

PROGRAMS, OPPORTUNITIES, AND SUPPORTS FOR BC'S TOURISM INDUSTRY

Fall 2026



Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), and səlilwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

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

As a tourism business, sector, or organization, there are many ways to get involved with Destination BC’s activities and programs.

HELP GROW TOURISM IN BRITISH COLUMBIA

In today’s increasingly competitive global travel sector, Destination BC is working to strengthen and differentiate Super, Natural British Columbia®’s market positioning and strategically spread tourism benefits in all seasons and places across BC through the [Invest in Iconics Strategy](#). Together with Indigenous Tourism BC, the six Regional Destination Management Organizations, the tourism industry, and communities throughout the province, we have expanded the Super, Natural British Columbia brand family to include six new destination brands that bring the province’s diverse experiences into focus for international travellers. There are many ways the tourism industry can get involved in sharing unified messaging that inspires travellers to visit, stay longer, and experience more of BC.



ROSSLAND, Destination BC/Dave Heath

COVER PHOTO: VANCOUVER, Destination Vancouver/Nelson Mouellic

LEARN ABOUT THE SUPER, NATURAL BRITISH COLUMBIA® BRAND FAMILY

BC is represented on the global stage by a family of destination brands, including Super, Natural British Columbia® and six new destination brands. Together, these brands establish BC as a premier destination by providing international travellers with compelling reasons to travel to BC. They join Destination Ski and Vancouver & Area as globally compelling route and place brands.

They include:

[BIRTHPLACE OF ADVENTURE](#)

[NATURE’S HEARTLAND](#)

[RAINFOREST TO ROCKIES](#)

[THE GREAT WILDERNESS](#)

[THE INFINITE COAST](#)

[VALLEYS & VINEYARDS](#)

Each destination brand represents a distinct journey through the extraordinary nature, cultures, and adventure in BC that creates clear pathways for visitors to discover exactly what calls to them.



MERVILLE, Experience Comox Valley/Alistair Byrne



KELOWNA, Tourism Kelowna/Danika Lee

Activate the Brands in Your Marketing

Businesses and organizations throughout BC’s tourism industry are encouraged to support and align with these brands by learning about them and the opportunities they offer, helping strengthen our voice as a province.

Brand Toolkits for Industry

Toolkits for each brand are available to industry partners.

To learn more about the Super, Natural British Columbia® family of brands and resources available to industry partners, visit www.destinationbc.ca/brands.

BC Content Hub

Destination BC’s photo and video assets are available to the tourism industry and travel media for the purposes of promoting travel to and within BC. These assets can be accessed through the [BC Content Hub](#).

Use Social Media to Inspire BC Travel

Engaging with social media is essential to staying connected, and joining consumer communities on Facebook, Instagram, TikTok, and YouTube can help you follow the latest travel inspiration.

Tourism businesses and organizations are encouraged to share short-form vertical videos, photos, and articles that highlight the diverse travel experiences in BC, including hidden gems, outdoor adventures, local cultures, and Indigenous tourism.

You can tag @SuperNaturalBC and use #exploreBC on Instagram, Facebook, and TikTok to help surface content for potential sharing across various platforms. Mentioning [SuperNaturalBC](#) in Instagram Stories allows for engagement and consideration for reposting. If your organization is featured in a post, we encourage you to participate in the conversation.





VICTORIA, Destination BC/Jordan Dyck



FORT NELSON,
Northern BC Tourism/Chris Gale



SMITHERS, Northern BC Tourism/Andrew Strain



LILLOOET, GOLD BRIDGE,
Cariboo Chilcotin Coast/Jonny Bierman



VANCOUVER,
Destination Vancouver/Kindred & Scout



TOFINO,
Destination BC/Jordan Dyck

INCREASE YOUR VISIBILITY AND HIGHLIGHT YOUR BUSINESS

SuperNaturalBC.com Listings

We are committed to featuring compelling tourism product information on our consumer website, [SuperNaturalBC.com](https://supernaturalbc.com). List your business and/or event on [SuperNaturalBC.com](https://supernaturalbc.com) for free, and you will benefit from exposure to the millions of travellers who visit the website each year. Visitors to [SuperNaturalBC.com](https://supernaturalbc.com) are able to search for accessible accommodation, attractions, activities, events, and experiences. Through our partnership with Tripadvisor, all business listings on [SuperNaturalBC.com](https://supernaturalbc.com) include information pulled directly from the related Tripadvisor listing, and businesses have the opportunity to add additional content including accessibility attributes and other special features, your business phone number and website URL, and travel offers through [Destination BC's Listing Portal](https://destinationbc.ca/listing-portal).

