LOOK WEST: TOURISM SECTOR ACTION PLAN

ACTION PLAN AT A GLANCE

10-Year Target Double Tourism Revenues by 2036

		Goal	Key Actions	Outcomes
Marketing	*Inspiring the World to Explore B.C.*	Position B.C. as a top-tier destination for domestic and international travelers	• Promote Destination BC's new Iconic brands in key international markets • Leverage FIFA World Cup 26™ to grow international visitation and B.C.'s global brand exposure • Grow visitor demand across all seasons and places • Integrate tourism with trade and talent attraction	**B.C. is recognized globally as a leading year-round destination.** Strategic marketing – leveraging major events and Iconic brands – drives increased visitation, regional dispersion, and off-season travel
Destination Access	*Widening the Doors to B.C.*	Improve travel to and within B.C. to support tourism growth	• Collaborate with partners and carriers to expand direct international flights throughout B.C. • Strengthen multimodal connectivity along regional travel corridors, in alignment with Destination BC's Iconic routes	**Improved access to travel to and throughout B.C.** Expanded air routes and improved multi-modal connectivity make it easier for visitors to reach and travel within B.C.
Event Hosting	*Hosting the World Through Culture and Commerce*	Use events to drive visitation, investment, and infrastructure development	• Invest in destination events that drive economic benefits in all regions of B.C. • Develop a multi-year event attraction plan, prioritizing high-impact international events and conferences • Formalize a provincial event hosting framework for evaluating and co-ordinating event opportunities	**B.C. attracts and hosts high-impact events that strengthen the economy.** A co-ordinated events portfolio fills shoulder seasons, spreads visitation across regions, and builds lasting benefits through improved infrastructure and stronger local economies
Investment Attraction	*Fueling B.C.'s Tourism Economic Potential*	Mobilize private capital to expand tourism experiences	• Launch an investment attraction plan to facilitate private sector investment in tourism and outdoor recreation • Create an attractive investment environment for hotels, tourism experiences, and convention and event spaces • Create opportunities for communities in transition to expand tourism • Support Indigenous-led destination development and stewardship	**B.C. is a competitive destination for tourism private investment.** A predictable investment pathway and a curated pipeline of investor-ready projects attract private capital for hotels, attractions, and Indigenous-led developments
Enabling Growth	*Removing Roadblocks to Tourism Growth*	Create a supportive business environment for tourism operators and investors	• Modernize B.C.'s Resort Strategy • Streamline authorizations and regulatory processes for tourism development • Modernize tourism-related funding frameworks • Expand access to tourism data to support local planning and investment	**B.C. offers a streamlined, supportive environment for tourism development.** More predictable and navigable authorization processes, helping tourism businesses advance projects and expand operations with fewer delays and clearer expectations

Measures of Success:

- Growth in tourism-related visitor spending in B.C. (Tourism Revenue)
- Increased overnight visitation occurring outside peak seasons and in more regions
- Greater brand awareness and positive destination perception in priority target markets
- Increased international inbound flights and regional airport volume across B.C.

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