



DESTINATION
BRITISH COLUMBIA®

From Commitment to Consistency: Our Framework for Equity in Action



Mount Edziza Provincial Park | Northern BC Tourism/Andrew Strain

01 Our Legislative and Reconciliation Commitments.....	2	04 Who We Are	14	09 How This Framework Is Put Into Practice	38
02 Leading With Purpose	8	05 The Story So Far	16	1. Guided by Our Commitment	
How to Read This Framework		06 Our Commitment	19	2. Partnerships and Collaboration	
Who This Framework Is Meant For		07 Ways of Working	20	3. Monitoring Progress	
How We Understand Progress		08 Areas of Focus.....	22	4. Continuous Improvement	
03 At a Glance	10	A Culture of Belonging		10 Looking Ahead: Our Ongoing Journey.....	42
A Message from Executive		Barrier-Free and Inclusive Policies, Processes, and Programs			
		An Inclusive and Accessible Tourism Industry			



This document is accessible to PDF/UA standards. Contact Destination BC at deia@destinationbc.ca to request an alternative format or provide feedback.

We invite the public, especially those from equity-deserving groups, to provide feedback about this framework via deia@destinationbc.ca or through the [Contact Us](#) form on our website. Feedback received through public accessibility channels informs ongoing review and updates to this framework.

Respecting and Acknowledging First Nations Lands in British Columbia

Destination British Columbia respectfully acknowledges the xʷməθkʷə́y̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations on whose territory we operate our main office. We further recognize with gratitude that we carry out our work on the lands of Nations throughout the province.

We honour our ongoing relationships with Indigenous Peoples and communities around BC, and we commit to continuing to work together.



How to Read This Framework

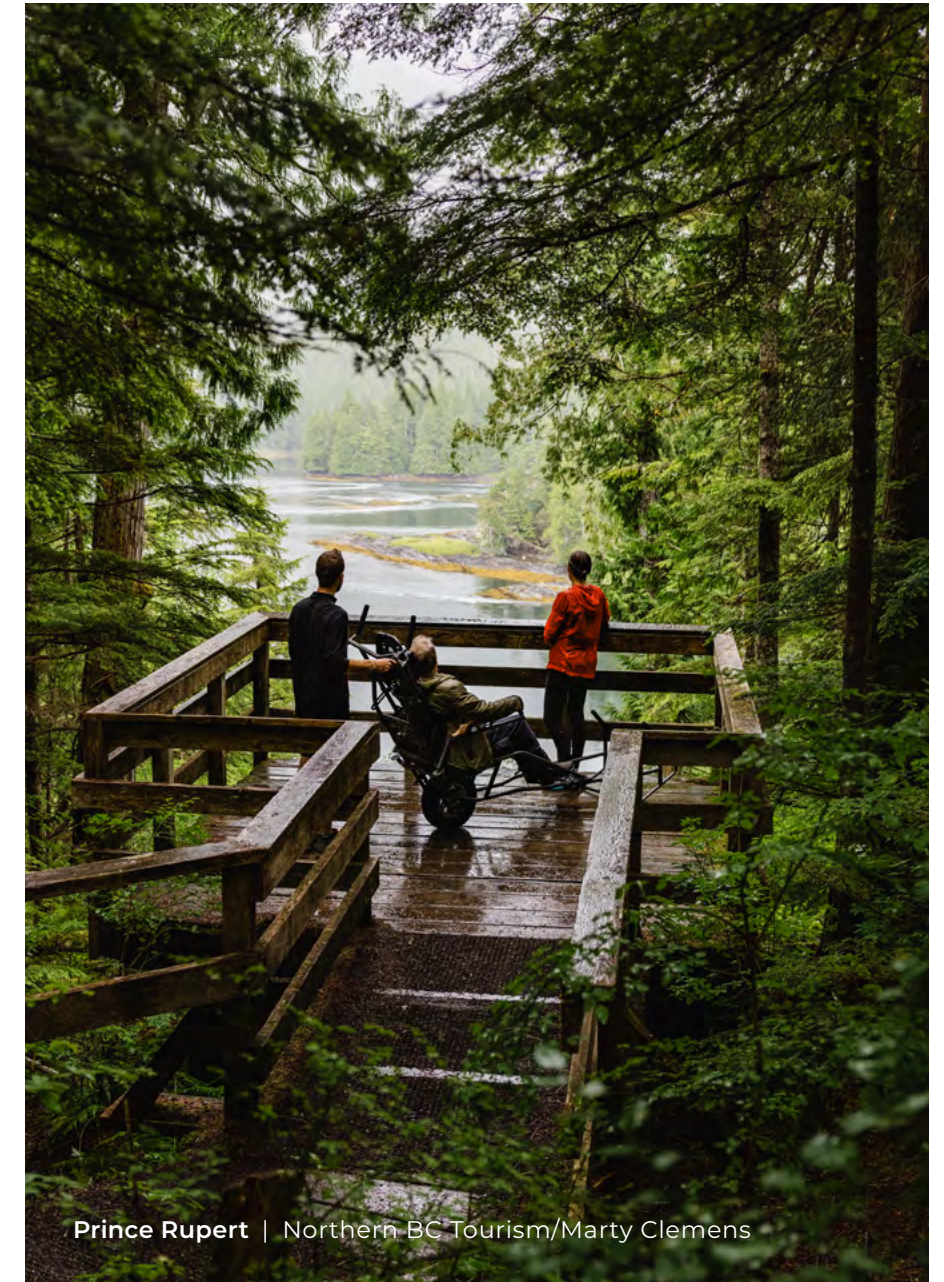
This Diversity, Equity, Inclusion, and Accessibility (DEIA) Framework sets out how Destination BC embeds diversity, equity, inclusion, and accessibility into its policies, practices, decision-making, and ways of working.