Travellers are looking for value, and travel offers play an important role in their trip planning to and around BC. As a listing partner, adding the URL of the travel deals page of your website to your listing on [SuperNaturalBC.com](https://supernaturalbc.com) provides several opportunities to stay competitive,

encourage visitation during non-peak seasons, sell excess inventory, highlight new products or experiences, drive website traffic, and acquire new customers.

Don't miss out—register today. Contact BusinessListings@DestinationBC.ca.

TRAVEL TRADE FAMILIARIZATION TOURS AND TRAVEL MEDIA PRESS TRIPS

Destination BC, in partnership with Regional Destination Management and Community Destination Management Organizations (DMOs), invites key travel trade (tour operators, receptive tour operators, travel agents) and travel media from top markets, to experience BC tourism products through familiarization tours (FAMs) and press trips. In consultation with our DMO partners, FAM itineraries are coordinated to educate travel trade and generate awareness with travel media on BC tourism experiences, which align with their consumer audience. Please contact your [Regional or Community DMO](#) to find out more.

VISITING JOURNALIST PROGRAM

The North American Visiting Journalist Program provides support to tourism industry partners to host media and travel journalists on assignment. To support your marketing and public relations objectives, Destination BC provides assistance primarily for air or ground transportation. Applicants must demonstrate that they are also making an equal investment in the press trip.

*Note: while we also work closely with media from outside of North America, overseas media requests are handled by our in-market teams. For program criteria and the application form, please visit our [Travel Media page](#) to learn more.

Visitor Services Network

There are more than 130 community-owned Visitor Centres throughout BC that make up

our Visitor Services Network. Each year, community Visitor Centres serve millions of people at their physical locations and around their communities. Many Visitor Centres provide customer service outreach through social media before visitors arrive, while they are here, and after they return home. Trained Tourism Visitor Information Counsellors are often a visitor's first point of contact in a community. Do they know what your business or community has to offer? Have they experienced your offerings first hand? Educate your local Tourism Visitor Information Counsellors by contacting the Visitor Centre, directly. If your community does not have a Visitor Centre, a list of communities participating in our Visitor Services Network Program can be obtained by contacting CommunityVisitorCentres@DestinationBC.ca.

STAY CONNECTED

Stay up-to-date on industry news, research, marketing campaigns, destination development activities, announcements, events, and partnership opportunities. Here's how:

- Subscribe to **Directions**, Destination BC's industry newsletter. Visit DestinationBC.ca/subscribe to sign up.
- Follow our industry-facing channels for timely and relevant tourism industry news (#BCTourismCounts):
 - ◊ LINKEDIN [linkedin.com/company/destinationbritishcolumbia](https://www.linkedin.com/company/destinationbritishcolumbia)
 - ◊ YOUTUBE [youtube.com/DestinationBritishColumbiaCorporate](https://www.youtube.com/DestinationBritishColumbiaCorporate)
- Amplify your consumer-facing social media reach by engaging with, and subscribing to: #exploreBC

- ◊ FACEBOOK [@SuperNaturalBC](https://www.facebook.com/SuperNaturalBC)
- ◊ INSTAGRAM [@SuperNaturalBC](https://www.instagram.com/SuperNaturalBC)
- ◊ TIKTOK [@SuperNaturalBC](https://www.tiktok.com/@SuperNaturalBC)
- ◊ YOUTUBE [@SuperNaturalBC](https://www.youtube.com/SuperNaturalBC)

- Use the #exploreBC hashtag. Share your tourism-related photos and videos and reach an international audience, and encourage your guests to do the same.

Help us share and amplify your social media content by setting up alerts for our social media team every time you upload a new video. Contact SocialMedia@DestinationBC.ca to establish a cross-posting relationship with us.

LEARN WITH US AND STRENGTHEN YOUR NETWORK

Learning Centre

Open 24/7, access free resources and tools, featured articles, videos, programs, and workshops to help amplify your marketing efforts, enrich your visitors' experiences, and generate tangible business results. Learn something new today! Visit DestinationBC.ca/Learning-Centre.

Destination & Industry Development

The Destination & Industry Development team works in close collaboration with national, provincial, regional, and local partners to connect communities to tourism investment and responsibly plan and implement in-destination tourism strategies that align with Destination BC's Super, Natural British Columbia® brand promise and Invest in Iconics Strategy,

delivering meaningful benefits to communities and people across BC. The team supports BC-based small business and tourism organizations by offering learning programs and resources designed to help them deliver exceptional guest experiences, strengthen digital marketing capabilities, and lead with a destination stewardship mindset, ensuring that tourism growth is sustainable and community-focused.

