cultural sites**, including canneries, rail heritage, traditional village sites, and harbour heritage areas. This can be achieved through interpretive trails, guided tours, and events that connect coastal history to present-day stewardship and creative economies. Connect these sites to contemporary fish stewardship narratives in collaboration with First Nations.

- ★ Work with VIA Rail to increase capacity for consistent **passenger rail service** along the Skeena River from Prince Rupert to Terrace.

- ★ Develop **kayak, small-ship and multi-modal touring products** that link Prince Rupert area waterways, Portland Canal/Stewart, coastal villages, and Nisga’a and Nass Valley experiences. Build on existing marinas, water taxis, and floatplane routes while reflecting stewardship principles and cultural protocols.

Incorporate storytelling that reflects the eight First Nations who co-exist in the waterways surrounding Prince Rupert - Gitga’at First Nation, Gitxaala First Nation, Kitselas First Nation, Kitsumkalum, Lax Kw’alaams Band, Metlakatla First Nation, Gaw Xaadee and Skidegate Band Council.

Touchpoint Investment Priorities

- ★ Work with BC Ferries, Victoria International Airport, and the Ministry of Transportation and Transit to install “**Welcome to The Infinite Coast**” signage at key entry points to Victoria, including ferry terminals, Victoria International Airport, and the Belleville Terminal.

- ★ Work with BC Ferries and other passenger terminal operators to enhance **onboard and terminal interpretation**, including maps, experience highlights, and trip ideas that reflect *The Infinite Coast* brand. These platforms can help inform and inspire travel throughout the destination.

Provide clear information to support travel between sub-areas within *The Infinite Coast*, including routes such as Horseshoe Bay to Langdale, Comox to Powell River, Port Hardy to Bella Bella and Bella Coola, and Port Hardy to Prince Rupert. This includes “know before you go” information to help travellers plan and navigate their journeys.

- ★ Enhance community welcome, interpretation, and infrastructure at **major arrival points**, including airports such as Vancouver International Airport South Terminal and regional airports, floatplane and helicopter terminals, ferry terminals and vessels, marinas and harbours, and highway entry points. This includes welcome signage, maps, directional signage, information booths in arrivals areas, and interpretive displays that share local stories. It also includes updated brochures and digital screens, multilingual information that supports responsible visitation and service awareness, and digital touchpoints such as QR codes, video, and chat-based tools.

- ★ Leverage BC Ferries and **key visitor sites in Greater Victoria**, including ferry terminals, Victoria International Airport, Victoria Inner Harbour Airport, the Victoria Convention Centre, the Royal BC Museum, Belleville Terminal, the Breakwater District at Ogden Point, and Butchart Gardens, as important touchpoints for visitors. These locations can help introduce the coastal experience, share curated travel options, and build awareness of what visitors can see and do in Greater Victoria and across *The Infinite Coast*. This approach helps address low awareness of the full Infinite Coast journey.

Enhance visitor information systems in the downtown core, including refreshed Stops of Interest kiosks with interpretive content on Indigenous history, natural heritage, and food and wine tourism.

- ★ Create and enhance touchpoints that elevate **Indigenous voices, perspectives, and stories** through collaborative storytelling. Invest in Indigenous language and cultural interpretation across all route segments through signage, including visual graphics, written text, and audio that reflect territorial names, place names, and First Nations storytelling.

- ★ Enhance wayfinding signage at **major intersections and travel decision points** to improve awareness of travel options across *The Infinite Coast*. Key locations include West Vancouver at Highway 101 for the Sunshine Coast, Port Alberni for routes to Tofino, Ucluelet, and Bamfield, the Old Island Highway for access to the North Island and Gold River, Parksville for the North

Island and Oceanside Route, the Skeena River Valley near Terrace for access to Highway 113 and the Nass Valley, and Highway 37 for Kitimat and Stewart. Use existing examples, such as signage near Hope, BC, where travellers can clearly see route options for Highway 1, Highway 3, and Highway 5.

