

CO-OPERATIVE MARKETING  
PARTNERSHIPS PROGRAM  
PROGRAM  
GUIDELINES

FISCAL YEAR 2019/2020



DESTINATION  
BRITISH COLUMBIA

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August 31, 2018

FRONT COVER PHOTO: DOG CREEK VALLEY IN CHURN CREEK PROTECTED AREA, Michael Bednar

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# 1

# INTRODUCTION

MOSS ROCK PARK, VICTORIA  
Photo: Reuben Krabbe

## THE DESTINATION BC CO-OPERATIVE MARKETING PARTNERSHIPS PROGRAM

The Destination BC Co-operative Marketing Partnerships Program (The Program) is an application-based program that provides co-operative, consumer-focused marketing and promotion support to Regional Destination Marketing Organizations, Community Consortia, Sector Organizations or approved Individual and Paired Communities in British Columbia.

The Program was developed in 2015 based on advice from Destination BC's Tourism Marketing Committee, an industry-based advisory committee with members representing all regions of BC and a cross-section of

stakeholders. Input was also provided through participants of over 20 community consultation sessions throughout the province.

A list of definitions can be found in [Appendix 1](#).

# 2

## PROGRAM GOALS

HAIDA GWAII WATERS  
Photo: Owen Perry

### GOALS

- Increase BC tourism revenues.
- Leverage private and public funds to maximize marketing impact and Return on Investment (ROI) for tourism businesses.
- Support Destination BC's corporate strategy and the strategic goal of developing a Powerful Marketing Network.

The purpose of the program is to enable groups that share common interests and common marketing goals that align with provincial tourism priorities to leverage both private and public funds to achieve greater marketing impact and ROI in driving tourism revenue.

The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect

industry to the provincial brand, building brand equity through all province-funded marketing initiatives.



# 3

# PROGRAM FUNDING MODEL

WHISTLER BLACKCOMB SKI RESORT  
Photo: Blake Jorgenson

## OPEN POOL AND RESERVED POOL

The Program model is designed around two funding pools. The guidelines in this document are specific to the Open Pool of funds.

### 1. OPEN POOL

An Open Pool of funds available to all qualified applicant groups on a competitive basis.

### 2. RESERVED POOL

A Reserved Pool of funds specifically earmarked for strategic marketing priorities that are fundamental to the provincial brand. This pool is available only to a limited number of eligible applicants. For more information on the reserved pool, please see [Appendix 2](#).





# APPLICATION

NAHATLATCH PROVINCIAL PARK  
Photo: Michael Bednar

## REQUIREMENTS AND CRITERIA

The following program requirements and criteria should be adhered to. However, consideration will be made for special circumstances outside of the requirements and criteria where a strong rationale for doing so is provided.

### 4.1 ELIGIBLE APPLICANTS

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

#### COMMUNITY CONSORTIUMS

- Consortiums (clusters) of three or more eligible Communities.
  - Consortiums should be developed based on a strong unifying theme. Some Consortiums or Communities may already be geographically defined by an existing Destination Marketing Organization (DMO).
- Community definition:
  - Geographic area with a DMO, or where a DMO does not exist, a municipal or village council, or First Nations, or regional district. For further information, please see the [FAQ document](#).

## INDIVIDUAL OR PAIRED COMMUNITIES

- Individual communities or two paired communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums (three or more). Pre-approval is required to apply as an Individual or Paired community. Please contact program staff to determine if your community is eligible.

## TOURISM PRODUCT/ EXPERIENCE SECTORS (SECTORS)

- Province-wide sector associations, societies, or consortiums with representation of province-wide (where it exists) experiential, market-ready tourism product.
  - A list of current sectors can be found in [Appendix 4](#)
- Sector campaign activities may be open to all sector-related stakeholders, not just members of the sector organization.

## 4.2 MANAGING DUPLICATION OF EFFORT

Destination BC's intent for the Program is to ensure there is minimal duplication of effort in projects that utilize co-operative marketing funds. Applicants should contact Destination BC for direction for any perceived overlaps or redundancy.

**The following definitions have been created to assist in clarifying the unique focus of organizations:**

### COMMUNITY CONSORTIUMS

- Community Consortiums should focus their co-operative marketing efforts on promoting their local geographic area or product experience with a focus on the unique selling proposition that links them together.
- Consortiums that have a focus on a single product experience should contact the appropriate Sector association to ensure minimal overlaps or to join forces with the Sector, and discuss further with Destination BC program staff.

### SECTOR ORGANIZATIONS

- Sector Organizations should focus their co-operative marketing efforts on promoting product/experience sectors with a primary sector message to a sector audience about the sector experience.
- There should be minimal overlap or redundancy between provincial and sub-provincial campaigns.
  - If a provincial sector and a sub-provincial sector organization want to focus a campaign on their particular area, then the sub-provincial campaign should be included as a subset of the provincial campaign.
  - If no provincial sector organization exists, then sub-sector stakeholders should work through a Community Consortium or RDMO on co-operative marketing campaigns.

For a list of sector associations working with Destination BC, please see [Appendix 4](#).



## REGIONAL ORGANIZATIONS

- Regional DMOs, under the Reserved Pool, should focus their co-operative marketing efforts on promoting Touring & Exploring programs, with the product focus on journeys that encompass several destinations and activities over multiple days throughout a large geographical area.