This framework is a public-facing document that provides a shared vision and guiding principles for advancing diversity, equity, inclusion, and accessibility at Destination BC. It is intended to promote transparency, accountability, and alignment rather than prescribe specific actions.

This framework also serves as Destination BC's Accessibility Plan under the [Accessible British Columbia Act](#) and is reviewed at least every three years.

Destination BC's Indigenous-led [Truth and Reconciliation Commitments](#) remain distinct in purpose, governance, and accountability. This framework does not replace, subsume, or evaluate reconciliation-led work.

The application of this framework will vary across roles, functions, and areas of responsibility. It is designed to support informed decision-making and professional judgment while providing a consistent organizational direction.



Prince Rupert | Northern BC Tourism/Marty Clemens



Firvale | Cariboo Chilcotin Coast/Jonny Bierman

Who This Framework Is Meant For

This framework communicates:

- to the public and government: how Destination BC meets its legislated accessibility responsibilities and embeds diversity, equity, inclusion, and accessibility into its organizational systems;
- to partners and industry: how Destination BC approaches diversity, equity, inclusion, and accessibility with respect for distinct mandates, capacities, and ways of working; and
- to employees: how diversity, equity, inclusion, and accessibility is reflected in the internal systems, policies, and decisions that shape day-to-day work.

How We Understand Progress

Progress within this framework is understood through two complementary forms of accountability:

- Required measures, where legislation or formal policy applies (for example, obligations under the Accessible British Columbia Act); and
- Signals of progress, which are contextual and qualitative indicators that reflect how equity, inclusion, and accessibility are showing up in practice.

Not all meaningful progress can or should be reduced to standardized metrics. Where work is relationship-based, particularly in relation to Indigenous Peoples, our focus is on process integrity, accountability, and learning overtime rather than performance measurement.

This framework uses measurement to support reflection, learning, and continuous improvement, not to judge performance or evaluate teams or relationships.

How the DEIA Framework and Truth & Reconciliation Commitments Work Together

Destination BC's DEIA Framework and Truth & Reconciliation Commitments are distinct in leadership, accountability, and governance, and respond to different responsibilities.

Our [Truth and Reconciliation Commitments](#) are published as a separate, Indigenous-led, organization-wide framework. Reconciliation requires a distinctions-based, relationship-centred approach that honours Indigenous self-determination, rights, languages, and protocols and therefore warrants its own governance and accountability.

Together, they inform how Destination BC learns, designs internal systems, and partners with others to ensure that our policies, accessibility practices, and decision-making environments support, rather than undermine, reconciliation-led work.