This priority also aligns with the Stewart-Meziadin Drive signage improvements identified in *The Great Wilderness Destination Development Strategy*.

- ★ Support multi-modal transportation **transition signage improvements** indicating water taxi, float plane, e-bike, shuttle, and alternative access options throughout the corridor. This will help travellers using multiple modes of transportation find clear information and directions for a seamless transition from one mode to another.

- ★ Enhance **visitor interpretation and amenity improvements** at key touchpoints including regional-focused visitor centres, rest stops, rest facilities, wayfinding, interpretation signage, and accessibility standards.

- ★ Engage **local frontline staff, business storefronts, community ambassadors**, including those at visitor centres, ferry terminals, and airports, to connect visitors to authentic community experiences and responsible ways to engage. Empower businesses to weave place-based narratives into visitor experiences through training and co-branding opportunities.

- ★ Develop **rest areas** as brand-aligned touchpoints across *The Infinite Coast*. Key locations include Cassidy on Highway 1, Taylor River on Highway 4, Hoomak on Highway 19, Tweedsmuir on Highway 20, and Exstew on Highway 16.

Enhancements may include improved signage and interpretation, updated interpretive content, better access to natural features such as lakes, alignment with Indigenous storytelling and language, and the addition of maps and other visitor information.

- ★ Support **digital navigation platforms** and story mapping tools including mobile apps, QR codes at attractions, and journey planning connecting segments and experiences.

- ★ Develop touchpoints and storytelling to support **cross-promotion between *The Infinite Coast* and *Nature's Heartland***, including connections to and from the Great Bear Rainforest, as well as ***The Great Wilderness***, including Prince Rupert, Terrace, and Stewart.

- ★ Investigate opportunities to enhance **visitor centres at North Saanich along the Patricia Bay Highway, Nanaimo, Port Alberni, Comox, and Campbell River** to strengthen storytelling for regional dispersion and for the entire *The Infinite Coast*, beyond community-based visitor services.

6.2 DESTINATION DEVELOPMENT PRIORITIES FOR REFERENCE

While these priorities fall outside the scope of *The Infinite Coast* Destination Development Strategy, partners identified them as critical enablers during the engagement process and they are included here for visibility. In particular, transportation reliability is a key consideration and plays an important role in supporting positive experiences for both visitors and residents.

- ★ Support **air access and airport improvements** to more easily connect visitors to areas within *The Infinite Coast* and provide a seamless and impactful welcome.
- ★ Host rotating "**The Infinite Coast Connector**" events to bring Iconic segments together and build shared identity. Gatherings are to focus on increasing product offerings through business to business collaborations, packaging, itineraries and co-promotion, especially ones that link at least two route segments and extend seasons of operation. The intent is to enhance experiences to align with the desires of Refined Globetrotters, who are motivated to travel by curated, guided, bookable, exclusive experiences.
- ★ Create and deliver programming to **support businesses and experiences in becoming international-ready and export-ready**. This will help Refined Globetrotters plan and book in advance, expand season length, and help address staffing challenges. Establish a mentorship network to support experience development. Partner with ITBC to support Indigenous-owned businesses in accessing export-ready programming.
- ★ Develop tools and programs to increase the **number of bookable, guided operators** for outdoor recreation, soft adventure, and education programming. Invest in guide capacity building and professional certification programs across all route segments including Indigenous cultural tourism, marine biology, wilderness interpretation, and cultural heritage narration.
- ★ Support efforts for an expanded **Victoria Conference Centre** (in development) or building a new facility to attract more lucrative US and international business events and visitors that could be introduced to the entirety of *The Infinite Coast* for extended stays and repeat visitation.
- ★ Support policy changes that strengthen **agri-tourism opportunities** for farms, culinary businesses, and foodway providers to develop new experiences that connect visitors to local food, culture, and place.
- ★ Partner with ITBC to support greater training, investment, and infrastructure to **enable Indigenous-led tourism** growth, including a specific focus on youth engagement. Tourism development should be approached as generational work, with **youth engagement** and intergenerational knowledge transfer at its core.
- ★ Support policy changes that enable community food providers to **serve local, respectfully harvested seafood**, including crabs, oysters, prawns, and scallops.