Destination BC may not approve projects that overlap and/or are considered redundant. Overlapping campaigns, (e.g. Community Consortiums 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. See [Appendix 3](#) for a list of organizations that should be contacted.

## OTHER DESTINATION BC PROGRAMS

Activities approved under the Open Pool will 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 our Content, Visitor Services and Research, Planning and Evaluation teams.

## 4.3 ELIGIBLE ACTIVITIES AND COSTS

Program funding is intended to support new or expanded research-based marketing activities in primarily short-haul markets (BC, Alberta, and Washington). Co-op 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 contact program staff.

### ELIGIBLE ACTIVITIES

#### 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, paid social media, display, including image and video, and native advertising).

#### Social Media

- Eligible expenses: Social media program execution, including community management, social outreach, content curation, influencer trips and analytics. If you are considering social media as a tactic, please note that any social media influencer trips approved under the Co-op program are not eligible for additional financial support from other Destination BC programs.

#### Print/Online Collateral

- Eligible expenses: brochures, rack cards, flat sheets, guides, maps, etc.

#### Brand Alignment

- Eligible expenses: the development of assets and activities that enable the campaigns to align with the *Super, Natural British Columbia®* brand. Please discuss with program staff, as the intent is not to develop new brands, but to build upon and strengthen BC's destination brand.

#### Consumer-focused Asset Development

- Eligible expenses: written content, photography, video production, and the design and development of a consortium landing page or consortium campaign microsite.
- Landing pages and campaign microsites that serve as a call-to-action for marketing activities should meet minimum standards of mobile-friendliness to ensure a positive user-experience. See [Appendix 6](#) Resources for more information.

#### Market Research

- Eligible expenses: consumer-focused market research related to program execution and relevant measurements that will allow the consortium to make informed marketing decisions. Pre-approval by Destination BC's Research, Planning and Evaluation team is required.



## Consumer Shows

- Eligible expenses: booth registration fees, basic booth accessories (power, table, chair, carpet), and show materials (pop-up banner, collateral, etc.).
- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for up to two 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\*).

\*Program staff can provide a current Government of British Columbia per-diem rate sheet detailing mileage rates and meal allowances.
- Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted.
- Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO or Sector presence at the same show.

## 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.

## Marketing Tactic Coordination Fees

- If the applicant's current staff and infrastructure are not sufficient to execute program activities, Destination BC may permit the applicant's use of up to 15% of Destination BC co-op funds (up to a maximum of \$25,000) towards coordination of the approved marketing tactics, provided:
  - An external contractor or organization is hired; or
  - One of the three or more Partner organizations will implement the program on behalf of the entire Applicant group.
- Coordination Fee funding cap of \$25,000 of Destination BC funds will apply for larger value applications. Please discuss with Destination BC program staff.
- Additional matching Coordination Fees may be paid by the Consortium directly to a contractor from the matching co-operative contribution provided by the Consortium, also up to 15%.
  - Example: \$50,000 in funds from Destination BC are eligible for up to \$7,500 in Coordination Fees (<15%) with no less than \$42,500 (>85%) to be used for other eligible marketing activities. \$50,000 in funds from the Consortium are also eligible for up to a \$7,500 Coordination Fee with \$42,500 to be used for other eligible marketing activities. In summary, the total project of \$100,000 is eligible for up to \$15,000 in Coordination Fees, with \$85,000 for other eligible marketing activities.
- Coordination Fees must be transparent to partners and business.

## 4.4 INELIGIBLE ACTIVITIES AND COSTS

The following activities and costs are not eligible for reimbursement:

- 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;
  - Costs associated with developing and submitting applications;
  - Costs associated with developing strategic plans;
  - Travel trade activities;
  - Product development or industry development;
  - Stakeholder engagement or membership drives;
  - New brand development;
  - Non-consortium campaign website development;
  - Website hosting fees other than for “Call to Action” URLs;
  - Travel costs other than to consumer shows;
  - Capital costs for equipment or software purchases;
  - Capital costs associated with marketing tactics (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);
  - Contra or in-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.;
  - Applications specific to bidding on and hosting sporting events and the Meeting, Conventions, and Incentive Travel (MCIT) sector; and
  - Funds provided by other BC provincial government programs cannot be matched by Destination BC.
  - Funds contributed by partners or stakeholders outside British Columbia. These may be utilized but will not be matched by Destination BC.
- Example: 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.

## 4.5 ELIGIBLE MARKETS

The focus of effort should be on short-haul markets (BC, Alberta, and Washington). If a proposed activity is non-duplicative, has strong ROI potential and a business case can be made, Destination BC will consider

applications for long haul North America marketing initiatives on a case-by-case basis. Please provide your business rationale in the application. Overseas markets are ineligible.



## 4.6 REGULATIONS COMPLIANCE

Successful applicants will be required to obtain all necessary permissions related to land, water and air access including, but not limited to, Crown Land,

Provincial Parks and Indigenous Territory for First Nations should any marketing promote these areas. In addition, successful applicants will also

need to ensure their marketing message is in compliance with Provincial and Federal advertising regulations.

## 4.7 BUILDING A POWERFUL MARKETING NETWORK UPDATED FOR 2019/20

Building a Powerful Marketing Network is one of three strategic imperatives outlined in the [Destination BC Corporate Strategy](#). Its purpose is to position BC's tourism industry to compete to win in an increasing competitive digital environment.

