

WELCOMING VISITORS, BENEFITING LOCALS | A STRATEGIC FRAMEWORK FOR TOURISM IN B.C.

STRATEGIC FRAMEWORK AT A GLANCE

SUPPORTING PEOPLE & COMMUNITIES



Supporting people and communities to improve the quality of life and increase support and celebration of Indigenous cultures through tourism.

A STRONG AND DIVERSE TOURISM WORKFORCE

- Champion tourism as an industry with diverse good paying jobs.
- Help people get the skills they need.
- Address the challenges associated with a seasonal tourism workforce, including affordable housing.

SUPPORT FOR COMMUNITIES

- Help communities grow and manage tourism through destination development.
- Ensure the tourism sector is prepared to respond to and recover from disasters.
- Continue to invest in arts, culture, heritage, sport, and multicultural events and festivals.

RECONCILIATION THROUGH TOURISM

- Preserve and promote the living culture and rich heritage of Indigenous peoples through tourism.
- Help Indigenous communities and tourism businesses get the skills they need to continue to develop tourism experiences.

MAKE TOURISM MORE INCLUSIVE AND ACCESSIBLE

- Promote B.C. as an inclusive and welcoming destination for everyone.
- Build capacity to support more inclusive and accessible tourism products, services and experiences.

SUSTAINABLY GROWING THE VISITOR ECONOMY



Sustainably growing the visitor economy through innovative marketing and destination and community development.

BUILD A BETTER AND SUSTAINABLE TOURISM DESTINATION

- Support sustainable tourism growth through destination development including new product development and enhanced tourism infrastructure and amenities.
- Expand province-wide connectivity and Wi-Fi access.
- Improve transportation access to support sustainable tourism growth.
- Champion tourism as an investment opportunity.

DRIVE DEMAND TO ENSURE B.C. REMAINS A TOP TRAVEL DESTINATION

- Innovative marketing to compete in key markets.
- Encourage more year-round tourism and regional travel.
- Create a seamless visitor experience for travelers.

RESPECTING NATURE & THE ENVIRONMENT



Respecting nature and the environment by strategically guiding and managing tourism growth while preserving B.C.'s natural spaces.

SUSTAINING SUPER, NATURAL BRITISH COLUMBIA®

- Enable the tourism sector to develop and adopt common sustainability policies and practices.
- Reduce tourism emissions and waste.
- Foster responsible visitor travel that creates better places for people to live in, and better places to visit.

SUPPORT TOURISM VIABILITY IN B.C.'S NATURAL SPACES

- Support the growth of the adventure tourism and agri-tourism sectors.
- Ensure the long-term sustainability of B.C.'s outdoor recreation experiences including BC Parks and provincial recreation sites and trails.

VISION:

Our vision is to build a strong, sustainable tourism sector that benefits all British Columbians. Our new strategic framework is built on a foundation of sustainability which calls for equal consideration of the benefits of the sector along with its economic, sociocultural and environmental impact.