- ★ Streamline the multi-modal visitor experience by advocating for **“one ticket” multi-modal travel options** and connecting larger transportation segments with integrated “last-mile” services such as shuttles, ridesharing, taxi stands, and wayfinding signage.
- ★ Ensure **universal design, diverse ability accommodation**, and welcoming community messaging to implement accessibility and inclusive tourism standards across all experiences and touchpoints.
- ★ Work with car rental companies to make **one-way rentals** more attractive and convenient, enabling visitors to select another mode of transportation during their return trip.
- ★ Support new **transportation businesses** that provide experience-based and functional transportation options, including passenger ferries, helicopters, and floatplanes.
- ★ Work with BC Ferries to implement solutions to create **capacity and stability for all ferry routes**, including those that currently require one to two year bookings in advance. BC Ferries must maintain a consistent and predictable summer schedule on the Inside Passage.
- ★ Support implementation of the **Great Northern Circle Route Signage Program** for the North Coast, underway through leadership of Northern BC Tourism Association.



VICTORIA
Photo: Destination BC/Reuben Krabbe



7. GEARING UP FOR DELIVERY

7.1 INTRODUCTION

A key consideration for *The Infinite Coast* Destination Development Strategy is finding the right mechanisms for supporting its delivery and implementation. Key themes relating to delivery were identified in the [Iconics Destination Development Framework](#) and remain relevant for *The Infinite Coast* Destination Development Strategy. These included the importance of adopting an integrated approach, building on existing partnerships while creating new alliances, and finding ways to secure the necessary investment to support and advance the vision, objectives, and experience development priorities outlined in *The Infinite Coast* Destination Development Strategy.

7.2 INTEGRATION

The Invest in Iconics Strategy marks a key shift towards a new approach to marketing BC to key international markets. This approach focuses on integrating place branding and destination development, aligning marketing for each Iconic with the creation of immersive, memorable visitor experiences.

There are four levels of integration to consider:

1. Integration between place branding and experience development with a focus on the power of storytelling to amplify the distinctiveness and appeal of places and connect more deeply with visitors.

This will be achieved through more focused storytelling that highlights what makes places and communities within *The Infinite Coast* distinctive, alongside experience development that strengthens their appeal as globally compelling destinations.

2. Integration between the destination development priorities identified in previous plans and the opportunities presented by *The Infinite Coast* brand to strengthen and build on existing initiatives.

In terms of destination development planning, *The Infinite Coast* Destination Development Strategy elevates, supports, and accelerates brand-aligned experience development and enhancement activities already being pursued by partners. It also identifies new opportunities and initiatives. This brand-aligned activity will enable tourism businesses to prosper, contribute to community well-being, and attract target travellers to *The Infinite Coast*.

3. Integration across Destination BC at the program level.

Destination BC has begun aligning its programs and resources with the Invest in Iconics Strategy. For example, in fall 2023, a pilot grant program was launched to help visitor centres enhance the visitor experience within their centres and across their communities by focusing on key experiences, encounters, and touchpoints.

Other initiatives that present opportunities for further alignment with the Iconics vision include upcoming experience development programs, the Community Tourism Planning program, and the Co-op Marketing program. The *Provincial Signage Opportunity Strategy* has identified recommendations for a refreshed, cohesive roadside signage system that will help bring the Iconic brands to life across BC.

4. Integration across and between the core partners in supporting the implementation of *The Infinite Coast* Destination Development Strategy within their respective mandates.