The concept behind a Powerful Marketing Network in British Columbia is to create a future where deep collaboration amongst BC's tourism industry leads to enhancing British Columbia's global competitiveness. 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 Marketing Program.

Understanding of and alignment to the four strategic pillars of Destination BC's Global Marketing Strategy also strengthens our collective outcomes by coordinating individual efforts towards the same goals.

### The four strategic pillars of the Global Marketing Strategy are:

- Captivate: create emotional urgency to visit BC now
- Generate: generate leads for BC tourism businesses
- Advocate: amplify traveller advocacy about BC
- Cultivate: elevate and amplify powerful tourism marketing, building scale by working together

Destination BC strongly encourages Co-op applicants to review Destination BC's Global Marketing Strategy. The 2018 Global Marketing Strategy is available now for review. For a copy, please email [Marketing.Plan@DestinationBC.ca](mailto:Marketing.Plan@DestinationBC.ca). The 2019 Global Marketing Strategy will be available on request in mid-October 2018. Information regarding how to request a copy of the 2019 Global Marketing Strategy will be announced via our [Corporate Newsletter](#).

There are several ways Co-op applicants can help build and support the Powerful Marketing Network, outlined below. We strongly encourage you to consider the following areas of alignment when executing the eligible tactics within the Program.

### MARKETING PERFORMANCE MEASUREMENT FRAMEWORK

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.

Destination BC will be sharing its new Marketing Performance Measurement Framework in the 2019 Global Marketing Plan, and ask that Co-op applicants begin to align to these measures within Co-op activities accordingly, in addition to the standard marketing activity Key Performance Indicators (KPIs) outlined in this document.

Standard KPIs and related benchmarks that will be collected from the Program are outlined in the Application Form. Definitions can be found in [Appendix 5](#). Further information can be found in the [FAQ document](#). These KPIs will be collected for both interim and final reporting.

## BRAND ALIGNMENT

Brand alignment is very important to Destination BC. Our goal is that consumers are immediately able to recognize British Columbia. By aligning with the *Super, Natural British Columbia* brand you can add to the power of that recognition. 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. In your application, please self-identify your consortium or sector's current brand tier and, if appropriate, your target brand tier.

- **TIER 1** highly aligned: brand-aligned messaging, the use of the logo tile, and the use of at least two other brand elements (colours, photography style, font).
- **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 webtile use only.

## CONSUMER-FOCUSED ASSET DEVELOPMENT

If you are considering content development tactics, please note that in order to maximize on potential marketing opportunities, it's important the content your consortium gathers and creates is available across our Destination BC channels. In order for us to be able to do so, please include the following language in your asset development contracts:

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 photograph(s) for the purpose of promoting travel to or within BC.

This will allow Destination BC to:

- Use your consortia's articles, video & photography on Destination BC's channels including websites, Facebook, Twitter, Instagram, Pinterest, 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; and
- Share content with partners such as Destination Canada and others to re-use in their global markets.

Destination BC is aligning brand building content through a new [User-Generated Content Commonwealth Network](#). We recommend you participate in the Content Commonwealth and contact us about our new Digital Asset Management system. Also, content should reflect the use of [Explorer Quotient \(EQ\) tools](#) for BC's EQ target markets — Authentic Experiencers, Cultural Experiencers and Free Spirits.



## 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? (BC, AB, WA)
- What months will your paid search program be running in? (Is it “always on” or just during certain months of the year?)
- Do you have a list of the keywords and ad groups that you can provide us with so we can ensure there is no overlap?

## SOCIAL MEDIA

There are several ways in which you can engage with us on Social Media:

### Follow

- Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [YouTube](#). By following us, you are able to get an idea of the type of content we share.

### Participate

- By following us, you’ll be able to see when we post about your sector or communities and it’s an opportunity for you to jump into the conversation and engage with our community.

### Amplify

- When we post about your communities or sector, you can amplify what we’re sharing by sharing it on the 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 social media team curates content from this hashtag.

## 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 for remarketing, finding new audiences or improving the consumer travel experience.

Creating one data and digital marketing ecosystem — the Common Tagging Framework — will generate a unified view of the consumer and is the best way to know how effective our joint marketing efforts are. We ask Co-op applicants to place tags (a small piece of code) on their campaign landing pages, microsites and websites to help grow our data pool. Please see [Appendix 6](#) Resources for more details.

# 5

# FUNDING



STONE MOUNTAIN PROVINCIAL PARK  
Photo: Albert Normandin

## 5.1 APPLICATION WINDOW

There will be one annual application window; the deadline to submit an application will be November 30 each year. All applications received by the deadline will be collectively reviewed and evaluated based on merit. In rare occasions, applications may be accepted outside of these dates, on a first-come, first-served basis, subject to availability of funds.

## 5.2 FUNDING OPTIONS

Applicants are eligible to apply for up to a 50% contribution from Destination BC. This is a cost-shared program; applicants must contribute 50% (or

more) towards the total project budget, and approved projects will receive up to 50% in matching funding from Destination BC.

### COMMUNITY CONSORTIUMS OR SECTORS

- Community Consortiums or Sectors are eligible to apply for up to a 50% contribution from Destination BC. The application must be for a minimum of \$20,000, to a maximum of \$250,000 per year.
- Example: \$20,000 in funds from Destination BC plus \$20,000 in funds from the Consortium or Sector equates to a total project budget of \$40,000.



