

Co-operative Marketing Partnerships Program

PROGRAM GUIDELINES

FISCAL YEAR 2027–2028



DESTINATION
BRITISH COLUMBIA®

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SEPTEMBER 2026
 FRONT COVER PHOTO: Kamloops | Photo: Tamra Jaeger

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01. Introduction

The Destination BC Co-operative Marketing Partnerships Program (the Co-op Program) is a competitive, application-based cost shared program that provides co-operative, consumer focused marketing and promotion support to Community Consortia (three or more communities) and Provincial Tourism Product/Experience Sector Organizations (Sectors).

The Co-op Program enables Community Consortia and Sectors that share common marketing goals to access private and public funds and achieve greater marketing impact and revenue.

Applications must support Destination BC's Corporate Strategy and provincial priorities to grow industry success as well as social, cultural, environmental, and economic benefits for all people living in British Columbia.

The Co-op Program is a matched funding model with reporting periods and tracking of expenses to approved funding, and not a grant.

All applicants (new and returning) must submit an application using the application form provided by the Co-operative Marketing Partnerships Program.

Completed applications are due November 1 at 11:59 pm PST.

- Early submissions are strongly encouraged. Late applications will not be accepted.
- Draft applications may be prepared in advance and either submitted as a draft to Destination BC or emailed to coop@destinationbc.ca for brief feedback and guidance. This does not guarantee application success. Applications will be considered final submissions on the due date and time noted above.
- As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in Section 5. Submitting an application does not guarantee funding.
- Please review this entire document prior to applying.
- Private businesses are not eligible to apply and receive funding directly from the program and are encouraged to work with a Community Consortium or Sector.

02. Program Goals

- Invest resources into marketing that supports responsible short-haul travel, year-round visitation, and growth across more areas of the province.
- Create deep collaboration and shared destination storytelling to enhance BC's global competitiveness and support shared capabilities such as the Super, Natural British Columbia brand family, destination storytelling, shared data and content, responsible travel, digital readiness, and, where appropriate, alignment with Iconic destination brand opportunities.
- Drive industry collaboration, align marketing efforts with provincial and regional priorities, and connect partners to the *Super, Natural British Columbia* brand family, building brand equity through provincially funded marketing initiatives.
- Support Destination BC's Corporate Strategy and provincial priorities to grow industry success as well as social, cultural, environmental, and economic benefits for all people living in British Columbia.
- Leverage private and public funds to maximize marketing impact.
- Encourage and educate visitors through Visitor Education Marketing initiatives that support responsible travel and help minimize adverse impacts on communities, cultures, and the environment.



RADIUM HOT SPRINGS
Destination BC/Kari Medig

03. Eligible Applicants

Destination BC provides funding through the Co-op Program to all eligible applicant groups on a competitive basis as per the guidelines outlined in this document.

All eligible applicants must be in good standing with the Province of British Columbia. Eligible applicants fall in two categories:

1. COMMUNITY CONSORTIUMS

- Consortiums (clusters) which must consist of 3 or more communities.
 - Consortiums must be developed based on a strong unifying theme, e.g., experiences, geographic touring and exploring. See [Appendix 1](#) for further definition.
 - Consortiums should include all community partners within the defined geographic area.
 - Some Consortiums or communities may already be geographically defined by an existing Destination Management Organization (DMO).
 - DMOs that geographically represent 3 or more communities may apply directly to the Co-op Program. They are encouraged to partner with other DMOs or communities outside their boundary.
- Community definition:
 - A geographic area with a Destination Management Organization (DMO), or where a DMO does not exist, a municipal or village council, Chamber, or Indigenous community, or regional district. For further information, please see the [Program FAQs](#).



RADIUM HOT SPRINGS,
Destination BC/Kari Medig

2. TOURISM PRODUCT/EXPERIENCE SECTORS

- Province-wide Sector Associations or societies representing market-ready and export-ready tourism product that is a primary motivating factor for travel to and within British Columbia. Sectors must demonstrate broad provincial representation and reflect a sufficient concentration of export and market-ready businesses within that product category.

Eligible Sectors are those that:
 - Motivate domestic and international travel across British Columbia,
 - Demonstrate the strongest economic growth potential and tourism impact, and
 - Align with *Super, Natural British Columbia* brand family.
 - Eligibility and funding decisions are made at the sole discretion of Destination BC. Meeting the above criteria does not guarantee program eligibility or funding.
 - Due to limited funding, Destination BC will prioritize investment in Sectors that best meet these criteria.
- Sector marketing campaigns must encourage participation from communities and businesses beyond the sector organization's membership, where market-ready product exists.
 - There should be no duplication of effort between Sectors and Consortiums.
 - Sectors that do not receive or qualify for program funding should continue to contribute to provincial tourism experiences and are encouraged to:
 - Participate in other Destination BC programs and initiatives, where applicable,
 - Collaborate with DMOs and industry partners,
 - Align with regional and provincial marketing efforts, and
 - Access other funding sources, where applicable.

- Sector marketing campaign activities should encourage participation from communities and businesses, not just members of the Sector organization, where export and market-ready tourism product exists.
- There should be no duplication of effort between Sectors and Consortiums. See [Section 6.2 Managing Duplication of Effort](#) for more context.
- Destination BC provides funding to the Ski Sector via a Ski Co-op Program. There can be no duplication of effort between the two programs.

Private Business

Privately owned businesses are not eligible to apply as a stand-alone applicant or take the place of a community partner in a Consortium. A privately owned business may be added as a funding partner to any application.



FORT ST. JOHN,
Northern BC Tourism/Abby Cooper

04. Funding

This is a cost-shared program. Community Consortia or Sectors must contribute a minimum of \$30,000, representing at least 60% of the total project budget. Destination BC may contribute up to 40% of the total project budget, to a maximum contribution of \$250,000.

- Applicants must contribute 60% or more towards the total project budget.
 - Example: \$30,000 in funds from the Community Consortium or Sector (60%) plus \$20,000 in funds from Destination BC (40%) equates to a total project budget of \$50,000.
 - Example: \$375,000 in funds from the Community Consortium or Sector (60%) plus \$250,000 in funds from Destination BC (40%) equates to a total project budget of \$625,000.
- Applicants may be eligible for funding of up to 40% of the total project budget; however, Destination BC reserves the right to award a lower amount and/or allocate funding to support regional distribution.
- To manage the funds available, Destination BC may award partial funding and limit the number of approved applications above \$100,000.
- Partner Applicants (i.e., a Community within a Community Consortium) can be a part of more than one application, including Sector applications.



No one Community or Sector can apply for more than \$250,000 in total requests from Destination BC, per year, between all applications in the Co-op Program.

- A financial investment is required by each partner, however there is no minimum requirement, and each does not need to contribute an equal amount; however, a reasonable investment from each partner representing true collaboration, should exist. See FAQ for details.
- All applicants must indicate that funding has been confirmed or is pending when submitting an application. Pending funds must be confirmed by January 31, 2027. If funding partners do not provide confirmed funding by this date, this may impact the amount received from Destination BC. Should a funding partner no longer provide funding after this date or the agreement has been signed, successful applicants are still responsible for the amount committed in the contract. For Community Consortiums, if the minimum of three or more communities are impacted, funds will need to be returned. Program staff should be contacted to discuss options.
 - Applicants are encouraged to have signed MOUs or a formal, written agreement in place as they will still be responsible for matched funds.
- Partners who contribute funding should have the opportunity to review a draft application prior to submission.
- Sectors and Community Consortiums should be self-sustaining. Destination BC will provide up to 40% of total eligible project costs for both Sector and Community Consortium applications.

The funding ratio is:

Co-op Applicant:	Destination BC: up to
60%	40%
of total eligible project costs	

Destination BC reserves the right to change funding allocations at its discretion.





05. Evaluation Criteria

Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application.

1. COMMUNITY CONSORTIUMS

COMMUNITY CONSORTIUM applications will be carefully evaluated and scored according to the evaluation criteria listed here:

A. Increased Benefits of Tourism in BC (35%)

- Demonstration of a unifying theme or shared destination story that connects all participating communities through a cohesive visitor experience.
- Evidence of consumer demand for the shared destination experience, route, theme, or offer promoted by the Community Consortium.
- Identification and rationale for need periods and opportunities to promote the destination or product in more seasons to drive seasonal growth.
- Evidence of how the initiative encourages responsible travel behaviour and supports community, cultural, or environmental considerations.
- Demonstration of support for Indigenous Tourism and/or Indigenous communities, where appropriate and in alignment with the project scope.
- Demonstration of how benefits will be distributed across participating communities.



VANCOUVER,
Destination BC/@jennchanmedia

B. Building Brand-aligned Content and a Shared Content Ecosystem (15%)

- Allocation of an appropriate budget for brand-aligned asset creation that contributes high-quality, structured content to the BC Content Hub, supporting broader distribution and discoverability.
- Clear identification of how the project aligns with and strengthens the *Super, Natural British Columbia* brand family, including Iconics where relevant.
- Demonstration of active participation in the shared content ecosystem through the BC Content Hub and creating high-quality content that can be shared and amplified through Destination BC channels.
- Demonstration of appropriate third-party rights, permissions, releases, and usage terms will be secured for funded assets.
- Demonstration of consistent, searchable language aligned with Super, Natural BC brand family, including Iconics, to strengthen discoverability across search, AI, and partner channels.

C. Strength of the Marketing Plan (35%)

- Clear identification of target markets and target audiences, supported by rationale.
- Demonstration of alignment between marketing objectives, eligible activities, Destination BC's provincial strategic priorities and Destination BC's 2026–2028 Global Marketing Strategy.
- Demonstration of alignment between eligible Marketing activities and the Travel Path to Purchase.
- Eligible activities have performance measures with measurable KPI.
- Include clear, measurable calls to action that support travel planning and booking.
- Demonstration that the Community consortium website or campaign landing page delivers an accessible, user-centred experience with clear, structured content.
- Demonstration of progression and/or continuous year over year improvement.