Both are grounded in shared principles such as learning and unlearning, respect for lived experience, relationship-centred engagement, and accountability over time.



Whistler | Tourism Whistler/Justa Jeskova



Big White Ski Resort | Destination BC/Matt Ferguson

Compliance with the Accessible BC Act

Accessibility is a legal and operational responsibility under the [Accessible BC Act](#). In this framework, accessibility-related goals, actions, and indicators reflect our obligation to identify, remove, and prevent barriers for employees and the public. These measures are not proxies for broader DEIA or reconciliation outcomes. They are one part of how we uphold equitable access and accountability.

We align with the Accessible BC Act, which requires select public sector organizations to establish an accessibility committee, develop and regularly update an accessibility plan, and provide a way for the public to give feedback about barriers. [Our Accessibility & Inclusion Committee](#) (AIC) fulfills the organization-level committee requirement and helps us identify, remove, and prevent barriers, while our public feedback mechanism and regular plan updates ensure ongoing accountability.

In compliance with the Accessible BC Act, this framework serves as Destination BC's public Accessibility Plan and is reviewed at least every three years.

A Message from Executive

British Columbia is shaped by many stories—stories of place, culture, and community that stretch back thousands of years and continue to evolve today. Destination BC is privileged to support a tourism sector that reflects the diversity of this province and the people who call it home.

Over the past several years, we have been learning and listening to communities, reflecting on our role, and taking meaningful steps to strengthen how diversity, equity, inclusion, and accessibility are embedded across our organization. This work builds on the strong foundation established through our earlier accessibility and DEIA efforts and continues the momentum of our 2023–2025 DEIA Strategy.

This framework marks an important milestone in that journey. It outlines how Destination BC will continue to embed these principles into our culture, decision-making, and the stories we share with visitors. It reflects our commitment to learning, dialogue, and collaboration, and to removing systemic barriers by elevating voices and experiences that have not always been visible or valued.

This framework aligns with, but does not replace, Destination BC’s Indigenous-led Truth & Reconciliation Commitments, which remain the source for reconciliation-specific accountability.



Lasting change requires more than intention. It requires consistent action through leadership behaviours, equitable practices, accessible experiences, and marketing that authentically reflects the diversity of British Columbia. This framework provides a shared direction for how we, alongside our partners, can continue to shape a tourism sector where everyone has the opportunity to see themselves reflected, respected, and welcomed.

We are proud of how far we have come, and are energized by the path ahead.

We invite our colleagues, partners, and the broader tourism industry to walk alongside us as we continue this work guided by accountability, action, and a shared commitment to building a more welcoming British Columbia.

With respect and gratitude,

Richard Porges

President & CEO of Destination BC

Maya Lange

Vice President, Global Marketing

Neil McInnes

Vice President, Corporate Services

Ali McKay

Vice President, Destination Management

Executive Summary

Destination BC continues to evolve, as does our understanding of diversity, equity, inclusion, and accessibility. As a Crown corporation, we want to improve the lives of people living in British Columbia through tourism. To do that well, we must recognize where inequities have existed and commit to doing better.

Historically, not all communities have been equitably represented or able to participate fully in the tourism sector. Indigenous Peoples, persons of colour, persons with disabilities, women, and 2SLGBTQIA+ communities have faced systemic barriers that continue to shape experiences today. For Destination BC, building a more inclusive organization means listening with humility, learning continuously, identifying barriers and working to remove them, and amplifying perspectives that have been underrepresented in our own workplace and decision-making.

This framework builds on our previous equity and inclusion efforts and shifts from a time-bound strategy to a long-term, embedded approach across the organization. Our long-term DEIA framework supports a workplace culture that reflects the province, welcomes people from all backgrounds, and ensures policies, processes, and programs are fair, accessible, and inclusive. Within our [Corporate Strategy](#), these principles act as anchors.

The framework also aligns with the work of the [Gender Equity Office](#), [Accessible BC Act](#), and the [Diversity and Inclusion Strategy for the BC Public Service](#), and also considers legal frameworks like the [Canadian Charter of Rights and Freedoms](#), and the [BC Human Rights Code](#) to ensure our organization is reflective of our province and inclusive to equity deserving groups* by supporting an increasingly diverse workforce, enhancing inclusion in the workplace, building a strong foundation for lasting and meaningful reconciliation, and removing barriers to accessibility in the workplace.