- To manage the funds available and ensure regional distribution, Destination BC may award partial funding, limit the number of approved applications above \$100,000, and limit the number of multi-year applications.
- To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.
- Partner Applicants (i.e. a Community within a Consortium) can be a part of more than one application, including Sector applications. However, 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 Open Pool.
- There is no minimum investment required by each Partner, and each does not need to contribute an equal amount; however, a reasonable investment from each partner representing true collaboration, should exist.
- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the understanding that individual tourism businesses should see incremental value in the projects in Year 2 and Year 3, and should increase their investment level in the project.

## INDIVIDUAL COMMUNITY OR PAIRED COMMUNITIES

- Where there is not the opportunity to form a Community Consortium, an Individual Community may apply for \$7,500 from Destination BC, which must be matched with \$7,500 from the Individual Community, for a project budget of \$15,000.
- For Paired Communities where there is not the opportunity to form Community Consortia, applicants may apply for \$15,000 from Destination BC, which must be matched with \$15,000 from the Paired Communities (a \$7,500 contribution from each community.)
- Preapproval by Destination BC program staff is required to apply as an Individual or Paired community. If approval is given, Individual or Paired community applicants are not eligible to participate in a Community Consortium application for additional funding.
- Communities approved as Individual or Paired communities may participate in Sector programs.
- Individual Communities and Paired Communities are only eligible to submit one application for funding, and marketing activities must represent the broader community stakeholder base.
- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the

understanding that individual or paired communities should see incremental value in the projects in Year 2 and Year 3 and should increase their investment level in the project.

All successful applicants will receive a Funding Notification upon approval of their application, as well as a Shared Cost Agreement (contract) which outlines the obligations of each party.

## 5.3 FUNDING PAYMENT AND REQUIREMENTS

### COMMUNITY CONSORTIUMS AND SECTORS

- Funding will be provided based on the amount set out in the Funding Notification and upon fulfillment of contract requirements (i.e. 50% payment will be made upon signing of the contract, 35% payment will be made upon receipt of an Interim Report and results, and the remaining 15% will be paid upon completion of approved marketing tactics and submission and approval of a Post Project Report).
- If cash flow challenges are expected based on the payment timing, please contact program staff to discuss options.
- Prior to the second payment, applicants must discuss progress with program staff and provide a written Interim update, with results to-date against the tracking mechanisms identified in their application. If an Applicant fails to provide an appropriate Interim Report, the second payment of 35% of the funds will not be released.
- Within 30 days of project completion, and prior to the final payment, applicants should 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 15% of the funds will not be released and will result in applications being rejected in subsequent years. Flexibility in this process may be acceptable in extraordinary situations.

- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.

### INDIVIDUAL COMMUNITIES OR PAIRED COMMUNITIES

- Funding will be provided as one lump sum payment based on the terms set out in the Funding Notification, provided the Applicant has agreed to meet funding requirements.
- A written Interim progress report, providing detailed results to date, will be required midway through the project. Within 30 days of project completion, applicants must complete a Post Project Report, including final project results, and in a format provided by Destination BC. Failure to provide an appropriate report 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.





# 6

# APPLICATION PROCEDURES

WHYTECLIFF PARK  
Photo: Alex Strohl

## 6.1 APPLICATION PROCESS

Applications must be received by **4:30 pm PST November 30**. Incomplete or late applications will not be considered.

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 ultimate decision on any application. Applicants may be contacted by program staff to consider changes to their application to better meet program requirements and criteria.

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 Consortia, 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 \(available in MS Word\) are available for download from the Destination BC corporate website.](#)

## 6.2 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 ensure tie-in to British Columbia's destination brand (*Super, Natural British Columbia*®) 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 contact [coop@destinationbc.ca](mailto:coop@destinationbc.ca) for assistance.

## 6.3 APPLICATION EVALUATION

Destination BC will provide up to 50% of total project funding. Campaigns must provide a measurable call to action. Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application.

### A. INCREASED TOURISM REVENUE IN BC (30%)

- Growth in overnight visitor volume;
- Growth in overnight visitor expenditure;
- Alignment with key geographic markets;
- Ability to build awareness, increase traveller interest and convert that interest to measurable visitation;
- Generates a positive ROI for partners and the province; and,
- Dispersion of benefits across the province (tourism product/ experience sectors applicants).

### B. BUILDING BRAND EQUITY FOR THE BRITISH COLUMBIA BRAND (20%)

- Increase engagement and awareness of the *Super, Natural British Columbia*® BC brand;
- Alignment to the provincial brand ([www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx](http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx)); and,
- Increase traveller advocacy about BC (i.e. promotion of BC by travellers themselves).

### C. STRENGTH OF THE MARKETING PLAN (35%)

- Marketing impact;
- Research-based evidence of consumer desire (demand) for the offer;
- Contribution to overall provincial and regional strategic priorities;



- Amount of private sector participation and investment in plan;
- Provide a measurable call to action;
- Ability to track enquiries and bookings;
- Demonstration of creativity and innovation; and,
- Alignment to Destination BC's Global Marketing Strategy and to the Powerful Marketing Network, to increase the competitiveness of BC tourism and build preference for BC tourism products/destinations.