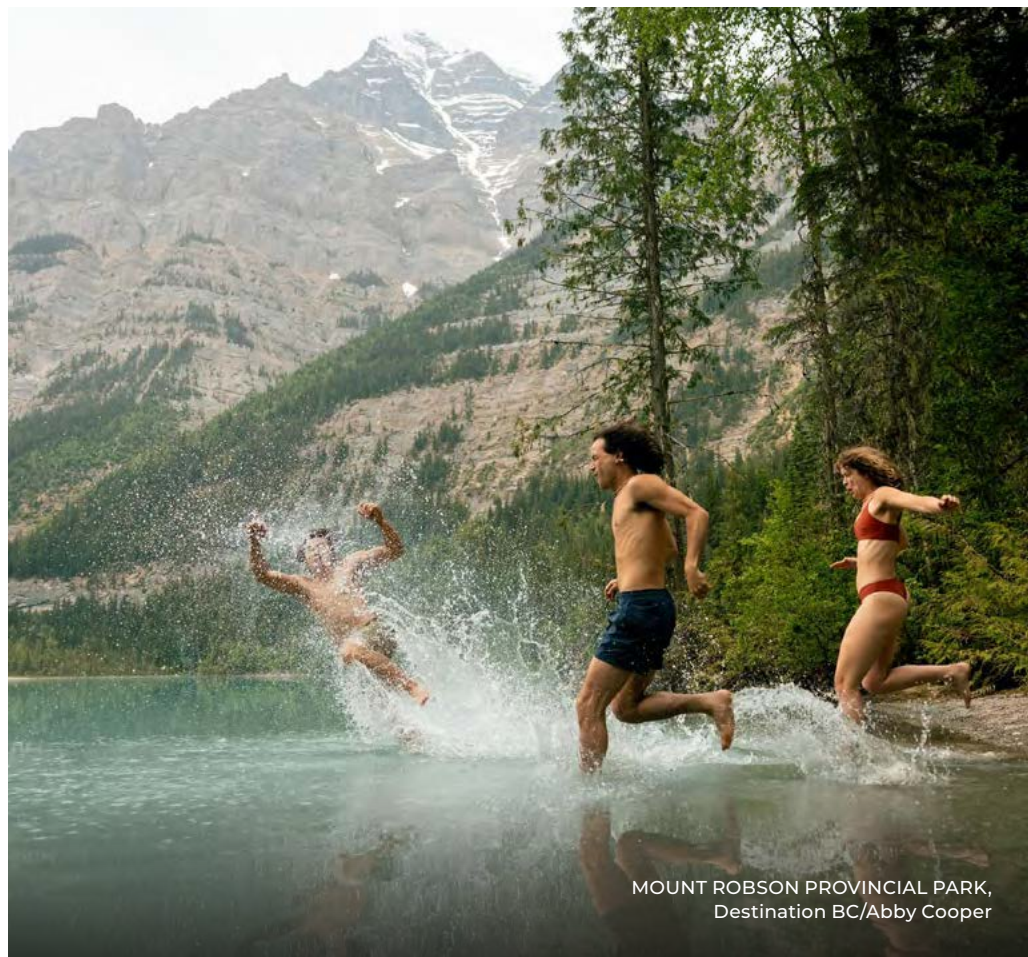
KITIMAT,
Northern BC Tourism/Abby Cooper



VERNON,
Paddle BC/Dave Heath

D. Resources to Execute Program Effectively (15%)

- Demonstration of ability to work in collaboration with communities, Sectors and businesses that builds relationships which benefit the province.
- Amount of private sector participation and investment in plan.
- Demonstration of project management capability, including accurate budgeting, timely delivery, clear partner coordination, and complete reporting.
- Other considerations: returning partners/applicants, past program performance, timely reporting, effective execution of marketing eligible activities, accurate spending in previous partnership agreements, and ability to resolve reporting or reconciliation issues.



MOUNT ROBSON PROVINCIAL PARK,
Destination BC/Abby Cooper

2. SECTORS

SECTOR APPLICATIONS will be evaluated and scored according to the criteria below, with emphasis on product or experience-based collaboration, provincial relevance, export and market-ready tourism experiences, consumer demand, and alignment with Destination BC's strategic priorities.:

A. Increased Benefits of Tourism in BC (35%)

- Demonstration that the Sector represents a meaningful concentration of export and market-ready tourism businesses, with broad provincial representation.
- Clear demonstration and evidence that the experience or product category represented by the Sector is a primary motivating factor for travel to and within British Columbia.
- Clear demonstration of economic and tourism impact
- Identification of need periods and opportunities to promote the destination or product in more seasons to drive seasonal growth, with rationale.
- Identification of how the initiative encourages responsible travel behaviour and supports community, cultural, or environmental considerations.
- Demonstration of support for Indigenous Tourism and/or Indigenous communities, where aligned with the project goals and scope.
- Demonstration of how project and activities will disperse benefits across the province.
- Demonstrates benefits for economic, social, cultural, and/or environmental benefits.



PRINCE GEORGE,
Destination BC/Dave Silver



OKANAGAN LAKE PROVINCIAL PARK,
Destination BC/Matt Ferguson

B. Building Brand-aligned Content and a Shared Content Ecosystem (15%)

- Allocation of an appropriate budget for brand-aligned asset creation that contributes high-quality, structured content to the BC Content Hub, supporting broader distribution and discoverability.
- Clear identification of how the project aligns with and strengthens the *Super, Natural British Columbia* brand family, including Iconics where relevant.
- Demonstration of active participation in the shared content ecosystem through the BC Content Hub and creating high-quality content that can be shared and amplified through Destination BC channels.
- Demonstration of appropriate third-party rights, permissions, releases, and usage terms will be secured for funded assets.
- Adoption of a shared content ecosystem.
- Secure appropriate third-party rights, permissions, releases, and usage terms will be secured for funded assets.
- Demonstration of consistent, searchable language aligned with Super, Natural BC brand family, including Iconics, to strengthen discoverability across search, AI, and partner channels.

C. Strength of the Marketing Plan (35%)

- Demonstration of compelling, experience-driven storytelling that motivates travel and aligns *Super Natural BC* brand family, including Iconics where possible.
- Clear identification of target markets and target audiences, supported by rationale.
- Demonstration of alignment between marketing objectives, eligible activities, Destination BC's provincial strategic priorities and Destination BC's 2026–2028 Global Marketing Strategy.
- Demonstration of alignment between eligible marketing activities and Travel Path to Purchase
- Eligible activities have performance measures with measurable KPIs.
- Include clear, measurable calls to action that support travel planning and booking.
- Demonstration that the Sector website or campaign landing page delivers an accessible, user-centred experience with clear, structured content.
- Demonstration of progression and/or continuous year over year improvement.

D. Resources to Execute Program Effectively (15%)

- Ability and capacity to work in collaboration with communities, Sectors and businesses that builds relationships which benefit the province.
- Amount and demonstration of private sector participation and investment in plan.
- Amount and demonstration of community participation and investment in plan.
- Demonstration of project management capability, including accurate budgeting, timely delivery, clear partner coordination, and complete reporting.
- Other considerations: returning partners/applicants, timely reporting, effective execution of eligible marketing activities, accurate spending in previous partnership agreements, and ability to resolve reporting or reconciliation issues.

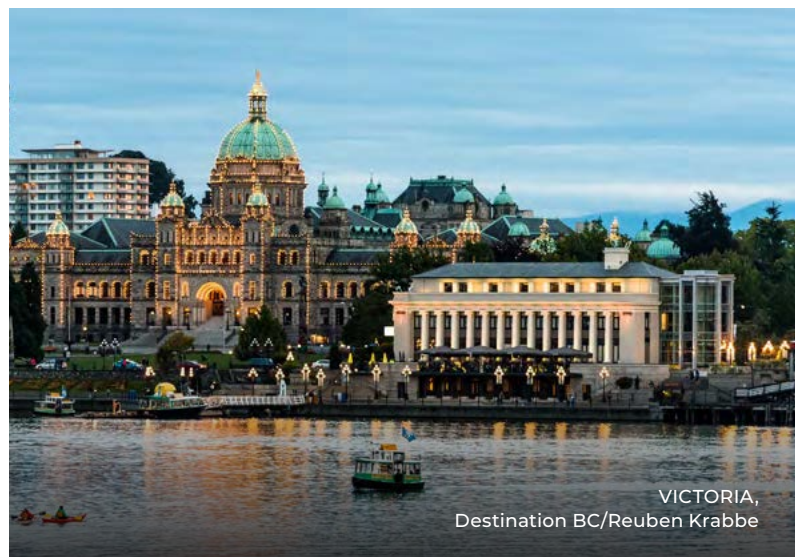


06. Requirements and Eligible Activities

The following Co-op Program requirements and eligible activities for Community Consortiums and Sectors should be adhered to. Consideration will be made for special circumstances outside of the requirements and where a strong rationale for doing so is provided, however, pre-approval from the Co-op Program team is required before an application is submitted

6.1 MINIMUM PROGRAM REQUIREMENTS

- 60% partner funding is a requirement; applications must propose how matching funds will be provided by applicant(s) if funding is provided by Destination BC.
- Applicants must commit a minimum of \$30,000 in eligible project costs per year. Destination BC may contribute up to 40% of eligible project costs, to a maximum of \$250,000 per year.
- All successful applicants are required to actively respond to program staff inquiries including attending a minimum of three meetings or phone calls with Destination BC per fiscal year, including interim reporting check-in meetings. Failure to comply may result in ineligibility for future years.
- All project assets, including content, domains, landing pages, campaign websites, and URLs, must be owned or controlled by the Community Consortium or Sector and not by an agency or third party.
- The primary call-to-action for all funded marketing activities must direct users to the approved Community Consortium or Sector URL.
- Activities must provide a measurable call to action.



VICTORIA,
Destination BC/Reuben Krabbe

6.2 MANAGING DUPLICATION OF EFFORT

- Destination BC's intent for the Co-op Program is to ensure there is no duplication of effort in projects that utilize co-operative marketing funds, including the Ski Co-op Program. Destination BC will not approve projects that overlap or are considered redundant. Overlapping campaigns, (e.g., Community Consortium campaign that promotes a specific Sector, or vice versa), should coordinate activities and have representation from each other as partners or join forces as applicants.
- Applicants should contact Destination BC for directions on any perceived overlaps or redundancy. For a list of Sector Associations working with Destination BC, please see [Appendix 3](#).

The following intends to assist in clarifying the unique focus of organizations:

Community Consortiums

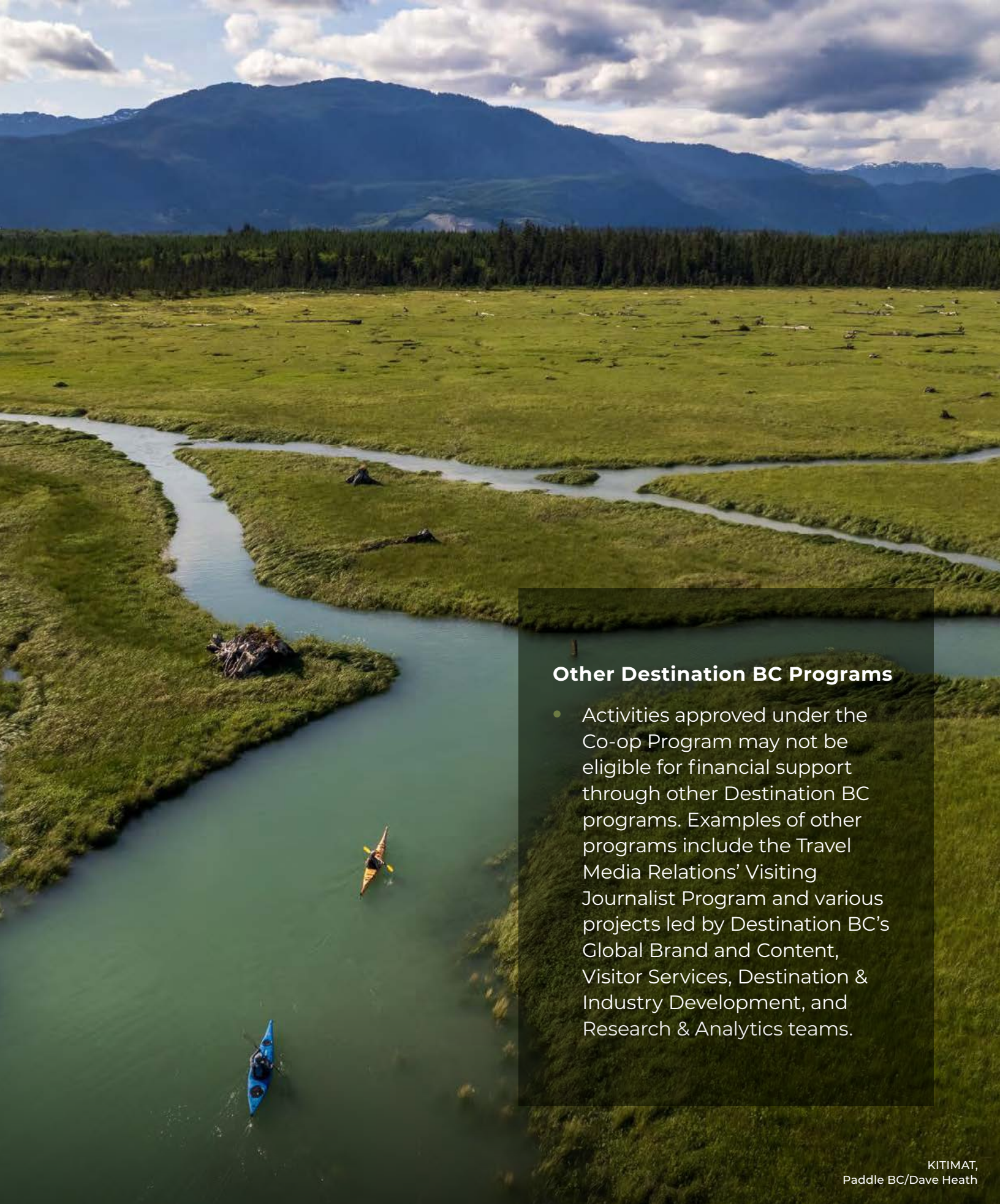
- The marketing focus of Community Consortiums must be on three communities or more that are focused on investing in one marketing initiative (based on a strong unifying theme) that promotes all of them offering a cohesive experience to the consumer. This can include information about the activities available in that area however cannot focus exclusively on a single Sector activity. Previous examples include:
 - Travelling Out in the Thompson Okanagan is focused on 2SLGBTQIA+ tourism in the Thompson Okanagan, led by Tourism Kelowna in partnership with Tourism Kamloops, Tourism Vernon, Travel Penticton, and Destination Osoyoos.
 - Route 16 is a road trip that brings together Mount Robson, McBride, Prince George, Vanderhoof, Burns Lake, Houston, Smithers, The Hazeltons, Terrace and Prince Rupert.
- Community Consortiums cannot direct funds to focus exclusively on a single Sector activity or single community. For Sector activities, you are highly encouraged to partner with a Sector organization.
- Promotion of individual businesses is not eligible.



Sector Organizations

- Sector organizations should focus their collaborative marketing efforts on promoting export and market-ready tourism experiences and product categories that motivate travel, support year-round demand, and contribute to tourism growth across British Columbia. Marketing efforts should be centered on a clear Sector story or visitor experience aligned with provincial tourism priorities and the *Super, Natural British Columbia* brand family. Previous examples include:
 - **CAMPING & RV** in BC promotes the wide range of year-round experiences of a network of partners across the province, and encourages responsible travel through initiatives like the Camper's Code.
 - **WINE BC** uses innovative marketing to connect visitors with the nine unique wine regions throughout BC, 380 wineries, and year-round experiences.
- There should be no overlap between provincial Sector and Community Consortium campaigns.
 - Where Provincial and regional Sector organizations are pursuing similar audiences, experiences, or product themes, applicants should demonstrate how activities are coordinated, complementary, and avoid duplication.
 - If no provincial Sector organization exists, or if the provincial Sector organization does not meet the program Sector criteria, the Sector or sub-sector stakeholders should work through a Community Consortium or Regional DMO on co-operative marketing campaigns.
 - Sectors should be working with Community DMOs where product exists.
 - Sector marketing campaign activities should encourage participation from export and market-ready tourism businesses, communities, and sector-related stakeholders beyond the membership of the Sector organization where relevant product or experiences exist.





Other Destination BC Programs

- Activities approved under the Co-op Program may not be eligible for financial support through other Destination BC programs. Examples of other programs include the Travel Media Relations' Visiting Journalist Program and various projects led by Destination BC's Global Brand and Content, Visitor Services, Destination & Industry Development, and Research & Analytics teams.

KITIMAT,
Paddle BC/Dave Heath

6.3 ALIGNMENT WITH DESTINATION BC STRATEGIES

To ensure British Columbia reaches its full potential as a tourism destination, Destination BC applies a strategic approach that follows key goals outlined in four strategies: the Corporate Strategy, Marketing Strategy, Invest in Iconics Strategy, and Diversity, Equity, Inclusion, and Accessibility (DEIA) Framework.

An important part of the Co-op Program is to create alignment with Destination BC Corporate Strategy and provincial priorities. There are several ways that Co-op Program participants can demonstrate support for and alignment. See [Appendix 4](#) for more information; we strongly encourage applicants to consider the listed areas of alignment when applying, building their marketing plan, and executing the eligible activities.



STONE MOUNTAIN PROVINCIAL PARK,
Destination BC



KITIMAT,
Destination BC/Taylor Burk

6.4 ELIGIBLE MARKETS

The Co-op Program focuses on short-haul visitation, primarily from BC, Alberta, and Washington. Funds may be used to target visitors from other Canadian provinces or continental US states. Business rationale per target market must be provided to Destination BC prior to October 1st for consideration. Other international markets are ineligible. Destination BC may deny investments in markets outside of BC, Alberta and Washington if appropriate business rationale is not provided and there is not an appropriate level of investment that would generate return on investment.



6.5 ELIGIBLE ACTIVITIES AND COSTS

Program funding is intended to support new or expanded research-based consumer marketing activities in primarily short-haul markets. Co-op Program funding is available to facilitate a broad range of integrated, consumer-focused marketing activities/ campaigns that work to increase tourism revenues in British Columbia and strengthen and build the *Super, Natural British Columbia* brand, essential to our collective success.

For clarification on items not listed below, please see [Section 6.6](#):

1. Digital Readiness
2. Brand-aligned Photography and Video Creation
3. Content Marketing Activities
4. Social Media
5. Paid Advertising
6. Print/Online Collateral
7. Market Research and Data Acquisition
8. Consumer Shows
9. Travel Media Relations Activities
10. Inclusive Marketing Strategy
11. Visitor Education Marketing
12. Project Lead/Primary Contact, Project Coordination, and/or Project Execution Management Fees

6.6 INELIGIBLE ACTIVITIES AND COSTS

The following activities and costs are not eligible for reimbursement:

Program Scope and Activity Exclusions

- Event marketing and promotion. Event promotion should apply to the Destination Events Program (DEP).
- Travel trade activities, such as trade-facing sales missions, B2B travel trade marketing, trade collateral, or trade show participation intended for wholesalers, buyers, or intermediaries.
- Product development or industry development.
- Stakeholder engagement or membership drives, such as recruitment campaigns, partner engagement sessions, membership acquisition, or internal stakeholder communications, not tied to consumer-facing marketing execution.
- New brand development; projects are expected to be market ready upon application.
- Non-consortium or Sector-based marketing that focuses on a single destination or experience.
- Applications specific to bidding on and hosting sporting events and the Meeting, Conventions, and Incentive Travel (MCIT) sector.

Technology, Platforms, and Digital Development

- Licensing and software costs such as subscription platforms (e.g., email marketing tools, social media tools, CMS platforms, QR code generators) considered normal costs of doing business.
- Point of sale systems, checkout platforms and booking engines
- Mobile app development. Content development for the app is eligible; content must be owned by the Community Consortium or Sector.
- Non-consortium campaign website development
- Website hosting fees, such as ongoing hosting costs for full websites beyond a campaign-specific call-to-action landing page.
- Capital costs for equipment or software purchases such as computers, tablets, or software licenses purchased as assets.



Strategy, Planning, and Development

- Costs associated with developing and submitting applications.
- Costs associated with developing strategic plans other than related to digital readiness and inclusive marketing as outlined in [Appendix 5](#).
- Digital Readiness and eCommerce planning

While Co-op funding is not intended to support broad strategy, ideation, system design, or platform development, limited planning activities may be eligible where they are directly tied to Digital Readiness implementation or consumer-facing functionality on an existing consortium or sector website or landing page.

These activities must:

- Be directly connected to an approved marketing activity
- Support near-term implementation that improves consumer access, conversion, or bookability

These activities do not include:

- Platform or system architecture
- Booking engine or reservation platform development
- Custom website builds or major functionality development
- Organizational or long-term digital strategy

Artificial Intelligence (AI)

The use of artificial intelligence (AI) does not in itself make an activity eligible. AI-related costs are only eligible where they support an approved, consumer-facing marketing activity and are limited to execution of that activity.

The following AI-related costs are not eligible:

- Development of proprietary AI systems or infrastructure
- AI-enabled operational applications, such as booking engines or itinerary builders
- Ongoing AI software or platform subscriptions not directly tied to an approved marketing activity
- AI strategy, consulting, or training not directly tied to an approved marketing output

For greater clarity:

- **MAY BE ELIGIBLE:** using AI within an approved marketing workflow to support delivery of an otherwise eligible output, where the reimbursement request is for the eligible marketing output itself rather than for platform development or software licensing.
- **NOT ELIGIBLE:** creating or subscribing to an AI-powered booking assistant, trip planner, itinerary builder, or chatbot platform as a standalone technology product.

*Please contact program staff for further inquiries



Infrastructure and Capital Costs

- Infrastructure or infrastructure installation fees (e.g., road signage, structural installation costs).
- Capital costs associated with marketing (such as billboard or signage installation, vehicle leasing, brochure display racks).
- Rental or lease of equipment or facilities, except as it relates to the hosting of pre-approved project related events (such as media events).

Administrative and Operating Costs

- General administrative costs such as salaries, office expenses, business cards, rent, and other normal costs of business incurred by the proponent, or firms represented by the proponent.
 - Examples: routine staffing, office supplies, phones, internet, printers, or internal administration not directly attributable to an approved project activity.

Travel, Prizing, and Other Costs

- Prizing for consumer shows or grand prize giveaways.
- Travel or accommodation costs that are deemed excessive or unwarranted.
- Contra or in-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes provided instead of cash contributions.

Funding Eligibility Restrictions

- Funds provided by other BC provincial government programs cannot be matched by Destination BC.
- Funding provided by Regional DMO's cannot be matched by Destination BC.
- Funds contributed by partners or stakeholders outside British Columbia may be utilized but will not be matched by Destination BC.
 - Example: Community Consortium has \$50,000 from partners (including \$10,000 from a community or business based in Alberta or Washington). If the application is approved, Destination BC will only match funds from BC, i.e., \$40,000 will be matched. Destination BC may consider exceptions if there are compelling reasons and depending on potential return on investment.

General Guidance

- For any clarification around Ineligible Activities, please contact Co-op team at coop@destinationbc.ca



BIG WHITE,
Big White Ski Resort/Geoff Holman

6.7 REGULATIONS COMPLIANCE

We all have a role to play in ensuring safe and responsible travel in British Columbia.

Successful applicants will be required to obtain all necessary permissions related to land, water and air access including, but not limited to, Crown Land, Parks, and Indigenous Territory for First Nations should any marketing promote these areas.