At its core, this framework reflects our belief that tourism is strongest when it honours people, place, and community and when everyone has the opportunity to see themselves reflected, respected, and welcomed.

*We define equity deserving groups as those who identify as Indigenous Peoples, persons of colour, persons with disabilities, women, and/or 2SLGBTQIA+ communities.

04

Who We Are

Destination BC is a provincially funded, industry-led Crown corporation that supports BC's tourism industry through global marketing, destination development, industry learning, community partnerships, and visitor services. Our programs aim to improve the visitor experience, support tourism businesses and communities across BC, and strengthen the province's global reputation as a destination of choice.

Our Winning Aspiration

To become the most compelling destination in the world, bringing people, culture, and nature closer together.





Lytton | Kumsheen Rafting Resort

Why Diversity, Equity, Inclusion, Accessibility Matters

This framework supports our mandate by ensuring our workplace and policies, processes, and programs are equitable, inclusive, and accessible. In doing so, we become a welcoming place to work and thrive, and our team members feel connected to each other and their work. Everyone is accepted for the unique value they bring to work and has a strong sense of belonging.

Because our work spans across communities, First Nations' lands, operators, regions, and visitor centre, we have a responsibility to:

- Reflect the diversity of British Columbia in our marketing, programming, and internal culture;
- Identify barriers that prevent full participation whether for employees, industry partners, visitors, or equity-deserving communities;
- Honour Indigenous rights, perspectives, and leadership as part of our shared commitments under the [Declaration on the Rights of Indigenous Peoples Act](#) and our [Truth & Reconciliation Commitments](#);
- Align with provincial frameworks, including the [Accessible BC Act](#), which requires an Accessibility and Inclusion Committee, accessible planning, public feedback mechanisms, and ongoing accountability across more than 750 BC public organizations.

The Story So Far

While elements of our journey are referenced throughout this document, this section provides a consolidated view of our progress to date.

Our journey toward improving diversity, equity, inclusion, and belonging has been ongoing. While our DEIA Strategy from 2023–2025 marked our first organization-wide plan, the work began well before then. From 2019–2022, we advanced important progress through our Accessible Tourism Strategic Framework and Action Plan, which helped strengthen industry capacity and improve accessibility practices across the sector. These earlier efforts, together with our recent DEIA Strategy, have laid a strong foundation for a more inclusive organization. This current framework builds on that foundation and reflects how DEIA is now firmly embedded in everything we do.

We've listened, learned, and looked closely at our workplace to understand where barriers exist and how to remove them. We've committed to nurturing an internal culture of belonging and supporting a tourism industry that is inclusive and accessible, helping partners, operators, communities, and visitors all benefit from meaningful and welcoming experiences.



Vancouver | Destination Vancouver/Michael Song

This framework moves us from defining goals to embedding DEIA into our organizational culture, with shared accountability, key areas of focus, and a commitment to a constant journey of learning, unlearning, and relearning. It highlights the next steps we can take as an organization to support employees in feeling valued, welcomed, and empowered, while supporting partners and the broader tourism industry how we can in their own journeys.

By grounding our work in these principles, we are not only building a stronger organization we are contributing to a tourism industry that truly reflects the diversity of British Columbia and the communities we serve.

We commit to standing with and for equity-deserving groups and abilities of all kinds, knowing that everyone's journey through experiences and life itself are different. This means honouring and uplifting underrepresented voices that have gone unheard, addressing barriers that have gone unexamined, and ensuring space for everyone to belong.

We promise to:

- Listen before we lead, guiding our decisions with the lived experiences of Indigenous Peoples, persons of colour, persons with disabilities, women, and/or 2SLGBTQIA+ communities and others whose contributions enrich BC's story.
- Act with intention and accountability, embedding equity and inclusion into our culture, our choices, and the partnerships we build, and measuring our progress as we go.
- Support a tourism industry that is inclusive and accessible by strengthening industry capacity and collaboration, and sharing tools and learning that help reduce barriers and improve visitor experiences across British Columbia
- Grow together, acknowledging that understanding and empathy are journeys without a finish line, and that the work of learning, unlearning, and reimagining is ongoing and collective.