To learn more about our work and its benefits for communities and businesses, visit: www.destinationbc.ca/what-we-do/destination-management/destination-development/ or contact DestinationIndustryDevelopment@DestinationBC.ca.

Research, Analytics, & Insights

Strengthen your competitive advantage with insights into BC's tourism industry performance, including the characteristics, preferences, and attitudes of travellers to BC. We conduct research in areas such as industry performance, air access, visitor movement, sector insights, and resident perceptions to support informed decision making. These insights help monitor and track industry performance and contribute to enhancing the quality of tourism experiences across BC.

For participating DMO partners, the Destination Insights Platform provides tourism data in one shared, easy to use system. It offers a consistent view of trends and performance at the provincial, regional, and community level to support planning, marketing, and destination management efforts.

To learn more, visit <https://destinationbc.ca/research-insights/> or contact the [Research & Analytics team](#).



ACCESS FUNDING FOR TOURISM MARKETING

Co-Operative Marketing Partnerships Program

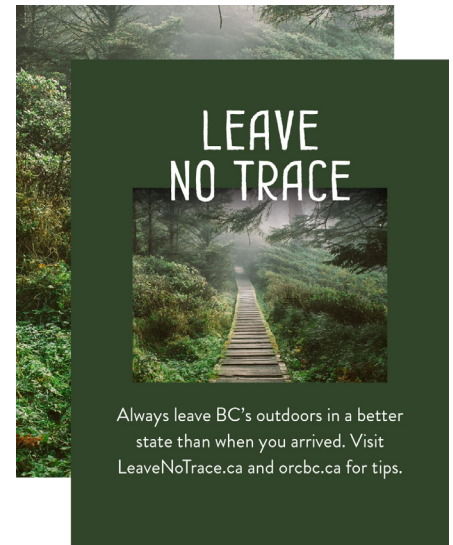
Destination BC's Co-operative Marketing Partnerships Program is an application-based program that provides marketing and promotion support to community consortiums and sector organizations in BC. The program has an annual budget that's distributed widely across the province. Its goals are to increase BC tourism revenues by driving consumer demand, and to maximize marketing impact by leveraging both public and private funds. The program also aims to align industry marketing efforts with provincial and regional initiatives.

To find out more about the program and the application process visit www.destinationbc.ca/what-we-do/funding-sources/co-op-marketing/ or contact Coop@DestinationBC.ca.

Municipal and Regional District Tax

The Municipal and Regional District Tax (MRDT) program is jointly administered by the Ministry of Finance, the Ministry of Tourism, Arts, Culture and Sport, the Ministry of Housing and Municipal Affairs, and Destination BC. On behalf of municipalities, regional districts, and eligible not-for-profit business associations, the MRDT is a two or three percent tax applied to sales of short-term accommodation provided in participating areas of BC. The program enhances tourism in BC by providing funding for local tourism marketing, development programs, and projects, along with affordable housing initiatives. To learn more, visit www.destinationbc.ca/what-we-do/funding-sources/mrdt/ or contact MRDT@DestinationBC.ca.





KNOW BEFORE YOU GO GRAPHICS

EMERGENCY PREPAREDNESS

BC Tourism Emergency Management Framework

Created by BC's Tourism Emergency Management Committee (TEMC), the BC Tourism Emergency Management Framework provides a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management: mitigation, preparedness, response, and recovery. The Framework helps to reduce the industry's vulnerabilities and risks and lessen the potentially adverse impacts to visitor experiences during emergencies. The TEMC membership includes Destination BC, The Ministry of Tourism, Arts, Culture and Sport, the Tourism Industry Association of BC, BC Destination Management Organization Association, Indigenous Tourism BC, the BC Regional Tourism Secretariat, and Ministry of Emergency Management and Climate Readiness. To learn about the Framework, visit www.destinationbc.ca/what-we-do/destination-management/emergency-preparedness/.

Emergency Resources

Emergencies can happen at any time, and seasonal transitions can put us at even greater risk of major weather events such as flooding and wildfires. Destination BC has key visitor-facing [Know Before You Go information](#), and a webpage dedicated to [emergency preparedness resources](#) for the tourism industry, including key agencies, links to newly updated messaging, and action guidance with shareable responsible travel graphics. To access the guides, download the graphics, and prepare your organization, visit: www.destinationbc.ca/what-we-do/destination-management/emergency-preparedness/