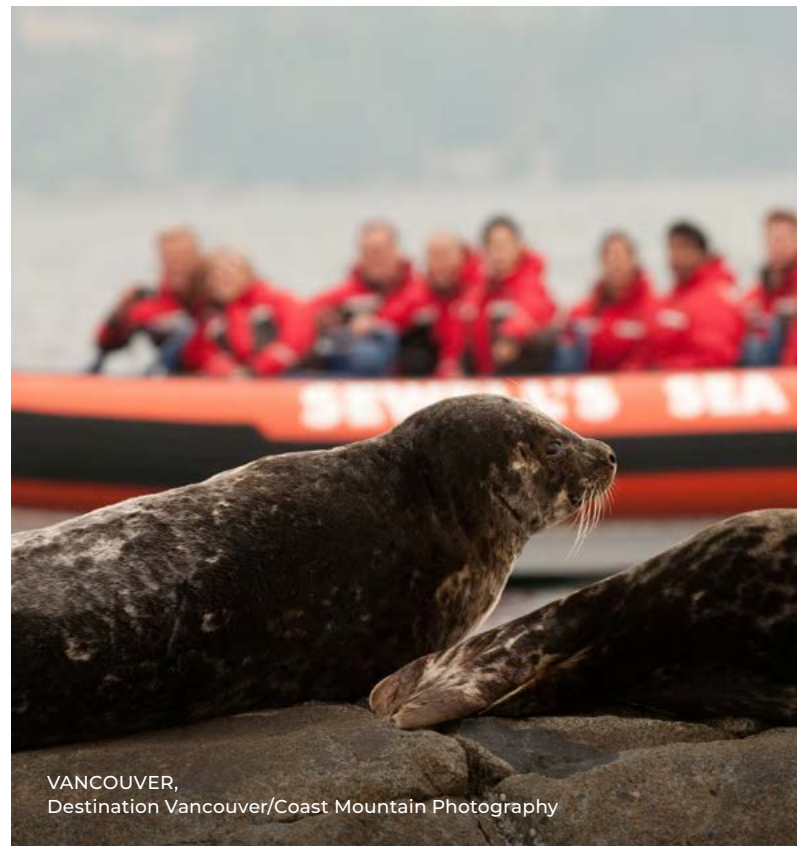
Successful applicants will also need to ensure their marketing message is in compliance with Provincial and Federal advertising regulations. Applicants will also be required to adhere to suggested messaging regarding responsible travel as directed by the Government of British Columbia and the Provincial Health Officer.

Ultimately, applicants are expected to produce marketing that reflects safe and responsible travel. For example, consider whether the trails listed on your website are sanctioned, or whether your photos are encouraging responsible wildlife watching behaviour.

Consider whether the influencers in your videos are treading lightly on the land. For more details on safety and responsibility best practices, please contact coop@destinationbc.ca.

6.8 EMERGENCY MARKETING FUND

For several years, British Columbia has dealt with natural disasters including devastating wildfires. These events impacted visitation to some communities and the province's reputation. Should the need arise due to a natural disaster, Destination BC may make additional funds available directly to applicants via the Co-op Program. The same application criteria and procedures, eligible activities and reporting will be required. To access funds, certain conditions must be in place, including a provincial state of emergency. Destination BC will determine, based on the situation, if funds are available and the corresponding budget. Potential eligible applicants must contact program staff for more information.



VANCOUVER,
Destination Vancouver/Coast Mountain Photography

07. Application & Program Procedures

7.1 APPLICATION WINDOW AND PROCESS

Applications must be received by **November 1, 2026 at 11:59 pm PST**. Incomplete or late applications will not be considered. Early submissions are encouraged.

As a competitive program, all applications will be reviewed and evaluated according to the evaluation criteria in Section 5. Submitting an application does not guarantee funding.

Applications will be evaluated by Destination BC staff against the requirements and criteria specified in this document. Regional DMOs will be involved in the review process for Community Consortium applications to provide input and regional insights.

Destination BC will have the final decision on any application.

Successful applicants may be contacted by program staff after funds have been awarded to update their application,

which will be reflected in the funding contract.

Destination BC reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals and objectives.

For Community Consortiums, one Legal Entity must sign on behalf of all Partner applicants and assume legal responsibility for the project. This Legal Entity must be a tourism association/organization, municipality, regional district, First Nation, Regional DMO or similar entity.

Applications will be submitted via the Co-op Marketing Program online portal.

Program Highlights 2027–28

For the 2027–2028 intake, the Co-operative Marketing Partnerships Program will operate as a one-year funding program.

All applicants will apply for one year only and demonstrate 60% contributing funds.

Applicants must submit a one-year marketing plan and demonstrate confirmed matched funding for that year.

Contracts will be issued for a one-year term, outlining the approved funding amount and corresponding scope of work.

Funding is approved for one year only. Any future intake or renewal opportunities are not guaranteed and will be communicated separately.

All funding sources must be fully confirmed by January 31, 2027. No extensions will be permitted beyond this date.

Destination BC reserves the right to not proceed with or continue an agreement if reporting is incomplete or insufficient (e.g., lack of demonstrated results), if the applicant does not meet program requirements, or for any other reason as determined by Destination BC.

7.2 APPLICATION ASSISTANCE

Applicants are encouraged to contact the Program staff as they develop their application to ensure that all requirements are being met.

Applicants are also encouraged to contact Destination BC to discuss tie-in to the *Super, Natural British Columbia* brand and alignment with Destination BC's marketing efforts.

Regional DMOs may assist Community Consortia in coming together and developing their plan, if desired by the Community Consortia, and at the discretion of those communities.

Destination BC staff are available to assist with the application process. Please ensure that you provide an ample amount of time for review and response from Destination BC staff.

Please contact coop@destinationbc.ca for assistance.

7.3 FUNDING NOTIFICATIONS AND SHARED COST AGREEMENTS (CONTRACTS)

Applications will be reviewed in November and December. Destination BC will issue a Funding Notification letter once application evaluations have been completed. Typically, all Funding Notification letters will be issued no earlier than January 31.

The Funding Notification letter, if successful, will be followed in March by a Shared Cost agreement (contract) that outlines the obligations of each party and must be signed by the Legal Entity. The Shared Cost Agreement is a government contract and requires the Legal Entity to carry Commercial General Liability insurance, with Destination BC named as an Additional Insured. Please contact Program staff with questions.



FAIRMONT HOT SPRINGS,
Destination BC/Kari Medig

7.4 PROGRAM EXECUTION CHANGES

Once approved, if partners need to change an eligible activity(s) after the contract has been signed, they must advise Destination BC in writing of the proposed changes and receive approval prior to the execution of the new eligible activities.

All changes must be approved by Destination BC in order to be deemed an eligible expense. Marketing activities undertaken that have not been approved or are not identified in the contract are not eligible for funding.



FORT NELSON,
Northern BC Tourism/Chris Gale

7.5 PROJECT REPORTING

- An Interim Project report, with KPI results to-date against the identified activities in their application, must be submitted in accordance with the signed contract. All metrics should be reported on in both the interim and final reports.
- A Post Project Report must be submitted prior to the final payment and within 30 days of the end of the fiscal year, or a date specified by Destination BC. Recipients will report on the resulting impacts of the marketing project. All Post Project Reports must be completed using the template provided by Destination BC. Links to external sites or annual reports will not be accepted or read.
- If an Applicant fails to provide an Interim and Post Project Report, the final payment of the funds will not be released and no future funding for any of the partners will be available. Recovery of the previous payments will be required.
- The Post Project Report must include a detailed list of suppliers and expenses that equals the total approved project value, including both Destination BC and partner contributions, in a format stipulated by Destination BC.
- Marketing outputs must be submitted along with both the Interim Report and the Post Project Report. Electronic files are preferred (not just links to the digital location) and should showcase the completed eligible activity.
- Project costs, partner contributions, expenditures, invoices, and approved budget amounts must reconcile with the signed agreement. Applicants must notify program staff of any significant variances to approved tactics or budget allocations.
- All Sectors and Community Consortia are required to share the full Interim and Post Project Reports with all partners who have invested in the project.
- Random audits will be performed, in which selected applicants' marketing projects will be required to submit all invoices or to participate in a full audit of their Post Project Report, including performance measures and results. If an applicant fails an audit, no future funding for any of the partners may be available. Recovery of all Destination BC payments will be required.
- Report templates will be shared in advance of anticipated deadlines or can be requested by emailing coop@destinationbc.ca.

7.6 FUNDING PAYMENT AND REQUIREMENTS

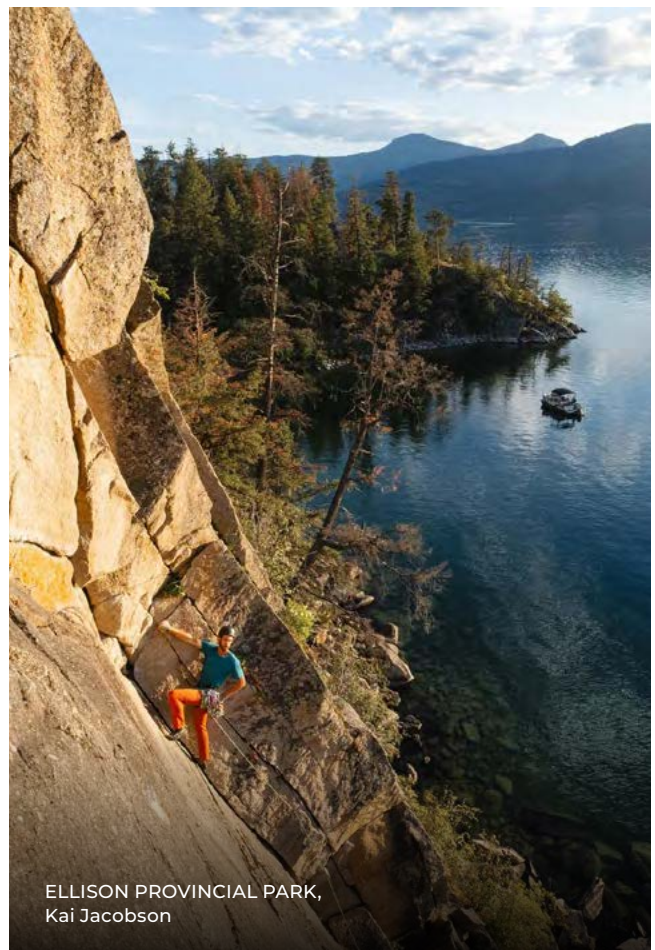
- Funding will be provided based on the amount set out in the Funding Notification and upon fulfillment of contract requirements.
- If cash flow challenges are expected based on the timing of payment, please contact program staff to discuss options.
- Successful applicants must discuss any significant changes to project costs or barriers to progress with program staff.
- If an Applicant fails to provide an Interim Report, the final payment of the funds will not be released.
- Within 30 days of the end of the fiscal year (or a date specified by Destination BC), and prior to the final payment, applicants must complete a Post Project Report, including final

project results, in full and in a format provided by Destination BC. If an applicant fails to provide a Post Project Report, the final payment of the funds will not be released and will result in applications being rejected in subsequent years.

- Destination BC will require the return of any unspent funds or funds spent on ineligible activities. For clarity, unspent funds refers to the total approved project budget, including both Destination BC and partner contributions, unless otherwise specified. If you find that you will not spend your full funding allocation as you approach the end of fiscal year, please contact program staff to discuss options.