Ways of Working

The following ways of working describe how diversity, equity, inclusion, and accessibility are embedded into how Destination BC operates today. They reflect practices that are reinforced through leadership behaviour, organizational systems, and shared accountability, rather than relying on individual effort alone.

1.

Recognize Diversity as a Strength

British Columbia is shaped by a wide range of cultures, identities, backgrounds, abilities, and lived experiences. Recognizing and reflecting this diversity within our organization strengthens how we understand the province we serve and improves the relevance and integrity of our work. This approach supports more representative decision-making and strengthens trust with employees, partners, and communities.

2.

Enable Fair and Equitable Treatment for All

We are committed to fair treatment, access, opportunity, and advancement for all. We recognize that workplace systems can advantage or disadvantage people differently, and that equity requires intentional attention to barriers that may not be visible through process alone. This approach reduces systemic barriers and increases confidence in the fairness and consistency of organizational processes.

3.

Nurture an Inclusive Culture of Belonging

We promote a workplace where people feel respected, valued, and able to contribute fully. Inclusion is reflected in how teams collaborate, how leaders model accountability, and how perspectives are invited into discussion and decision-making. This creates the conditions for psychological safety, honest dialogue, and shared responsibility.

4.

Be Accessible for More People

We proactively identify and remove physical, cognitive, digital, and administrative barriers by designing systems and experiences that support participation across a range of abilities for employees, partners, and communities.

5.

Learn, Adapt, and Prioritize Impact

We approach DEIA work as an ongoing practice of learning, reflection, and improvement. We prioritize real-world impact over intent, remain attentive to power and context, and adapt our approaches as understanding and conditions evolve. This supports long-term sustainability and ensures progress endures beyond individual roles or moments in time.



Squamish | Tourism Squamish/Gregory Lum

Together, these ways of working are intended to guide informed professional judgment. They establish shared expectations and accountability while allowing teams to apply them appropriately based on their function, influence, and operational context. We focus on consistency of intent rather than uniform actions across the organization.



Areas of Focus

These areas of focus describe where diversity, equity, inclusion, and accessibility are embedded into Destination BC's day-to-day work as standard ways of operating. They reflect shared intent and accountability, while recognizing that application will vary based on function, influence, and context.

1. A Culture of Belonging

A strong culture of belonging enables people to contribute fully, work effectively across differences, and make better decisions together. When employees feel seen, respected, and psychologically safe, lived experiences inform leadership and collaboration strengthening organizational culture, accountability, and impact.

How this shows up

Belonging is cultivated through leadership behaviours, shared norms, and organizational systems that value inclusion, learning, and participation.

This includes how leaders model accountability, how teams engage in dialogue across differences, how decisions are shaped, and how accessibility is designed into the workplace experience. Rather than being driven by individual efforts alone, belonging is supported through structures, expectations, and practices embedded across the organization.



Nanaimo | Tyler Cave

The examples provided are not intended to be exhaustive, prescriptive, or minimum requirements for every team.

In practice, this includes:

- Inclusive and accountable leadership at all levels
- Learning, unlearning, and reflection treated as core professional skills
- Psychological safety and respectful dialogue as foundational to team culture
- Intercultural awareness and relationship-building across roles and functions
- Shared responsibility for inclusion across teams, rather than reliance on individual champions
- Decision-making approaches that involve those most affected
- Accessibility considerations embedded in the built environment to support employees who identify as having a disability



Goals

Advancing an inclusive, equitable, and accessible workplace culture supports the following outcomes:

- Employees work effectively with others whose lived experiences differ from their own
- Equity-deserving groups are represented within our workforce
- Equity-deserving groups are included in decision-making
- Equity-deserving groups feel valued at Destination BC
- All employees feel a sense of belonging in the workplace





Signals of progress

Signals of progress are observable indicators that a culture of belonging is being supported consistently across the organization.

