



DESTINATION  
BRITISH COLUMBIA®

**Mandate: Destination BC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen BC's worldwide reputation as a destination of choice.**

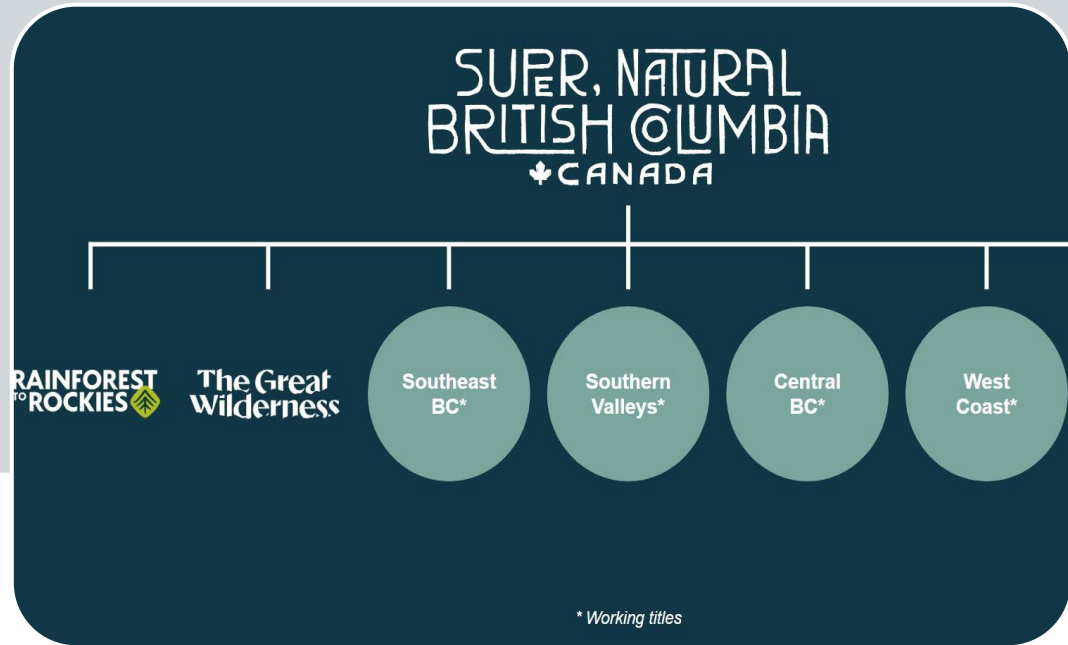


Ministry of  
Tourism, Arts,  
Culture and Sport

# Partnerships and Destination Development



19 Destination Development Strategies with 6 regional partners



6 brands in development encouraging geographic and seasonal growth





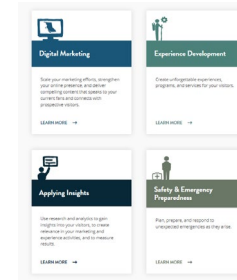
# Industry-Specific Programs and Resources

## Tourism Digital Academy & Digital Foundations



Free 8-week application based digital marketing learning program

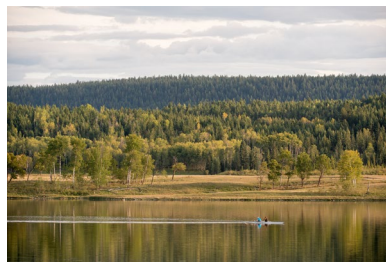
## Destination BC Learning Centre



Open 24/7, access free resources and tools, featured articles, workshops, guides, templates, and videos



## BC Content Hub



Access to photo bank of imagery to promote BC

## BC Tourism Climate Resiliency Initiative (BCTCRI)



Access to sustainability and climate adaptation planning support and micro-grant funding

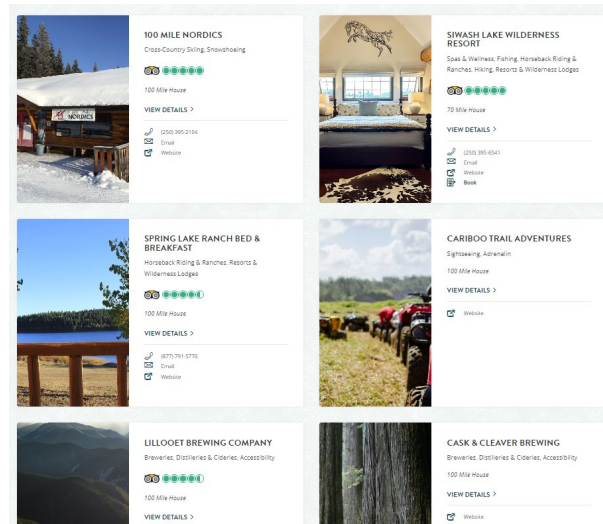
# Visitor Services + HelloBC Listings + Co-op

## Visitor Services Network



A network of 134 community-owned Visitor Centres

## HelloBC Listings



Connecting visitors to businesses online

## Co-op Marketing



Supporting communities in sector-based funding





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