#### D. RESOURCES TO EXECUTE PROGRAM EFFECTIVELY (15%)

- Strength of the evaluation framework to measure project performance;
- Demonstration of financial capabilities;
- Demonstration of marketing management capabilities;
- Project management capability;
- Ability to work in collaboration and build relationships with other industry and non-industry partners; and
- Ability to provide accurate reporting.

### 6.4 FUNDING NOTIFICATIONS AND SHARED COST AGREEMENTS (CONTRACTS)

Applications will be reviewed in December and January. Destination BC will issue a Funding Notification once application evaluations have been completed. Typically, all Funding Notifications will be issued by January 31.

The Funding Notification will be followed in March by a Shared Cost

agreement (contract) which 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.

### 6.5 PROGRAM EXECUTION CHANGES

Once approved, any changes to the application will need to be approved by Destination BC. Successful applicants must request any changes to marketing tactics in writing to Destination BC. 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.

## 6.6 FEEDBACK

Destination BC will provide constructive feedback to applicants to ensure that applications can best meet program criteria.

## 6.7 PROJECT REPORTING

An Interim Project report, with results, must be submitted prior to the second payment. Please include interim results of the KPIs outlined in [Appendix 4](#). You may choose to identify, and report on, additional metrics in your application for evaluation. 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 completion of the marketing project or, in the case of multi-year projects, annually — whichever is shorter. Recipients will report on the resulting impacts of the marketing project.

If an Applicant fails to provide an Interim Report, the second payment of 35% of the funds will not be released.

If an Applicant fails to provide a Post Project Report, the final payment of 15% 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 also include a detailed list of suppliers and expenses that equal the total amount of funds approved for the marketing project 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 tactic.

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.

## 6.8 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 will be encouraged to work with specific brand and creative guidelines to achieve alignment. For more information, please contact program staff for brand tools. Please refer to [www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx](http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx) (Our Brand) or contact program staff.

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



# APPENDICES

## APPENDIX 1: DEFINITIONS

### Alignment

- In this context, strategic alignment is the process and result of improving linkages between destination marketing 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 at the Lead Organization who is authorized to contract with Destination BC.

### 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.).

### Community

- Geographic areas with a DMO, or where a DMO does not exist, a municipal or village council, or First Nation, or regional district.
- Some communities may already be geographically defined by existing Destination Marketing Organizations.

### Community Consortium

- Consortiums or clusters of 3 or more eligible organizations.
- Consortiums should be developed based on a strong unifying theme, e.g., experience, geographic route.

### 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.<sup>1</sup>

### Funding Partners

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

### Individual Community

- Individual Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums.

<sup>1</sup><http://www.kasatria.com/basics-of-online-marketing/what-is-display-advertising#.WaccqJiouBZ>

## Lead Organization

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

## Merit

- The quality of being particularly good or worthy, which in this case refers to a combination of attributes that amounts to providing value for the co-operative marketing program dollar investment.

## Native 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.<sup>2</sup>

## Paired Communities

- Two communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortia.

## Reach

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

## ROI

- Return on Investment, which 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 and ski areas), cat skiing, heli-skiing, backcountry skiing and Nordic.

## 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.

<sup>2</sup><https://www.outbrain.com/native-advertising/>



## APPENDIX 2: RESERVED POOL

Program Guidelines specific to the Reserved Pool are provided directly to the Eligible Applicants only. The following information is provided within these Open Pool Guidelines to assist with applications and alignment.

### TOURING & EXPLORING

- Eligible Applicant: Regional Destination Marketing Organizations (see [Appendix 3](#))
- Touring & Exploring definition:
  - 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/region or it may transcend one or more area/regions.

### INDIGENOUS

- Eligible Applicant: Indigenous Tourism British Columbia.

### SKI

- Eligible Applicant: Canada West Ski Areas Association.
- Ski definition:
  - Winter experiences with a primary product experience of market-ready skiing, including Alpine (ski resorts and ski areas), cat skiing, heli-skiing, backcountry skiing and Nordic.

Strategic marketing priorities within the Reserved Pool may change or evolve over time.

## APPENDIX 3: ELIGIBLE APPLICANTS FOR RESERVED POOL FUNDING

### CARIBOO CHILCOTIN COAST

Amy Thacker  
CEO

T: 250 392 2226  
F: 250 392 2838  
T-FREE: 1 800 663 5885

[info@landwithoutlimits.com](mailto:info@landwithoutlimits.com)  
[www.landwithoutlimits.com](http://www.landwithoutlimits.com)

### VANCOUVER ISLAND

Anthony Everett  
PRESIDENT & CEO

T: 250 740 1211  
F: 250 754 3599

[info@tourismvi.ca](mailto:info@tourismvi.ca)  
[www.tourismvi.ca](http://www.tourismvi.ca)

### KOOTENAY ROCKIES

Kathy Cooper  
CEO AND TRAVEL TRADE

T: 250 427 4838  
F: 250 427 3344  
T-FREE: 1 800 661 6603 (recording)

[info@kootenayrockies.com](mailto:info@kootenayrockies.com)  
[www.krtourism.ca](http://www.krtourism.ca)

### NORTHERN BC

Clint Fraser  
CEO

T: 250 561 0432  
F: 250 561 0450  
T-FREE: 1 800 663 8843

[info@nbcctourism.com](mailto:info@nbcctourism.com)  
[www.travelnbc.com](http://www.travelnbc.com)