VANCOUVER,
Destination Vancouver/Suzanne Rushton



ELLISON PROVINCIAL PARK,
Kai Jacobson

7.7 OTHER PROGRAM REQUIREMENTS

Marketing activities must be completed, and all funds must be spent during Destination BC's applicable fiscal year (April 1 to March 31) in order to be approved. Projects will be deemed incomplete without submission and approval of a final Post Project Report in a form acceptable to Destination BC.

Successful applicants are encouraged to align with the *Super, Natural British Columbia* (SNBC) brand family, including Iconics.

Projects should demonstrate:

- Alignment with SNBC values, including nature, culture, and responsible travel;

- Alignment with Iconic stories, areas, or experiences, where applicable;
- Alignment with target audiences and traveller motivations.

Projects are encouraged to reflect Destination BC's integrated, always-on marketing approach, including the use of shared content, data, and platforms where possible. For more information, please contact program staff for brand tools and refer to Destination BC's Brand Resources.

Destination BC has the right to modify these program guidelines at any time.



SPATSIZI PLATEAU WILDERNESS PARK,
Northern BC Tourism/Marty Clemens

8. Appendices

8.1 APPENDIX 1: DEFINITIONS

ALIGNMENT

- In this context, strategic alignment is the process and result of improving linkages between destination management organizations at all levels (e.g., structures, resources and strategies), and strengthening marketing critical mass to enable a higher performance by optimizing all contributions to the goal of increasing tourism revenues to BC.

AUTHORIZED AUTHORITY

- The main contact listed in the application at the Lead Organization who is authorized to contract with Destination BC.

BC CONTENT HUB

- Destination BC's tool that houses all assets including photography, video, and stories.

CALL-TO-ACTION

- Call-to-action (CTA) is an instruction to the audience designed to provoke an immediate response (e.g., "call now", "find out more", etc.).

COMPETITIVE

- Competitive: a quality of being as good as or better than others of a comparable nature.

COMMUNITY

- Geographic areas with a Destination Management Organization (DMO), or where a DMO does not exist, a municipal or village council, Chamber, Indigenous Communities, or regional district.

- Some communities may already be geographically defined by existing Destination Management Organizations.

COMMUNITY CONSORTIUM

- Consortiums or clusters of 3 or more eligible communities.
- Consortiums must be developed based on a strong unifying theme, e.g., experience, geographic touring and exploring.
- Consortiums should include all community partners within the defined geographic area.
- Some consortiums may already be defined by existing Destination Management Organizations. For example, the Sunshine Coast Tourism Association includes Gibsons, xwesam (Roberts Creek), ch'atlich (Sechelt), kalpilin (Pender Harbour), Powell River and Tla'amin Nation (Sliammon), among other communities within the Sunshine Coast destination.

DISPLAY ADVERTISING (ONLINE)

- Conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics on a website or search engine and most often appears in the form of a banner at the top or sidebar of a web page. These ads are designed to attract traffic with a link to the advertiser's website.

DESTINATION MANAGEMENT ORGANIZATION

- A destination management organization is an organization that promotes a town, city, region in order to increase the number of visitors. The organization is also responsible for providing the insights and leadership necessary to bring policies and plans into reality.

FOIPPA

- Freedom of Information and Protection of Privacy Act.

FUNDING PARTNERS

- Other organizations or businesses that buy-in or provide funds to the Community Consortium initiatives.

GENERATIVE ENGINE OPTIMIZATION (GEO) / ANSWER ENGINE OPTIMIZATION (AEO)

- The practice of creating and structuring digital content so it can be easily found and used by search engines and AI-powered tools when travellers search for information, destinations, businesses, and experiences.

LEAD ORGANIZATION

- The one Legal Entity that will be assuming financial and reporting responsibility for the Application Funding Partners and will manage the execution of the Community Consortium initiatives.

MOTIVATING EXPERIENCE

- Products and/or experiences are a motivating experience if they drive travel to and within BC. Applicants should demonstrate this through data, consumer research and/or other sources of information.

NATIVE/SPONSORED ADVERTISING

- Paid content that is “in-feed” and inherently non-disruptive, following the natural form and function of the user experience in which it is placed. This includes promoted tweets on Twitter, suggested posts on Facebook, and editorial-based content recommendations. The most traditional form of native marketing is when sponsor-funded content is placed alongside editorial content.

PROJECT COORDINATION

- Involves the coordination (e.g., reporting, partner communication, coordinating suppliers) on behalf of the Community Consortium or Sector. Costs must be transparent (e.g., staff or contractor hourly rate) and outlined in reporting. If a Sector or Community Consortium contracts out project coordination duties, the Project Lead/Primary Contact must directly approve any other contractors or suppliers used to support project execution. Contractors leading project coordination cannot be the Project Lead/Primary Contact and cannot be the contractual or signing authority for project execution.

PROJECT COORDINATION FEES

- These fees are intended to help the applicants manage the project, e.g., liaise with service providers, complete interim and final reports for Destination BC; ensure that eligible activities are completed in accordance with Co-op Program guidelines.

PROJECT EXECUTION MANAGEMENT FEES

- 3rd party management fees associated with the execution of eligible activities (e.g., social media, content creation, ad buying). If a contractor, agency or supplier (e.g., 3rd party) is hired for project execution, all management fees (e.g., account management) must be transparent and identified in the invoice list and budget table. These fees should not be reflected within other individual eligible activities.
- A contractor, agency or supplier cannot be the Project Lead/Primary Contact. This must be a representative from the Sector or Consortium.
- Example: A Sector or Community Consortium Project Lead is either using an existing staff member(s) or contractor to lead project coordination (e.g., \$5,000 cost). An agency has been hired to conduct the ad buy (\$5,000 account management/agency fee charged). Destination BC's contribution toward Project Lead, Project Coordination, and Project Execution Management Fees cannot exceed 20% of Destination BC's total contribution

to the project. Applicants may contribute additional funding toward these costs beyond the 20% Destination BC limit. All such costs must be clearly identified in the application, disclosed to funding partners, and reconciled through final reporting. Detailed reporting may be required by Destination BC.

PROJECT LEAD/PRIMARY CONTACT

- A staff member from the Sector or Community Consortium who is responsible/accountable for the project, contracting suppliers, communication with DBC, and attending all meetings. The project lead should be the primary contact in the application and must be the key point of contact for Destination BC. Costs must be transparent (e.g., hourly rate) and outlined in reporting.

SHARED CONTENT ECOSYSTEM

- The Shared Content Ecosystem is a shared approach to content marketing, built on common tools, processes, and expertise. This approach includes shared content marketing programs and tactics such as the UGC Partnership Network, the BC Content Hub, 3rd party usage rights, Model Consent & Release Forms, and consultation with Destination BC.

REACH

- A measure of potential audience size; the number of unique people who see your content.

RETURN ON INVESTMENT

- In this case, refers to positive benefits from a project or initiative as a result of the investment from the co-operative marketing program dollar investment. To calculate ROI, the benefit (revenue return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio. While not all projects may be able to calculate a true ROI, there is a desire to be able to demonstrate the project has delivered results and provided value greater than the investment level.

SKI

- Winter experiences with a primary product experience of market-ready skiing, including Alpine (ski resorts)

TOURING & EXPLORING

- A journey that encompasses several destinations and activities over multiple days.
- Touring & Exploring experiences should focus on a wide range of attractions and activities with the general intent of exploring BC (i.e., no one specific motivator is driving the trip-planning).
- Touring campaigns should include multiple activities with different target audiences and different messaging.
- The journey may be within a specific area, or it may transcend one or more areas.

UNIFYING THEME

- Consortiums must be developed based on a strong unifying theme that both supports provincial and local tourism strategies.
- A “unifying theme” provides a common ground for collaboration in marketing efforts. It refers to a central idea, concept, or message that resonates with all participating communities and appeals to the target audience of these communities. This theme could be a shared geography (e.g., Haida Gwaii), journey (e.g., Gold Rush Trail), goal (e.g., increase awareness of 2SLGBTQIA+ tourism in the Thompson Okanagan as a safe and welcoming destination where everyone can be themselves), experiences (Indigenous Coast BC) or visitor education (Don’t Love it to Death).
- The goal is to leverage the strength of each community while presenting a cohesive and compelling message to the broader audience.

VISITOR EDUCATION MARKETING

- A thoughtful approach that considers not only the interests of travellers, but also the well-being of communities and the natural environments they visit. The aim is to minimize any adverse impacts on these communities.

8.2 APPENDIX 2: SKI CO-OP PROGRAM FUNDING RECIPIENTS

Program Guidelines specific to the Ski Co-op Program are provided directly to the Eligible Recipients only.



THE CANADA WEST SKI AREAS ASSOCIATION

cwsaa.org

Christopher Nicholson
President & CEO
office@cwsaa.org

8.3 APPENDIX 3: PROVINCIAL SECTOR ORGANIZATIONS



BACKCOUNTRY LODGES

Backcountry Lodges of British Columbia Association
backcountrylodgesofbc.com

Brad Harrison,
Executive Director
ed@blbca.com



CAMPING & RVING

Camping & RVing BC Coalition
campingrvbc.com

Jamie Cox, Chair
jcox@bclca.com



FISHING

BC Fishing Tourism Association
fishingbc.com

Matt Jennings, Executive Director
matt@bcfishingtourism.com



GUIDE OUTFITTERS

Guide Outfitters Association of BC
goabc.org

Scott Ellis, CEO
info@goabc.org



MOUNTAIN BIKING

Western Canada Mountain Bike Tourism Association
mountainbikingbc.ca

Meghan Tabor, Executive Director
meghan@mbta.ca



OCEAN BOATING

BC Ocean Boating Tourism Association
ahoybc.com

David Mailloux, Managing Director
david@ahoybc.com



WINE

Wine Growers British Columbia
winebc.com

Kim Barnes, Marketing Director
kbarnes@winebc.com



8.4 APPENDIX 4: ALIGNMENT TO THE PROVINCIAL TOURISM STRATEGIES

There are several ways that Co-op Program applicants and participants can demonstrate support for and alignment to the provincial tourism strategies, including roles, strategies and eligible activities such as:

- Corporate Strategy
- Marketing Strategy
- Responsibility and Role in Truth and Reconciliation
- Invest in Iconics Strategy
- Industry Digital Readiness
- Participating in the common tagging framework program
- Alignment in marketing performance measurement
- Brand alignment to *Super, Natural British Columbia*
- Paid Search (Search Engine Marketing)
- Adopting a Shared Content Ecosystem approach that supports shared content, destination storytelling, and content discoverability through tools such as the BC Content Hub, third-party usage rights, Model Consent & Release Forms, and consultation with Destination BC.
- Social Media program
- Alignment to Destination Development Strategies

These are further outlined below. We strongly encourage applicants to consider the following areas of alignment when building their marketing plan and executing the eligible activities within the Co op Program.



FORT LANGLEY,
Destination BC/Viranlly Liemena

8.4.1 Corporate Strategy

Destination BC's 2026–2028 Corporate Strategy focuses on growing tourism in more places and seasons while increasing the benefits tourism provides to people living in British Columbia. The strategy aims to support tourism growth throughout the province during peak and off-peak seasons and increase the economic, social, cultural, and environmental benefits tourism delivers to people living in BC.

- Reduce seasonality and regional disparity by growing the tourism economy across all regions of BC and in all seasons;
- Enable more tourism organizations and businesses to access technologies, marketing channels, planning tools, data, insights, and training that are otherwise only available to large businesses and organizations;
- Take action to continue to grow a sustainable, authentic Indigenous cultural tourism industry in BC.

