



Destination BC Launches New Multi-Year Strategies

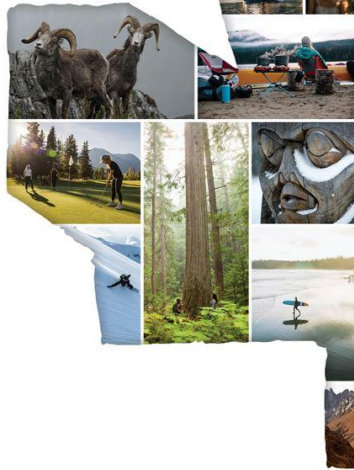


Llewellyn Glacier (Northern BC Tourism/Andrew Strain).

CORPORATE STRATEGY

SCALING UP FOR SUCCESS

Corporate Strategy 2023-2025



Learn more about our new corporate strategy on our [corporate website!](#)

We've Launched a New 2023-2025 Corporate Strategy!

We are thrilled to share that earlier today, tourism industry partners from across British Columbia joined us for a Zoom webinar to learn about our new Corporate Strategy. Our Executive team shared our strategic direction for the next three years and beyond, outlining our intention to focus on the following levers, to improve BC's competitiveness and improve the quality of life for all people living in BC through tourism over the long term.

- Compelling Reasons to Explore BC
- A Globally Competitive Tourism Ecosystem
- Respectful Growth of Indigenous Tourism.

The webinar had an incredible turnout and we look forward to working collaboratively with all of the dedicated tourism professionals, businesses, and partners as we work towards bringing our strategy to life.

Our new **2023-2025 Corporate Strategy document** and accompanying **Zoom webinar** are available for viewing on our corporate website. This **Corporate Strategy webpage** features an overview of key strategy sections including Our 2023-2025 Corporate Strategy, Engagement and Input, Connecting Respectful Growth of Indigenous Tourism to Truth and Reconciliation, Where We Will Focus, How We will Succeed: Our Strategic Levers, Summary of Key Strategic Shifts, and Alignment to Government Strategies.

[LEARN MORE →](#)

MARKETING STRATEGY & PLAN



We've Launched the 2023-2025 Global Marketing Strategy and 2023 Plan!

The plan and strategy outline the direction we will take for our marketing in 2023 and over the coming years. Our Marketing team looks forward to continuing to share updates on the plan and our work via our corporate newsletter, Directions (subscribe [here](#)), and social media channels ([LinkedIn](#) and [YouTube](#)). Please note, we are limiting the distribution of the 2023-2025 Global Marketing Strategy and 2023 Plan to BC tourism businesses and BC destination marketing organizations only, as it contains proprietary information. If you have any questions or would like to request a copy, please email Marketing.Plan@destinationbc.ca.

[LEARN MORE](#) →

We look forward to growing sustainable social, cultural, environmental, and economic benefits for all people in BC by sharing the transformative power of BC nature and experiences with the world.



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