We pay attention to evidence such as:

- Employees demonstrating the skills and confidence to work across differences
- Diverse perspectives reflected in conversations, leadership forums, and decision-making processes
- Feedback indicating that employees feel respected, supported, and able to speak openly
- Organizational learning opportunities that are well-used and inform day-to-day behaviours
- Recruitment, onboarding, and people practices that reflect inclusive and accessibility-aware approaches
- Listening and feedback mechanisms that lead to adjustment, learning, and improvement over time

Together, these efforts support a workplace where diverse lived experiences strengthen collaboration and decision-making, and where every employee has the opportunity to learn, contribute, and feel a genuine sense of belonging.

2. Barrier-Free and Inclusive Policies, Processes, and Programs

Policies, processes, and programs shape who can participate, how work gets done, and whether access is experienced as fair and consistent. Applying equity, accessibility, and intersectional lenses to these systems helps prevent barriers before they arise and supports meaningful participation for employees, partners, and communities.

How this shows up

Barrier-free and inclusive design is embedded into how policies, programs, and corporate systems are developed, reviewed, and improved.

This includes proactively identifying barriers, designing for accessibility from the outset, and ensuring processes are clear, transparent, and consistently applied. Rather than relying on retroactive fixes, equity and accessibility considerations are integrated into decision-making processes, data practices, and system design across the organization.

The examples provided are not intended to be exhaustive, prescriptive, or minimum requirements for every team.

In practice, this includes:

- Ongoing identification, removal, and prevention of barriers across policies and systems
- Clear review points and standards that surface accessibility and inclusion considerations early, reducing late-stage retrofits. Accessibility considerations built into policy, program, and service design
- Clear, transparent processes that support consistent application
- Equitable approaches to procurement and program decisions
- Use of data and feedback to inform review, learning, and improvement over time



Goals

Barrier-free and inclusive systems support the following outcomes:

- Destination BC programs and services are easy to access, both internally and externally
- Destination BC employees feel policies and processes are applied fairly

Signals of progress

Signals of progress are observable indicators that policies, processes, and programs are supporting equitable access and participation.

We pay attention to evidence such as:

- Reduced barriers across corporate, HR, and program-delivery systems
- Accessibility considerations consistently reflected in policies, procedures, and service design
- Recruitment, procurement, and funding practices that consider equitable participation
- Accommodations and accessibility needs addressed through clear, reliable processes
- Organizational decisions informed by equity, accessibility, and intersectional data
- Regular reviews that enable tangible improvements in clarity, fairness, and usability, where needed

Together, these system-level approaches help ensure that Destination BC's policies and programs support equitable access, consistent experiences, and environments where people can participate and thrive without unnecessary barriers.



3. An Inclusive and Accessible Tourism Industry

Tourism experiences shape how people feel welcomed, respected, and able to participate. Supporting an inclusive and accessible tourism industry helps ensure that British Columbia is experienced as safe, respectful, and welcoming by visitors and by the communities who host them.

How this shows up

Destination BC supports inclusion across the tourism industry through marketing, partnerships, and capacity-building efforts that centre accessibility, cultural respect, and collaboration. This includes working alongside industry partners and Indigenous-led organizations, guided by established mandates, protocols, and Indigenous-led governance, to support learning, tools, and resources.

We recognize that these relationships are at different stages of development, and that much of our Indigenous engagement continues to be carried out in partnership with Indigenous Tourism BC, ensuring inclusion is reflected not only in storytelling, but in visitor experiences and industry support.

The examples provided are not intended to be exhaustive, prescriptive, or minimum requirements for every team.

In practice, this includes:

- Emphasis on visitor experiences that are accessible, inclusive, and culturally respectful
- Tools, training, and guidance that support industry inclusion and accessibility
- Partnerships grounded in trust as relationships develop over time, as well as collaboration and shared learning



Goals

Advancing an inclusive and accessible tourism industry supports the following outcomes:

- Industry partners have access to the skills and tools they need to deliver inclusive and accessible tourism experiences
- Destination BC authentically represents the diversity of people in British Columbia across its marketing





Signals of progress

Signals of progress are observable indicators that inclusion is being supported across the tourism system.