### INDIGENOUS TOURISM BRITISH COLUMBIA

Tracy Eyssens  
CEO

T: (604) 921 1070  
F: (604) 921 1072  
T-FREE FAX: 1 877 533 7773

[Info@IndigenousBC.com](mailto:Info@IndigenousBC.com)  
[www.indigenousbc.com/corporate](http://www.indigenousbc.com/corporate)

### THOMPSON OKANAGAN

Glenn Mandziuk  
CEO

T: 250 860 5999  
F: 250 860 9993  
T-FREE: 1 800 567 2275 (RECORDING)

[info@totabc.com](mailto:info@totabc.com)  
[www.totabc.org](http://www.totabc.org)

### CANADA WEST SKI AREAS ASSOCIATION

Christopher Nicholson  
PRESIDENT & CEO

T: 778 484 5535  
F: 778 484 5536

[office@cwsaa.org](mailto:office@cwsaa.org)  
[www.cwsaa.org](http://www.cwsaa.org)



## APPENDIX 4: PROVINCIAL SECTOR ORGANIZATIONS

### BACKCOUNTRY LODGES

#### Backcountry Lodges Association of British Columbia

BRAD HARRISON, EXECUTIVE DIRECTOR  
[colwest@shaw.ca](mailto:colwest@shaw.ca)

### CAMPING & RVING

#### Camping & RVing BC Coalition

JOSS PENNY, CHAIR  
[jpenny@bclca.com](mailto:jpenny@bclca.com)

### FISHING (Freshwater)

#### BC Fishing Resorts and Outfitters Association

MATT JENNINGS, EXECUTIVE DIRECTOR  
[matt@bcfroa.ca](mailto:matt@bcfroa.ca)

### FISHING (Saltwater)

#### Sport Fishing Institute

OWEN BIRD, EXECUTIVE DIRECTOR  
[birdo@sportfishing.bc.ca](mailto:birdo@sportfishing.bc.ca)

### GARDENS

#### Gardens BC

GEOFF BALL, PRESIDENT  
[Geoff.Ball@viu.ca](mailto:Geoff.Ball@viu.ca)

### GOLF

#### BC Golf Marketing Alliance

TRISHA LARSEN,  
DIRECTOR OF MARKETING  
[marketing@golfinbritishcolumbia.com](mailto:marketing@golfinbritishcolumbia.com)

### GUEST RANCHES

#### BC Guest Ranchers' Association

[info@bcguetranches.com](mailto:info@bcguetranches.com)

### GUIDE OUTFITTERS

#### Guide Outfitters Association of BC

SCOTT ELLIS, EXECUTIVE DIRECTOR  
[info@goabc.org](mailto:info@goabc.org)

### MOUNTAIN BIKE

#### Western Canada Mountain Bike Tourism Association

MARTIN LITTLEJOHN,  
EXECUTIVE DIRECTOR  
[martin@mbta.ca](mailto:martin@mbta.ca)

### POWER AND SAIL CRUISING

#### (Ocean Boating)

#### BC Ocean Boating Tourism Association

MICHAEL MCLAUGHLIN,  
EXECUTIVE DIRECTOR  
[bcobta@ruralfutures.ca](mailto:bcobta@ruralfutures.ca)

### SCUBA DIVE

#### Dive Industry Association of BC

JAN BRECKMAN, DIRECTOR  
[info@diveindustryassociation.com](mailto:info@diveindustryassociation.com)

### SNOWMOBILE

#### BC Snowmobile Federation

DONEGAL WILSON,  
EXECUTIVE DIRECTOR  
[office@bcsf.org](mailto:office@bcsf.org)

### WINE

#### BC Wine Institute

KIM BARNES, MARKETING DIRECTOR  
[KBarnes@winebc.com](mailto:KBarnes@winebc.com)

## APPENDIX 5: METRICS

The KPIs and industry benchmarks provided below are a reference tool only. These will provide you with indicators to maintain and evaluate the success of your marketing initiatives against industry benchmarks and to allow you to make any necessary adjustments during the project.

Each project should generate a baseline to understand how the project is progressing each year. This year-over-year tracking should be a communication tool among partners and help you work towards improving your initiatives and metric ratings each year.

**PLEASE NOTE:** Benchmarks provided are a guideline and can vary depending on several factors such as approach or strategy (i.e. for search, broad keywords tend to be more expensive and click-thru rates tends to be lower and vice versa). Where N/A appears, a benchmark

is not provided as these will vary from business-to-business and may vary from campaign-to-campaign. Results are heavily dependent upon business goals and campaign objectives.