- The **Ministry of Tourism, Arts, Culture and Sport (TACS)** is focused on creating healthy, inclusive, and resilient communities in BC through tourism-related programs, policies, and investments that support the sustainable growth of the tourism sector. To support the creation of Iconic, inspirational routes and places that will strengthen travel appeal in all regions of BC, TACS is committed to raising awareness of the needs of the visitor economy across government, as well as working to ensure policy enables destination development throughout BC. TACS will mobilize support for provincial destination development priorities that emerge through the Iconics Destination Development Strategies through cross-government engagement and collaboration.
- **Destination BC** is committed to improving the quality of life for all people living in British Columbia through tourism by sharing the transformative power of BC's experiences with the world in a socially, culturally, environmentally, and economically sustainable way. Working as part of a diverse tourism landscape and in collaboration with industry partners, Destination BC's work is rooted in the principles of diversity, inclusion, reconciliation, and partnership.

- **Indigenous Tourism BC (ITBC)** prioritizes First Nations decision-making and Indigenous inclusion within the Invest in Iconics strategy. It ensures that there is no prejudice against First Nations interests, safeguarding Title and Rights, and respecting self-government agreements. The team is dedicated to providing support through community engagement with Indigenous groups and organizations. It focuses on growing human and economic capacity. The Indigenous Tourism Training Initiative, comprising three programs, offers training and educational opportunities for ITBC stakeholders. ITBC extends further assistance through the Capacity Building and Resiliency Program, including mentorship and funding Opportunities.
- **4TVI** works to develop, support, and sustain the tourism sector in the Vancouver Island region by leading regional destination development, marketing, and stewardship in collaboration with community DMOs, local governments, and Indigenous partners. For *The Infinite Coast*, 4TVI plays a key role in aligning experience development on Vancouver Island with the Iconics brand, supporting product readiness, seasonal growth, and dispersal along key corridors such as Highway 1, 19, 4, and the South Island Spirit Loop.
- **Vancouver, Coast & Mountains Tourism Region (VCM)** works to develop, support, and sustain the tourism sector in the Vancouver, Coast and Mountains region, including the Sunshine Coast, by coordinating regional planning, marketing, and industry support with communities, Indigenous partners, and sector associations. Within *The Infinite Coast*, VCM focuses on working with Sunshine Coast Tourism in advancing destination development and destination stewardship initiatives.
- The **Cariboo Chilcotin Coast Tourism Association (CCCTA)** works to develop, support, and sustain the tourism sector in the Cariboo Chilcotin Coast, including the Great Bear Rainforest and Highway 20 corridor. In relation to *The Infinite Coast*, CCCTA collaborates with First Nations, communities, and operators to support Indigenous-led, nature-based, and wildlife experiences in the Great Bear Rainforest and to strengthen the overland connection between *The Infinite Coast* and *Nature's Heartland* via the Chilcotin Plateau and air connectivity.
- The **Northern BC Tourism Association (NBCTA)** works to develop, support, and sustain the tourism sector across Northern BC by advancing regional planning, product development, and destination stewardship with communities and Indigenous partners along key highway and marine corridors. For *The Infinite Coast*, NBCTA leads alignment of North Coast and Highway 16/37 experiences with the Iconics brand, including support for Indigenous-led cultural and wildlife

products, marine access such as Khutzeymateen, and the transition between *The Infinite Coast* and *The Great Wilderness*.

- **Destination Greater Victoria** is responsible for the development and promotion of tourism in Greater Victoria. Working closely with Greater Victoria's tourism industry, Destination Greater Victoria promotes and develops tourism throughout the area, to ensure the prosperity and continued long-term growth of the industry. For *The Infinite Coast*, Destination Greater Victoria provides leadership for Greater Victoria as a gateway to route.

7.3 PARTNERSHIP

As the strategy moves into the delivery and implementation phase, it will be essential to maintain regional perspectives, build new relationships, involve partners with the right expertise and authority at the right time, and remain flexible throughout the process. Key partnerships will include:

- Working closer with [Parks Canada](#), [BC Parks](#), and [Recreation Sites and Trails BC](#) to progress experience development priorities, visitor management initiatives, signage, and other touchpoint enhancements
- Working with the [Ministry of Transportation and Transit \(TT\)](#) to progress the provincial signage opportunity strategy which aims to bring the Iconic brands to life in destination through a refreshed and cohesive branded roadside signage system, as well as enhancements at key rest stops.
- Working with the [Ministry of Jobs and Economic Growth \(JEG\)](#), Regional Economic Operations, and Trade and Investment to champion innovation, and support economic development and tourism investment attraction.
- Leveraging Destination BC's partnership with the [British Columbia Economic Development Association \(BCEDA\)](#) to reach and engage more of the economic development community and increase awareness of experience development investment opportunities
- Leveraging Destination BC's partnership with the [Local Government Leadership Academy \(LGLA\)](#) to continue raising awareness about the value of tourism and the opportunities for municipalities to participate in tourism and align their investments with larger provincial efforts.

