

## MISSION STATEMENT

British Columbia's tourism industry creates opportunities for people to have a better life through community enhancement, sustainable growth and climate action. Stewardship of the industry is rooted in principles of diversity, inclusivity, reconciliation and partnerships.

OBJECTIVE



## PEOPLE | Tourism Supports Healthy, Inclusive Societies

PRIORITIES



### SUPPORT COMMUNITIES IN REBUILDING AND ENHANCING THEIR VISITOR ECONOMIES

- Support business recovery, adaptation, resilience, and innovation
- Invest in arts, culture, sport, and multiculturalism, and promote stewardship of heritage resources
- Support rural tourism through expanded connectivity and Wi-Fi, and other recovery programs
- Provide funding to start-up and established events and to support bid preparation
- Rebuild confidence and drive bookings in B.C.'s business events and conferences industry
- Keep visitors and employees safe during the pandemic, wildfires, and other emergencies



### SUPPORT TRUE AND LASTING RECONCILIATION WITH INDIGENOUS PEOPLES THROUGH TOURISM

- Work with Indigenous partners to preserve and promote living cultures and rich heritage of Indigenous peoples, if and how they determine would benefit their community
- Following the principle of self-determination, support Indigenous communities to develop new tourism experiences and recover from the pandemic



### CONTINUE TO SUPPORT THE TOURISM SECTOR IN BECOMING MORE INCLUSIVE AND ACCESSIBLE

- Promote B.C. as an inclusive and welcoming destination
- Provide resources to help industry create or adapt inclusive and accessible tourism experiences

ACTIONS

OBJECTIVE



## PLANET | Harness Opportunities for Tourism to Contribute to Clean Growth

PRIORITIES



### BUILD A CLEANER TOURISM INDUSTRY THAT IS PREPARED TO ADAPT TO CLIMATE CHANGE

- Collaborate with partners to identify climate risks and develop tools to respond
- Encourage partners to adopt common sustainability policies and practices, such as through active transportation plans
- CleanBC: invest in infrastructure to reduce tourism emissions and waste, such as expanding EV charging network and adapt to climate impacts



### SUPPORT RESPONSIBLE TRAVEL AND PRESERVATION OF B.C.'S NATURAL SPACES

- Support sustainable recovery and environmental stewardship in adventure and agri-tourism, and integrate historic places and mountain resorts in modern land use planning
- Encourage safe, responsible, and respectful outdoor recreation
- Educate visitors about responsible travel to uphold B.C. values like respect for Indigenous cultures, wildlife, and wilderness

ACTIONS

OBJECTIVE



## PROSPERITY | Sustainable Growth of the Visitor Economy

PRIORITIES



### BUILD BACK A STRONG AND DIVERSE TOURISM WORKFORCE

- Champion leading human resources practices to address recruitment and retention challenges and promote variety of job and career opportunities
- Provide affordable skills training and education



### INVEST IN B.C.'S COMPETITIVE ADVANTAGES IN THE POST-COVID-19 PANDEMIC ERA THROUGH DESTINATION MANAGEMENT

- Support local and regional destination development plans and invest in infrastructure and products that elevate the visitor experience
- Champion tourism as an investment opportunity



### ATTRACT VISITORS DURING ALL FOUR SEASONS AND TO MORE REGIONS OF THE PROVINCE TO SHARE THE BENEFITS OF TOURISM WITH EVERYONE IN B.C.

- Grow visitation through destination brand building, data-driven marketing, and collaboration
- Promote B.C.'s routes, areas and natural beauty in a globally compelling way

ACTIONS



Nisga'a Memorial Lava Bed Provincial Park



[gov.bc.ca/tourismframework](https://gov.bc.ca/tourismframework)