We pay attention to evidence such as:

- Industry partners using tools and training to enhance inclusive and accessible visitor experiences
- Accessibility attributes reflected more clearly and consistently across tourism platforms and resources
- Marketing and storytelling developed in alignment with Indigenous-led partnerships and protocols, recognizing that Indigenous tourism and representation are guided through distinct mandates and relationships
- Increased visibility of diverse operators, experiences, and perspectives
- Partnerships that demonstrate shared ownership, trust, and long-term commitment
- Industry feedback indicating improved confidence and capability to serve diverse visitors

Through partnership, capacity-building, and inclusive marketing practices, Destination BC supports a tourism industry that reflects the diversity of our province and welcomes all people to experience British Columbia in ways that are respectful, accessible, and inclusive.

Advancing Brand Inclusion

Inclusive marketing shapes how British Columbia is understood, experienced, and represented through the Super, Natural British Columbia® brand family. The people, cultures, and places featured, and the way those stories are created, influence how closely the brand reflects lived realities across the province. Advancing brand inclusion helps ensure our marketing is accurate, respectful, and grounded in community context, particularly in relation to Indigenous Peoples and communities. How stories are developed matters as much as what is shared.

How this shows up

Inclusive marketing is not an add-on or a late-stage check. Inclusion is designed upstream and reinforced through consistent systems, tools, and decision-making practices across teams.

This shapes how ideas are generated, how briefs are written, how creators and partners are selected, and how work is reviewed and refined over time. Rather than relying on individual champions, inclusive considerations are embedded into the structures that guide everyday work.



Smithers // Northern BC Tourism/Abby Cooper

The examples provided are not intended to be exhaustive, prescriptive, or minimum requirements for every team.

In practice, this includes:

- Brand values and frameworks that explicitly centre culture, community, and respect for Indigenous Peoples across the brand family
- Planning and briefing templates that prompt inclusive considerations early in the creative process
- Inclusive intent statements embedded in brand and creative guidelines as decision-making touchpoints
- Procurement and sourcing approaches designed to reduce barriers and enable the intentional engagement of diverse creators
- Creative and pre-launch reviews that assess alignment with inclusive language, representation, and accessibility
- Digital-first and always-on approaches that support iteration, learning, and course correction over time

Together, these systems make inclusion a shared responsibility across roles and functions and a consistent part of how marketing work is planned, created, and delivered.



Goals

- People in British Columbia see themselves reflected in Destination BC's marketing
- Visitors recognize Indigenous cultures as central to the Super, Natural British Columbia® brand family
- DBC collaborates with creators who represent diverse perspectives and lived experiences



Signals of progress

Signals of progress are observable indicators that inclusive marketing principles are being applied consistently and with integrity, and that they are contributing to the intended outcomes.

We pay attention to evidence such as:

- Marketing work that demonstrates authentic and accurate representation of people and communities across British Columbia
- Stories that are developed with communities, reflected through collaboration, authorship, and shared decision-making
- Consistent, respectful inclusion of Indigenous cultures, leadership, and protocols across campaigns and platforms
- Accessibility standards being met across content formats and digital experiences
- Clear use of ethical creative processes that reduce harm and avoid tokenism
- Ongoing engagement with diverse creators, suppliers, and partners across initiatives
- Regular learning, reflection, and improvement informed by feedback and performance insights

These efforts reflect a long-term commitment to ensuring that both the stories we share and the way we create them honour the people, cultures, and communities that make British Columbia unique. Inclusive marketing strengthens the Super, Natural British Columbia® brand family, builds trust with residents, and helps visitors experience the province in ways that are respectful, truthful, and welcoming to all.



Firvale | Cariboo Chilcotin Coast/
Jonny Bierman

How This Framework is Put Into Practice

This framework is implemented through organization-wide practices, leadership accountability, and structures that integrate DEIA into planning, decision-making, and delivery. Instead of operating as stand-alone initiatives, these principles guide how we work every day.

1. Guided by Our Commitment

- Actions we take consider our DEIA principles and priority areas.
- We embed DEIA into decision-making, programs, and partnerships across Destination BC.

2. Partnerships and Collaboration

- We work with Indigenous Peoples, persons of colour, persons with disabilities, women, and 2SLGBTQIA+ communities who have faced systemic barriers to understand lived experiences and diverse perspectives.
- We maintain our long-standing partnership with Indigenous Tourism BC (ITBC) to develop and market sustainable, authentic Indigenous tourism, directly supporting First Nations communities and honoring Indigenous rights, culture, and lands.
- Collaboration ensures our programs are inclusive and accessible to all.