Each core partner is expected to take the lead in building and maintaining key partnerships at the appropriate level and time. For example, regional destination

management organizations, including 4TVI, VCM, CCCTA, and NBCTA, may work at the district level with BC Parks, the Ministry of Transportation and Transit, JEG, and municipalities to advance locally relevant experience development and touchpoint enhancement priorities outlined in this strategy.

- Local tourism partners such as CDMO's, municipal and regional governments, First Nations, tourism businesses, business associations, Visitor Centres and not-for-profit groups, have a critical role to play in the success of the tourism economy in BC. These partners can use this strategy to inform their own planning and create alignment with the broader vision. Partners can also use this strategy to elevate local projects and build support for those that align with provincial priorities, while delivering benefits to communities and supporting local aspirations.

4TVI, VCM, CCCTA, NBCTA, and ITBC serve as critical points of contact for local tourism partners. They can provide guidance on aligning with strategic priorities for the Iconics, support connections with potential project partners, and offer access to best practices and success stories from BC and beyond. They can assist in developing project plans, identifying funding opportunities, and delivering a wide range of programs and resources available to local tourism organizations and businesses.



BELLA COOLA
Photo: Destination BC/@jesajaclass



GWAIL HAANAS NATIONAL PARK RESERVE AND HAIDA HERITAGE SITE
Photo: Destination BC/Brandon Hartwig

7.4 INVESTMENT

The Destination Development program in BC has supported new public investment. There is an opportunity to further position tourism as a priority sector for attracting private investment.

The Province's Tourism Sector Action Plan outlines the development of an investment attraction plan to support increased private sector investment in tourism and outdoor recreation. TACS and cross-ministry partners, will work with communities to connect private capital investment with tourism opportunities, supported by compelling investment pitches and a clear pipeline of ready-to-go projects that showcase tourism's position as a priority growth sector.

Through partnerships, Destination BC will aim to support both Indigenous and non-Indigenous communities within *The Infinite Coast* in building awareness around tourism investment readiness. This includes helping communities understand the steps needed to enhance their appeal to tourism investors and promoting investment opportunities at regional, provincial, national, and international levels. Continued collaboration with community groups will also be essential to identify suitable funding sources for specific projects and to explore opportunities such as angel investors and non-collateral-based start-up funds.

- An example of an investment initiative within *The Infinite Coast* is Destination Canada's Juan de Fuca Tourism Corridor Strategy that outlines significant potential for tourism growth and investment, leveraging its unique cross-border location and diverse attractions.

APPENDIX

LIST OF ACRONYMS

DBC - Destination BC
BCEDA - British Columbia Economic Development Association
CDMO - Community Destination Management Organization
IPCA - Indigenous Protected and Conserved Areas
ITBC - Indigenous Tourism BC
RDMO - Regional Destination Management Organization

Regional Destination Management Organization Acronyms

4TVI - Tourism Vancouver Island
CCC/CCCTA - Cariboo Chilcotin Coast Tourism
NBC/NBCTA - Northern British Columbia Tourism
TOTA/TO - Thompson Okanagan
VCM - Vancouver, Coast & Mountains

Government of BC Ministry Acronyms

ENV - Ministry of the Environment and Parks
JEG - Ministry of Jobs and Economic Growth
LGLA - Local Government Leadership Academy
MIRR - Ministry of Indigenous Relations and Reconciliation
TACS - Ministry of Tourism, Arts, Culture & Sport
TT - Ministry of Transportation and Transit





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