The goals of the strategy for Co-op Program alignment include:

- **BUSINESSES:** Tourism businesses are profitable.
- **TRAVELLERS:** People love travelling in BC.
- **RESIDENTS:** People living in BC value the visitor economy.
- **DISPERSION:** People travel year-round, and to lesser-known places.
- **ENVIRONMENT:** The tourism industry meets or exceeds the BC's Climate Change Action Plan targets.
- **TRUTH AND RECONCILIATION:** Indigenous voices, values and presence are amplified in all of our work.



8.4.2 Marketing Strategy

Understanding of and alignment to the consumer journey outlined in Destination BC's 2026–2028 Global Marketing Strategy also strengthens our collective outcomes by coordinating individual efforts towards the same goals.

The consumer journey that Destination BC uses:

- Captivate
- Activate
- Generate
- Advocate

Through deep collaboration, access to shared tools, and industry learning programs, Destination BC aims to support industry in building digital marketing excellence across the tourism marketing ecosystem. Deep collaboration means exploring and implementing new ways to work together that we are unlikely to be able to do on our own; ways that require the power of collective thinking, effort and investment. These include shared technology systems, process, protocols and marketing approaches, such as the Co op Program.

Destination BC strongly encourages Co-op Program applicants to review Destination BC's Global Marketing Strategy and the Marketing section of the corporate website. To request a copy of the latest Global Marketing Strategy, email: marketing.plan@destinationbc.ca.

8.4.3 Truth and Reconciliation

Destination BC recognizes its responsibility and role in truth and reconciliation with Indigenous Peoples and communities and is actively engaging in this work such as, but not limited to, employment practices, partnerships, and content planning. We all have a role to play in truth and reconciliation, and Destination BC encourages all partners to consider how their planning and activities support this responsibility.



8.4.4 Invest in Iconics Strategy

The Invest in Iconics Strategy is a long-term strategy to responsibly increase the benefits of tourism throughout British Columbia by integrating place branding and destination development to create globally compelling reasons to visit BC. The strategy encourages travellers to visit more places across the province in more seasons, supporting year-round visitation and geographic dispersion.

Projects may demonstrate alignment with the *Super, Natural British Columbia* brand family, including Destination BC's Invest in Iconics Strategy, by contributing to the development, awareness, or activation of globally compelling reasons to visit British Columbia. Alignment with Iconics is encouraged but not required, and funding is not contingent on demonstrating full Iconic readiness.

Where applicable, applicants may identify how their project aligns with relevant brand-aligned destination stories, Iconic areas, Iconic experiences, place brands, or visitor experiences that support the broader *Super, Natural British Columbia* brand family.

8.4.5 Industry Digital Readiness

To remain competitive in an increasingly digital and AI-enabled environment, tourism organizations and businesses need the tools, skills, and content required to reach and convert potential travellers online.

Destination BC encourages all tourism organizations and businesses to prioritize their digital readiness to improve visibility, discoverability, and visitor conversion.

Being digitally ready includes:

- Maintaining a mobile-friendly website with strong search engine optimization (SEO) and user experience (UX);
- Keeping business information current across key traveller discovery and planning platforms;
- Offering online booking or e-commerce capabilities, where appropriate;
- Creating clear, accurate, and well-structured content that supports discoverability across search engines, AI-powered search experiences, and partner channels (Generative Engine Optimization (GEO)); and
- Using data and traveller insights to inform marketing decisions.

We encourage applicants to complete the [digital readiness assessment checklist](#) available through the Destination BC Learning Centre to identify opportunities to strengthen their digital capabilities.

8.4.6 The Common Tagging Framework—Website Tagging

Our ability to compete effectively in an environment of continuous digital disruption depends on our access to consumer data. We also need the ability to analyze the data for meaningful insights, and to act on this data, whether it be to identify new audiences, reconnect with those showing an interest in BC travel, or improving the consumer's travel experience with timely, relevant content.

Creating a unified digital marketing ecosystem—the Common Website Tagging Framework—by connecting the fragments of data and traveller insights found with tourism businesses across the province, helps create a singular, comprehensive view of the BC traveller.

With this comprehensive, well-defined traveller in mind, Destination BC and its partners can produce more effective communications and joint marketing efforts, motivating more travellers to visit BC. We ask Co-op Program participants to place website tags (a small piece of code) on their campaign landing pages, microsites and websites to help grow our data pool and improve campaign performance. Website tagging will likely be a future program requirement given coming changes in the online marketplace.

8.4.7 Marketing Performance

MEASUREMENT ALIGNMENT

It is important to be rigorous in the measurement of our marketing activities to manage, optimize, and improve the performance of each activity. Sharing a common set of measures, with meaningful and consistent data, tells us if our collective efforts are making a difference and driving the results we all want to achieve. Common measures are critical to measure performance against targets and benchmarks and compare activities across the Co-op Program and across years. Metrics have been incorporated into the program KPI's.

The marketing performance measurements can be found in [Appendix 6](#).

Further information can be found in the Co-op Program FAQs. These KPIs will be collected for both interim and final reporting.



8.4.8 Brand Alignment

Provincial alignment to the *Super, Natural British Columbia* brand supports our global competitiveness by driving stronger consumer recognition of the British Columbia experience. By aligning your brand and marketing with the *Super, Natural British Columbia* brand, you can add to the power of that recognition and leverage the resonance that the brand has built with domestic and global audiences through Destination BC's global marketing programs.

We have developed three tiers of brand alignment, from highly aligned (Tier 1) to least aligned (Tier 3) to help us work with you better. These tiers are meant for applicants to self-identify their intentions around alignment and help our team to provide guidance to achieve those goals. Applications should clearly state at what tier their marketing will align with the provincial brand and describe how it aligns. See below for guidance on how to demonstrate your brand alignment.

TIERS

- **TIER 1:** highly aligned (strategic and creative alignment): brand-aligned values and messaging, the use of the logo tile, and the use of at least two other brand elements (strategic elements such as essence or attributes, colours, photography style, fonts).
- **TIER 2:** medium alignment: use of the logo tile, as well as one other brand element (please name the element).
- **TIER 3:** least aligned: logo tile uses only.

Note: For those applicants interested in being highly aligned you will have access to use the *Super, Natural British Columbia* logo tile and/or Great Forest typeface, which will require signed license agreements. The license to use these assets will only apply to the eligible activities approved in your Co-op Program application.



TUMBLER RIDGE,
Northern BC Tourism/Abby Cooper

ALIGNMENT CONSIDERATIONS

Alignment can come in many forms, from storytelling and visual style, to adding logos and fonts. Please consider the following in your application:

How does your project contribute to the *Super, Natural British Columbia* brand family through compelling destination storytelling, visitor motivation, and alignment with Iconic destination narratives?

What stories will you be telling or promoting about people that have been shaped by nature?

Are there examples of nature and culture coming together in experiences within your Community Consortium or Sector?

How will you incorporate the brand attributes into your content marketing?



8.4.9 Shared Content Ecosystem

The Shared Content Ecosystem supports destination storytelling, content discoverability, collective marketing impact, and partner access to reusable content assets across British Columbia.

By aligning our collective efforts in content marketing, we can reduce duplication and increase the reach of our content by sharing each others' content—ultimately driving a bigger ROI for our content marketing efforts.

Destination BC aims to increase provincial content alignment through building shared content marketing programs, processes, and expertise in content marketing.

We strongly encourage Co-op Program participants to adopt a shared approach to content marketing, built on common tools, processes, and expertise, through the following eligible activities and programs:



BC CONTENT HUB

With the BC Content Hub, our Digital Asset Management (DAM) System, Destination BC aims to create a shared collection of high-quality, brand aligned content for use by all partners.

Co-op Program participants can leverage the BC Content Hub in several ways:

- By signing up for an account at BCContentHub.com to see what visual assets are already available for your area or Sector.
- Submit brand-aligned assets created as part of the Co-op Program along with license agreement and model releases. These assets will be accessed and amplified by Destination BC and other partners (such as Destination Canada and global travel trade and travel media).

Find out more about participating in the BC Content Hub program by contacting brand@destinationbc.ca.



BARKERVILLE,
Cariboo Chilcotin Coast/Jonny Bierman



SALT SPRING ISLAND,
Southern Gulf Islands Tourism/Stasia Garraway

THIRD-PARTY USAGE RIGHTS

In order for us to amplify each others' content, for greater ROI in our content creation efforts, we each need to ensure we are seeking third-party usage rights when engaging photographers, videographers, writers, or other content creators whenever possible. Destination BC is available for consultation to support you in this; note that it is critical that this discussion take place prior to contracting with your content creators, as it is more efficient to acquire additional rights at the beginning of a project than after the content is created. The Destination BC team can provide information on costs to acquire materials with third-party rights.

Please include the following language in your contract with content creators:

The parties agree that the supplier grants <Your Co-op Group> and Destination BC Corp:

- A non-exclusive, perpetual, irrevocable, royalty-free, assignable, worldwide license to use, reproduce, modify, and distribute the content asset(s); and
- The right to sublicense to third parties the right to use, reproduce, modify and distribute the content assets for the purpose of promoting travel to or within BC.

This will allow Destination BC to:

- Add your content to the BC Content Hub (at Destination BC's discretion) for use by Destination BC and other partners, such as Destination Canada and global travel media and travel trade, for use in global marketing activities.
- Use your consortia's articles, video, and photography on Destination BC's channels including websites, Facebook, Instagram, Pinterest, TikTok, YouTube, sponsored and/or promoted social media posts, consumer websites, email marketing and other digital channels.
- Edit content for size and length where relevant.
- Translate content into other languages for use in Destination BC's global markets.

MODEL CONSENT RELEASE FORMS

We require that any models or other individuals pictured in your content (photo or video) created with Co-op Program funding sign Destination BC's Model Consent Release form. If you are hiring Indigenous Peoples, please connect with our brand team so we ensure cultural practices, teachings, and stories are respectfully protected. As a public body, Destination BC is required to comply with the Freedom of Information and Protection of Privacy Act (FOIPPA), which includes ensuring any individual pictured in the content we share has consented to that use. Without this step, we will be unable to share your content on our channels (including embedding/sharing from your YouTube channel or social media accounts). The release form is available on [DestinationBC.ca](https://destinationbc.ca). If you have questions about using the Model Consent Release Form, please contact brand@destinationbc.ca.

CONSULTATION WITH DESTINATION BC

If you are considering creation of brand-aligned photography or video, or digital content marketing eligible activities in your co-operative marketing plan, it is important to involve the Destination BC Global Brand & Content department in your planning. This will ensure that asset and content development using co-op funds supports our goal of building a shared content ecosystem and maximizes marketing opportunities.

Co-op Program projects with a total content project cost of \$30,000 (photography, videography, or other content formats) or greater are required to consult with our Global Brand & Content team.

Please note that if projects in this category do not hold a planning session with Destination BC, Destination BC may withhold its financial contribution to the cost of content acquisition. If the total cost of your content development is less than \$30,000, we still encourage you to reach out to our team to discuss alignment. Please contact coop@destinationbc.ca to arrange a consultation.

IMPORTANT NOTE

Please note that in future program years, we may require all content development within the Co-op Program to be developed in full alignment with the *Super, Natural British Columbia* brand and include rights for Destination BC and partners.