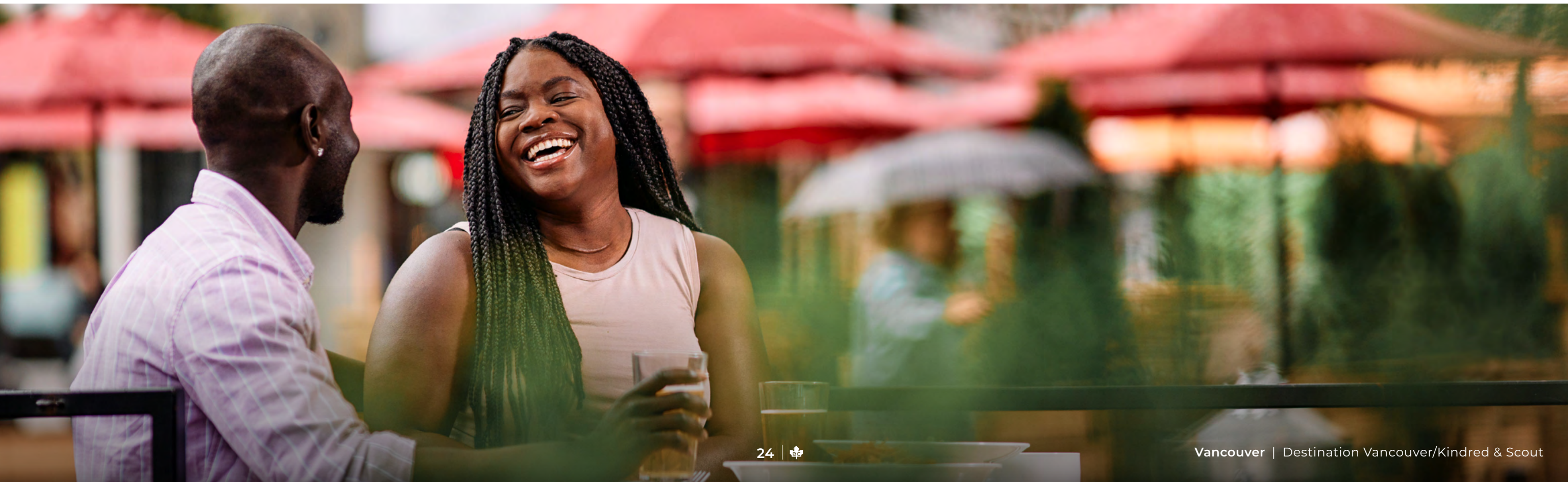
Cranbrook | Kootenay Rockies Tourism/Mitch Winton

3. Monitoring Progress

- We monitor DEIA-related system changes and legislated accessibility measures. This does not extend to evaluating reconciliation efforts or Indigenous-led work, which follow their own accountability pathways.
- Progress is reported in summary form, highlighting achievements and areas of focus, without disclosing sensitive internal data.

4. Continuous Improvement

- The framework is dynamic. We refine programs, services, and partnerships based on feedback, emerging best practices, and community needs.
- This ensures our DEIA work continues to evolve and have meaningful impact.



Looking Ahead: Our Ongoing Journey

Like the landscapes, culture and communities that shape British Columbia, our journey toward greater diversity, equity, inclusion, accessibility, is always evolving.

This framework marks a moment in time and a commitment to move with intention, humility, and care as we learn from one another and from the places where we live and work.

The work ahead will ask us to listen deeply, to notice where barriers still exist, and to honour the stories and lived experiences that have too often gone unheard. It will ask us to walk alongside Indigenous Peoples and communities with respect, reciprocity, and a willingness to learn. And it will ask us to design systems, decisions, and experiences that welcome and include people of all identities, abilities, and backgrounds not only in principle, but in practice.

As we continue this work, we do so with gratitude for the people and partners who guide us, and with a clear understanding that true inclusion is not a destination, but a shared responsibility. Each action we take, in our workplaces, in our partnerships, and throughout the tourism ecosystem, shapes the kind of province we build together.

This framework is only the next step in our journey. What brings it to life is all of us through listening, acting, adapting, and choosing every day to build a more welcoming British Columbia, together.





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