TACTIC	METRIC	PURPOSE	INDUSTRY BENCHMARK
PAID ADVERTISING			
Print (Newspaper / Magazine)	Reach (Number of people exposed to the print ad, radio ad, TV ad based on subscription or listener numbers)	To understand potential size of audience	n/a
Radio			
Television			
DIGITAL ADVERTISING			
Email Marketing	Total Delivered	To understand number of emails sent	n/a
	Unique Open Rate	Indicates interest (relevancy of the email content and frequency of emails received)	22.7% <sup>3</sup>
	Unique Click Rate		2.4% <sup>3</sup>
	Unsubscribe Rate		0.176% <sup>3</sup>
	Total Email Revenue (if tracking)	To understand the value of sales that can be attributed to the email	n/a

<sup>3</sup>IBM Marketing Cloud Benchmark Study 2016: Lodging, Travel Agencies & Services sector

TACTIC	METRIC	PURPOSE	INDUSTRY BENCHMARK
Paid Search / Search Engine Marketing	Pre-click metric: Impressions	An indicator of demand (the higher the impressions, the higher the demand)	n/a
	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	Search 2.18% <sup>4</sup>
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Search \$1.55 <sup>4</sup>
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a
	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a
	Post-click metric: Cost per action	Indicates media efficiency	Search \$60.31 <sup>4</sup>
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Search 2.57% <sup>4</sup>
Paid Social Media	Reach	Reach tells you how many people have potentially seen your content	n/a
	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.	0.9% <sup>5</sup>
	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 <sup>5</sup>
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks).	2.82% <sup>5</sup>
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts.	\$22.50 <sup>5</sup>
	Engagements	Engagement is the number of people who have interacted with your content (engagements include likes, reactions, shares, comments, or video views).	n/a
	Cost per Engagement (CPE)	CPE shows you how much it costs for every engagement (varies depending on the engagement you are measuring: video, likes, reactions, shares, comments).	n/a

<sup>4</sup>Search Engine Marketing & Display benchmarks sourced from Wordstream (Travel & Hospitality)

<sup>5</sup><http://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>



TACTIC	METRIC	PURPOSE	INDUSTRY BENCHMARK
Display (image and video) and Native Advertising	Time on site	Indicates content consumption (engagement)	n/a
	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	Display 0.47% <sup>4</sup>
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.24 <sup>4</sup>
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$45.28 <sup>4</sup>
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.53% <sup>4</sup>
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	Display 0.53% <sup>4</sup>
Social Media	Total Followers	To understand size of audience	n/a
	Engagement Rate	Total engagement divided by reach	1%–5%, depending on advertising used <sup>4</sup>
	Reach (The number of unique people who see your content, including those who have liked your page, and those who have not.)	To understand potential size of audience	n/a
	#exploreBC hashtag amplification	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a
	Total consumer use and reach of hashtag #<insert your hashtag here>	To understand consumer awareness and advocacy of your social media activities	n/a

#### PRINT/ONLINE COLLATERAL

Brochures			
Rack Cards			
Flat Sheets	Number of pieces printed, number of pieces distributed, distribution locations	To understand depth of distribution/reach	n/a
Guides			
Maps			

<sup>4</sup>Search Engine Marketing & Display benchmarks sourced from Wordstream (Travel & Hospitality)

<sup>5</sup><http://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

TACTIC	METRIC	PURPOSE	INDUSTRY BENCHMARK
CONSUMER-FOCUSED ASSET DEVELOPMENT			
Photography	Number of images	Indicates content consumption (engagement)	n/a
Video	Number of videos		n/a
	Cost Per Video View	This measures efficiency	n/a
	Video Completion Rate	What % of viewers who saw the video completed it	n/a
	Video viewed quartiles	Indicates how much of the video was viewed	n/a
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	n/a
Consortium Microsite / Landing Page	Number of sessions	Tracks the number of visitors to your website	n/a
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a
	Number of referrals (conversions)	Indicates how many consumers came to the site and clicked a link to another site (e.g. community DMO, private business, etc.)	n/a
	Sources	Indicates where website traffic comes from (e.g. organic, social, etc.)	n/a
	Device	Determine what device visitors are using to visit and view the site (Desktop, Tablet, Smartphone)	n/a
	Geography	Determines where visitors are coming from, based on IP address	n/a
Market Research	KPIs will be project specific pending discussions with Destination BC		
Consumer Shows	Total attendance at show	To understand size of audience	n/a
	Number of inquiries at booth	To understand size or number of interested consumers	n/a
	Number of leads generated to businesses	To understand how many consumers are moving along in the path(s) to purchase	n/a
	Number of database opt-ins	To continue to engage consumers in ongoing communication	n/a
Travel Media Relations	KPIs will be project specific pending discussions with Destination BC		

## APPENDIX 6: RESOURCES

### BRAND ALIGNMENT

Visit Destination BC's corporate website at [www.destinationbc.ca](http://www.destinationbc.ca) and check out the Brand Resources section for tools available to the industry. Once on the website:

- We encourage you to watch the webinar and read our brand document.
- Register for our [image bank](#) (our digital asset management system that has photos and footage or BC tourism industry stakeholders to use, at no cost).
- Book a time to talk to one of our Brand Supervisors so they can become engaged in your creative process. Reach the team by contacting [brand@destinationbc.ca](mailto:brand@destinationbc.ca) and copying the Co-op team at [coop@destinationbc.ca](mailto:coop@destinationbc.ca).

Some other resources available to you include:

**INDUSTRY TOOLS:** photography brief and Explore *Super, Natural British Columbia* web tile ([www.destinationbc.ca/Resources/british-columbia-tourism-brand/Industry-Tools.aspx](http://www.destinationbc.ca/Resources/british-columbia-tourism-brand/Industry-Tools.aspx))

To allow time for our brand team to offer feedback, please consider engaging with us and your creative agency as early as possible. Once you have had a chance to look through these tools, please reach out to our team at [brand@destinationbc.ca](mailto:brand@destinationbc.ca) to discuss how we can support you in your tactics, especially asset development. By aligning our efforts, we can strengthen the look and feel of our brand.