WHISTLER,
Tourism Whistler/Kateland Clarke

8.4.10 Paid Search

(Search Engine Marketing)

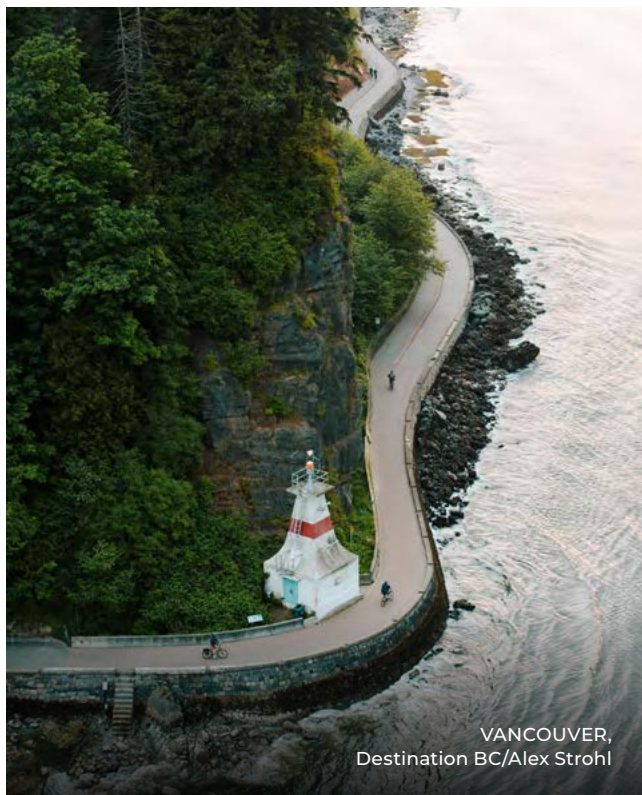
In order to achieve better alignment, avoid duplication, and prevent higher costs with Paid Search, we ask you to share the following information with us when your campaigns are running.

What markets are you/will you be promoting your product/services in via paid search?

What months will your paid search program be running in? (Is it “always on” or just during certain months of the year?)

8.4.11 Social Media

There are several ways in which you can engage and align with Destination BC on Social Media:



FOLLOW

Follow us on Facebook, Instagram, Pinterest, TikTok, and YouTube. By following us, you can learn more about the type of content we share.

PARTICIPATE

By following us, you'll be able to see when we share content related to your Sector or community; this is an opportunity for you to jump into the conversation and engage with potential visitors in our social media community.

AMPLIFY

When we post about your communities or Sector, you can amplify that messaging by sharing it on the marketing channels you are active on.

USE #EXPLOREBC

By tagging your content with #exploreBC, you will tap into a very engaged community who are potential consumers and advocates, and you will introduce your content to a wider audience. Destination BC's Digital Content team curates content from this hashtag.

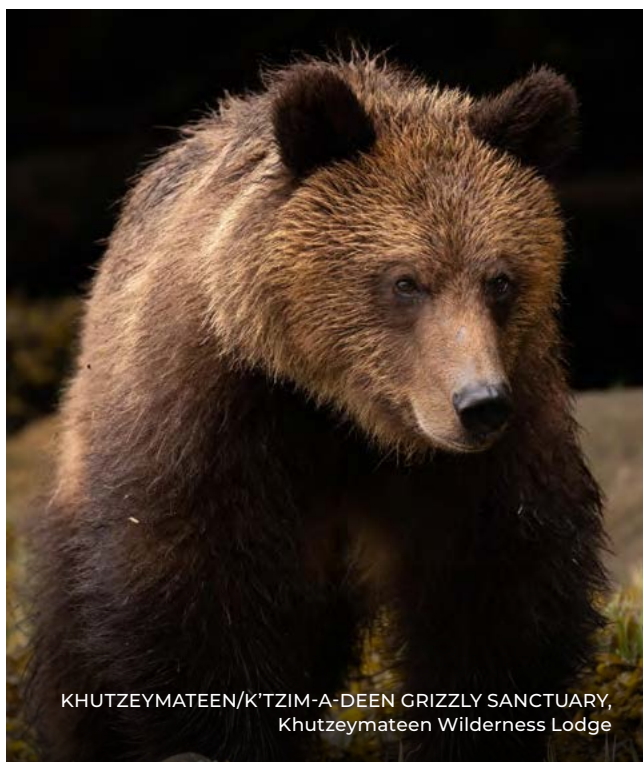
CONTENT CREATORS

By working with BC residents and/or travellers who are skilled photographers or videographers, you can acquire social media-optimized content such as short-form vertical video. In turn, this may increase the performance, reach, and quality of your social media content and the likelihood it will be amplified by Destination BC.

8.4.12 Destination Development

Destination Development is the strategic planning and advancement of defined areas to support the evolution of desirable destinations for travellers, with a sole focus on the supply side of tourism, by providing compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation. Across the province, many 10-year destination development strategies have been created on both regional and sub regional (or 'planning area') levels. Applicants are encouraged to refer to applicable planning area and regional strategies in the event their activities directly support new product ideas or action items through marketing.

Learn more about Destination Development, [here](#).



8.5 APPENDIX 5: ELIGIBLE ACTIVITIES

1. DIGITAL READINESS

- Conduct work on the Community Consortium or Sector website to improve:
 - Consortium website or landing page search engine optimization.
 - Consortium website or landing page usability, mobile and guest experience.
 - Consortium website or landing page accessibility.
- Conduct a digital audit of the Community Consortium or Sector website, social media channels, and/or consumer email marketing program to help identify priority areas to improve.
- Implement your digital marketing strategy for the Community Consortium or Sector website or landing page.
- The Co-op Program is structured around Eligible Activities as listed in Section 6.5. Each Eligible Activity may contain one or more tactics. The tactic categories align with the Co-op Eligible Activities and Tactics Chart.

2. BRAND-ALIGNED PHOTOGRAPHY AND VIDEO CREATION

Eligible Expenses:

- Photography and B-roll videography productions to create new photos and/or footage for use in future marketing activities. Specifically, Destination BC will cover production and travel cost for the production supplier and models, fees for models, and up to 50% of eligible travel-related and accommodation expenses for one representative to escort photographers and videographers if needed. Destination BC reserves the right to deny travel related and accommodation costs deemed excessive or unwarranted.

Important Considerations:

- Destination BC strongly recommends working with a production supplier who has been previously briefed on or whose visual approach aligns to the provincial destination brand, *Super, Natural British Columbia*; this will increase the ability for Destination BC and other tourism partners to use the photography and video materials to promote your marketing messages through our marketing channels. Please contact brand@destinationbc.ca for more information or support.

- Destination BC strongly encourages participants to include third-party usage rights and name Destination BC Corp. as a licensee in your agreements with production suppliers; this allows your photography and videography to be added to the BC Content Hub and be amplified by other partners, including Destination BC and global travel media and travel trade. At minimum, Destination BC requests that participants ensure any models or other individuals included in the photography or b-roll have signed a Destination BC Model Consent Release form, which allows Destination BC to share your content on social media and other channels. See more in [Appendix 4: Shared Content Ecosystem](#):

Shared Content Ecosystem

- Investments in this tactic with a total cost (Destination BC and applicant contributions) of \$30,000 or more will require a mandatory planning and alignment discussion with Destination BC staff. The planning session may be scheduled after the Funding Notification letter has been issued in January 2027. Destination BC may withhold its contribution to the costs of acquiring content should this consultation not take place.

Destination BC strongly encourages participants investing in photo and video production to consider how you will accurately and authentically represent the diversity of British Columbia's population in the materials you produce. This should be considered at each stage of the project and is especially important during the foundational planning stages. It includes inclusive marketing best practices such as:

- Integrating lived experience into your production process. Consider who is included and has influence in the planning for your shoot, as well as both in front of (models) and behind (production suppliers) the lens. This requires actively creating spaces where those with lived experience feel safe to share and have opportunities to shape the process.
- Considering how each stage of the process affects representation. For example: how does your brief set the foundation for inclusion? How can props, styling, and staging be more

authentic? How can the editing process avoid erasure? Inclusion comes from a foundational and intentional series of decisions.

- Improving inclusive representation. Learn, avoid and actively challenge common (positive and negative) stereotypes related to those being represented. Avoid tokenization (i.e., having one visibly “diverse” person in a “non-diverse” group). You have the opportunity to challenge the default lens or conventional representation used in destination marketing by being thoughtful about who's included and the context of the image (e.g., by asking who is the focus of the photo? Who is in a leadership role?)

Find more information on Inclusive Visual Production Best Practices [here](#). For more information and support on incorporating inclusive marketing visual best practices, contact brand@destinationbc.ca.





3. CONTENT MARKETING ACTIVITIES

Eligible Expenses:

- Creation of new digital content for a specific marketing purpose, including blog posts, content partnerships, social media content, design and development of a Community Consortium or Sector landing page or campaign microsite, and content for mobile app.

Important Considerations:

- Where relevant (i.e., video content) Destination BC strongly encourages participants to include third party usage rights and name Destination BC Corp. as a licensee in your agreements with content creators; this allows your content to be added to the BC Content Hub and amplified by other partners, including Destination BC and global travel media and travel trade. Please see [page 46](#) for specifics on licensing terms. At minimum, Destination BC requests that participants ensure any models or other individuals included in the photography or video have signed a Destination BC Model Consent Release form, which allows Destination BC to share your content on social media and other channels.
- Destination BC aims to share content in our marketing channels that promotes safe and responsible travel in British Columbia.
- Landing pages and campaign microsites that serve as a call-to-action for marketing activities should prioritize mobile-first, or at minimum, meet standards of mobile-friendliness to ensure a positive user-experience.
- Content development for a mobile app is eligible, but not mobile app development.
- Marketing outputs must not direct users first to an agency website, RDMO website, member website, publisher website, or other third-party destination unless explicitly approved by Destination BC.

4. SOCIAL MEDIA

Eligible Expenses:

- Social media both organic (free, non-paid content) and paid social media, which includes advertising on platforms such as Facebook, Instagram, YouTube, TikTok, WeChat, etc.
- Contractors who manage social media channels should be listed under Project Coordination or Project Execution Fees
- If you are considering influencers as a tactic, any influencer trips approved under the Co-op Program may not be eligible for additional financial support from other Destination BC programs (i.e., the Visiting Journalist Program).

Important Considerations:

- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for one representative to escort influencers if needed. Destination BC reserves the right to deny travel related and accommodation costs deemed excessive or unwarranted. Please consult with the Co-op team for any questions around eligibility
- Influencers are individuals or creators primarily engaged in content creation through social media platforms.

5. PAID ADVERTISING

Eligible Expenses:

- Delivery of promotional marketing messages including print, radio, television, out-of-home, paper direct mail (including postage, list rental), and digital advertising (email marketing, search engine marketing, display, including image and video, and native/sponsored advertising).

6. PRINT/ONLINE COLLATERAL

Eligible Expenses:

- Brochures, rack cards, flat sheets, guides, maps, etc.
- Collateral must be to advertise your Co-op project and not another business or community collective in the area.