### CONTENT MARKETING

BC's approach to Brand Journalism can be found [here](#).

Blog: [HelloBC.com/travel-ideas](http://HelloBC.com/travel-ideas)

### SOCIAL MEDIA

Destination BC's Consumer Social Channels are:

- Twitter: [@HelloBC](https://twitter.com/HelloBC)
- Facebook: [fb.com/HelloBC](https://fb.com/HelloBC)
- Instagram: [@HelloBC](https://www.instagram.com/HelloBC)
- YouTube: [youtube.com/HelloBC](https://youtube.com/HelloBC)
- Pinterest: [pinterest.com/HelloBC](https://pinterest.com/HelloBC)

Other social media resources available to you include:

- [The Value of Hashtag Marketing Webinar](#)
- [How to Engage with Destination BC's Social Media Channels](#)

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) with any questions related to social media.

### MOBILE RESPONSIVE WEBSITES

Increasingly, consumers are planning and booking travel using smartphones and other mobile devices instead of desktops. In fact, for many travel websites, up to 50% of website traffic is now coming from mobile devices. Because of this, your website including key landing pages that serve as a call-to-action for marketing activities should meet minimum standards of mobile-friendliness to ensure a positive user-experience. Considerations include:

- **PERFORMANCE:** Page speed and size, image size, and other issues can slow down your website and result in higher bounce rate (people leaving your website quickly) and bad user experience. In some cases users may not wait for your page to load if it exceeds 5 seconds.
- **USABILITY:** How a website renders on mobile devices and a great overall mobile experience can help visitors find what they're looking for instead of leaving (bouncing) off your website quickly. Factors include readability, horizontal scrolling, "pinching and pulling" and navigation menus that are difficult to use on mobile.
- **SEARCH ENGINE OPTIMIZATION:** SEO is important as it ensures that your website ranks better in search and it drives valuable organic traffic to your website. Search engines have added mobile responsiveness as a factor in the ranking algorithms which determine the search result order.

### WEBSITE TAGGING

[www.destinationbc.ca/Marketing/Consumer-Marketing/Tagging.aspx](http://www.destinationbc.ca/Marketing/Consumer-Marketing/Tagging.aspx)

Destination BC uses website tagging via Google's DoubleClick Floodlight Tag and DMP tags.

- Tags are needed for any digital campaign to track metrics beyond impressions and click-through rates. Tags allow marketers to track campaign effectiveness.
- Destination BC also uses tags to measure its Generate strategy — how many referrals (also known as



leads) Destination BC is referring to a partner website, whether through a Destination BC-led campaign or a sector-led campaign funded by Destination BC.

- Tags also collect anonymous consumer data that gives us a greater understanding of our potential travelers.

## HELLOBC.COM TRIPADVISOR LISTING

Destination BC has embarked on a new partnership with TripAdvisor which will provide significant advantages for visitors planning their trips on HelloBC.com. Because of this partnership, all business listings on HelloBC will now include information pulled from the related TripAdvisor listing. To ensure that the information accurately reflects a business' branding and offerings, it is necessary to "claim" the listing on TripAdvisor. Tourism businesses can visit [www.TripAdvisor.ca](http://www.TripAdvisor.ca) Owners and complete the required information to prove authenticity as the "owner" of this listing. Once the claim has been approved, visit [DestinationBC.net](http://DestinationBC.net) to enhance that listing with additional content including consumer website and booking URL, contact information, and social media accounts.

All business listings will continue to be available on HelloBC.com at no cost and will continue to benefit from exposure to the millions of travellers who visit [HelloBC.com](http://HelloBC.com) each year.

## TRAVEL MEDIA

Destination BC would like to work with you to maximize any Travel Media opportunities you wish to pursue. Please connect with us to help you assess the media value of potential hosting opportunities. If you are hosting a media event as part of tactics approved under the Destination BC Co-operative Partnerships Program, we would appreciate the opportunity to have a Destination BC representative in attendance. Please work with us to discuss the use of logo tiles on information related to your event.

Travel Media projects that were approved under the Program will not be eligible under the Destination BC's North America Visiting Journalist Program. If you have a separate media initiative, please contact us to discuss opportunities.

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) in regards to any media opportunities and events.

## RESEARCH ACTIVITIES

Please connect with Destination BC's Research, Planning and Evaluation (RPE) team on the design and implementation of research activity proposed and approved under the Program.

Research that has been conducted by Destination BC that is available for industry use can be found [here](#).

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) to forward reports and contact the RPE team.

## CORPORATE RESOURCES

For further information about our focus, investment, and activities in Global Marketing and Destination and Industry Development is available in our Corporate Plans. You can request a copy of the latest Global Marketing Plan by emailing [Marketing.Plan@DestinationBC.ca](mailto:Marketing.Plan@DestinationBC.ca). You can request a copy of Destination BC's 2017 Destination and Industry Development Plan by emailing [destination.plan@DestinationBC.ca](mailto:destination.plan@DestinationBC.ca).

## CONTACT INFORMATION

General Questions and Applications can be sent to:  
[coop@destinationbc.ca](mailto:coop@destinationbc.ca)

**Kim Hood**  
MANAGER, MARKETING CO-OP  
PROGRAMS

T: 604 660 4708  
[Kim.Hood@DestinationBC.ca](mailto:Kim.Hood@DestinationBC.ca)