7. MARKET RESEARCH AND DATA ACQUISITION

Eligible Expenses:

- Consumer-focused market research related to program execution and relevant measurements that will allow the Community Consortium to make informed marketing decisions.
- Applicants can request up to a maximum of \$5,000 from DBC on Market Research. Anything above and beyond will require preapproval by Destination BC's Research and Analytics Team.
- Applicants looking to apply funding towards any Data Acquisition will require pre-approval by Destination BC's Research and Analytics team.
- All approved projects using Destination BC funding must be shared back to Destination BC at reporting periods.
- More information about: Research and Insights.



MEADOW CREEK,
Nelson Kootenay Lake Tourism/Bryan Ralph/Model Bailey Christensen

8. CONSUMER SHOWS

Eligible Expenses:

- Booth registration fees, basic booth accessories (e.g., power, table, chair, carpet), and show materials (e.g., pop-up banner, collateral).
- Prizing is not an eligible expense. This includes items of high value (e.g., airfare, hotel, tickets, all-expenses paid giveaway, grand prize), cash or gift cards given to a select few consumers as the result of marketing tactic.
- Swag which is a combination of one or more of the following:
 - Items of nominal value used as a promotional tool for marketing purposes.
 - Typically given to a large number of consumers at a consumer show or an event, and have a call-to action printed on the item, e.g., stickers, pens, lanyards, etc.
 - Distribution is to consumers (not stakeholders or partners) as part of the eligible activity execution.
 - Distribution should have an associated metric or indicator of success.
 - The total cost of swag items should be a reasonably small portion of the eligible activity's budget.

Important Considerations:

- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for up to two (2) representatives to staff booths at consumer shows, provided it is aligned to the project being funded.
- The following are considered travel-related and accommodation expenses:
 - Airfare (economy)
 - Hotel/motel accommodation
 - Meal allowances* and
 - Ground transportation (e.g., vehicle rental, taxis, mileage*).

*Please ask program staff to provide a current Government of British Columbia per-diem rate sheet detailing mileage rates accommodation and meal allowances.

- Destination BC reserves the right to deny travel related and accommodation costs deemed excessive or unwarranted.
- Community Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO or Sector present at the same show.
- If staff costs are included, they must be clearly delineated according to Destination BC's reporting requirements. See Project Lead/ Primary Contact, Project Coordination, and/or Project Execution Management Fees for more information.

9. TRAVEL MEDIA RELATIONS ACTIVITIES

- Pre-approval by Destination BC's Travel Media Relations team is required. If you are considering this tactic, please note that travel media relations activities approved under the Co-op Program are not eligible for financial support under the Visiting Journalist Program. Travel media includes journalists, editors, media outlets, travel writers, and broadcast media producing earned media coverage.
- For Influencers, see [4. Social Media](#).

10. INCLUSIVE MARKETING STRATEGY

As destination marketers who share the places, stories, cultures, and experiences of British Columbia with the world, we have an opportunity and a responsibility to represent the diverse population of BC accurately and authentically to domestic and global audiences. Destination BC is in the midst of its own inclusive marketing journey, and we support the use of co-operative marketing fees by participants to help them take positive steps towards becoming more inclusive marketers so that we are learning and growing together as an industry.

Eligible Expenses:

- Working with certified/recognized DEIA or inclusive marketing consultants to undertake an inclusive marketing audit.
- Working with certified/recognized DEIA or inclusive marketing consultants to develop an inclusive marketing strategy or action plan.

We encourage participants considering this tactic to connect with the Destination BC team to discuss; please contact us at coop@destinationbc.ca.

11. VISITOR EDUCATION MARKETING

- Visitor Education is a new goal of our Co-op Program since 2024–2025. It involves a thoughtful approach that considers not only the interests of travellers, but also the well-being of communities and the natural environments they visit. The aim is to minimize any adverse impacts on these communities.
- The use of Visitor Education Marketing in any eligible activities will be accepted. Funding may be limited for applications that want to solely focus on this goal.

12. PROJECT LEAD/PRIMARY CONTACT, PROJECT COORDINATION, AND/OR PROJECT EXECUTION MANAGEMENT FEES

- If the applicant's current staff and infrastructure are insufficient to execute program activities, Destination BC may permit the applicants use of up to 20% of Destination BC's contribution to the project towards the project lead, project coordination and/or project execution management fees of eligible activities. Please see definitions for clarity.
- Project lead, project coordination, and/or project execution management fees paid by Destination BC must be matched by the Sector or Community Consortium.
- The Sector or Community Consortium may choose to allocate greater than 20% of their contribution of funds to the Project lead, project coordination and/ or project execution management fees.

Example: A Sector or Community Consortium Project Lead is either using an existing staff member(s) or contractor to lead project coordination (e.g., \$5,000 cost). An agency has been hired to conduct the ad buy (\$5,000 account management/agency fee charged). Destination BC's contribution toward Project Lead, Project Coordination, and Project Execution Management Fees

cannot exceed 20% of Destination BC's total contribution to the project. Applicants may contribute additional funding toward these costs beyond the 20% Destination BC limit. All such costs must be clearly identified in the application, disclosed to funding partners, and reconciled through final reporting. Detailed reporting may be required by Destination BC.

- Project lead, project coordination and/or project execution management fees must be transparent to all funding partners listed in the application.
- Fees to prepare an application are not eligible.
- Detailed invoicing will be required upon reporting and must also be shared with all partners investing in the project.
- A contractor, agency or supplier may not be the Project Lead/Primary Contact on the project application. Project Leads must attend all meetings and be the key point of contact with Destination BC.

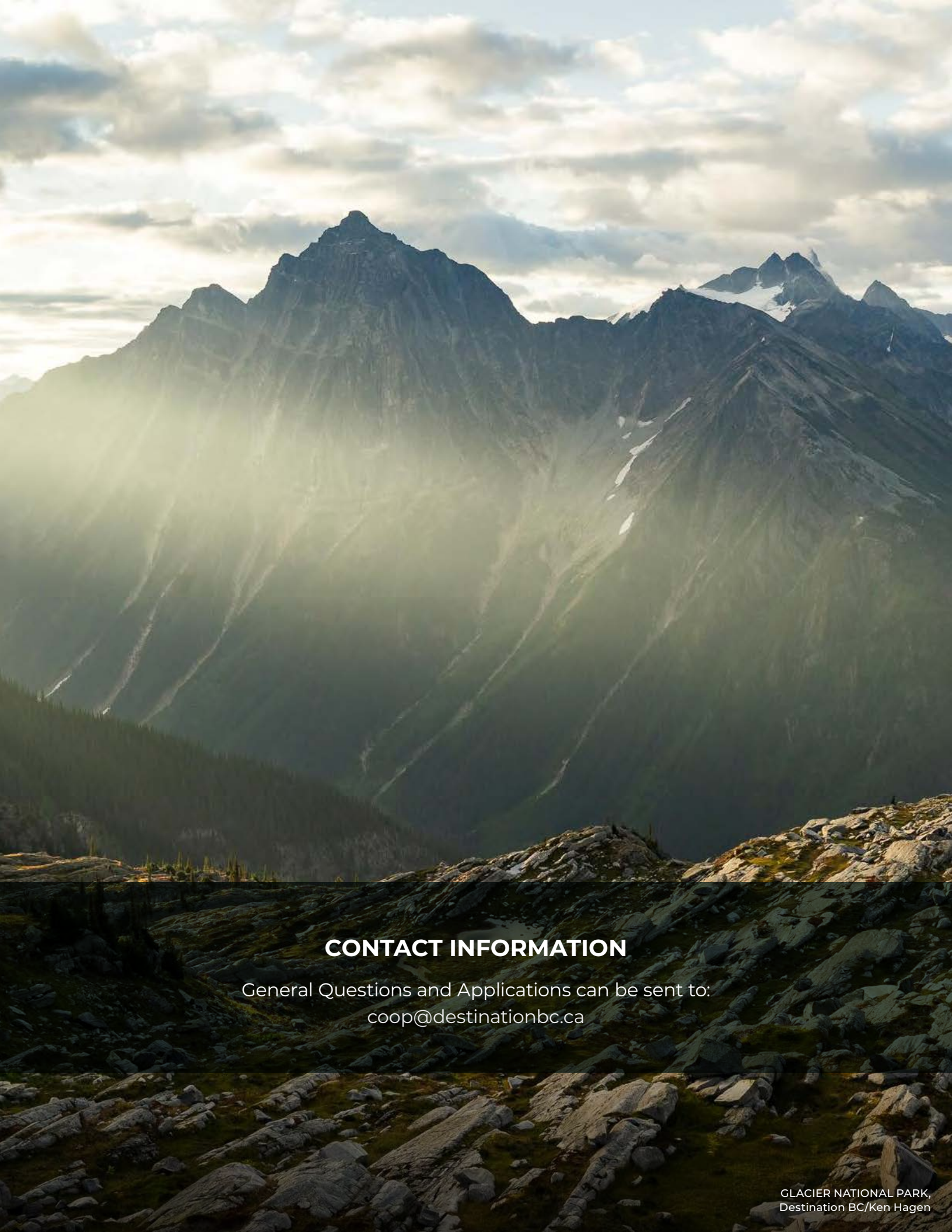
For more details on Project Lead, Project Coordination and/or Project Execution Management Fees, contact coop@destinationbc.ca.

8.6 APPENDIX 6:

MARKETING PERFORMANCE MEASURES

TACTIC	METRIC	PURPOSE	AS OF JUNE 2026
Email Marketing	Open Rate	Indicates interest (relevancy of the email content and frequency of emails received)	30.10%
	Click Rate	Shows the % of email recipients who clicked on a link in your message.	1.68%
	Click -through Open Rate (CTOR)	Indicates how many recipients clicked on a link somewhere within the email.	6.34%
	Unsubscribe Rate	% of recipients who click the unsubscribe link in your email.	0.13%
Paid Search / Search Engine Marketing	Click-thru rate (CTR)	Indicates interest in the ad (copy, subject matter etc); it can also be an indicator of relevancy of the search query to the ad.	9.32%
	Cost per click (CPC)	Indicates media efficiency.	\$2.14
	Conversion Rate (CVR)	Indicates media efficiency.	5.83%
	Cost per Action (CPA)	Indicates the propensity of which a market, product, keyword, etc. converts.	\$44.70
Display and Native Advertising	Pre-click metric: Click through rate (CTR)	Indicates interest in the ad (copy, subject matter etc). It can also be an indicator of relevancy of the search query to the ad.	0.62%
	Pre-click metric: Click through rate (CTR)	Indicates media efficiency.	\$0.44
	Post-click metric: Cost per conversion	Indicates media efficiency.	\$48.10
	Post-click metric: Cost per conversion	Indicates the propensity of which a market, product, keyword, etc. converts.	0.46%

TACTIC	METRIC	PURPOSE	AS OF JUNE 2026
Online Video	Video Completion Rate	Percentage of viewers who view your video from start to finish.	50%–70%
	Cost per Completed View	Measures the price paid when watched from start to finish	\$0.10
Facebook	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in terms of interest—if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate.	0.90%
	Cost per click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	\$0.63
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks).	2.82%
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts.	\$22.50
Instagram	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in terms of interest—if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate.	0.58%
	Cost per click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	\$0.32
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks).	2.80%
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts.	\$22.50
TikTok	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in terms of interest—if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate.	0.98%
	Cost per click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	\$1.21
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks).	1.51%
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts.	\$80.13



CONTACT INFORMATION

General Questions and Applications can be sent to:
coop@destinationbc.ca