



Industry Partnerships on Vancouver Island

THANK YOU











Driving Forward



Strong & diverse tourism
workforce



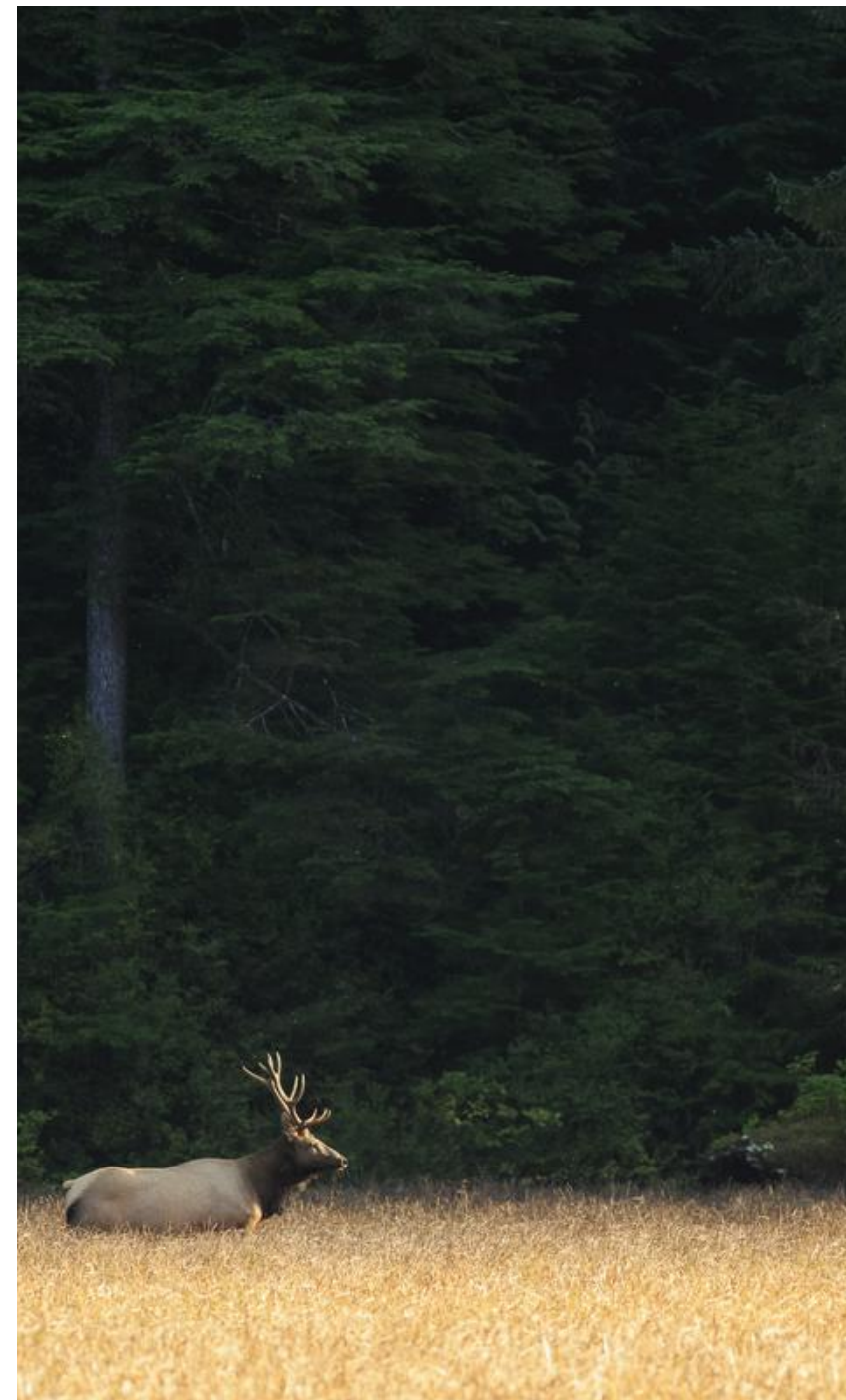
Support for communities



Make tourism more
inclusive & accessible



Build a better & sustainable
destination





Tourism Vancouver Island Redefined

Video



Unify



Amplify



Collaborate

Our Purpose



Marketing



Industry
Development



Travel Media



Leadership



Destination Services





Unify

Destination Leadership Council





Digital Readiness

Video

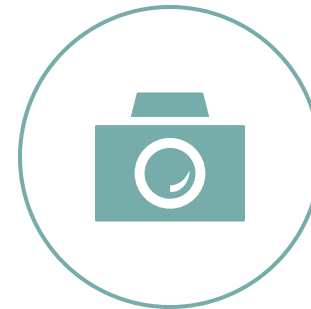
Google DMO Partnership Program



196 businesses



26 communities



1,033 photos



1.9M Views

Digital Services





Amplification

Content Programs



Custom Blog
Content



E-newsletter
takeovers & paid
mentions



Instagram
Takeovers



The Great Trail



Digital Amplification

YoY referrals to business
increased from 20k to 40k

155% increase in organic traffic

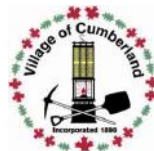
Partnered with 60 stakeholders on content
programs





Collaboration

Our DMO partners



Our Industry Partners





North Coast Trail Hut Project

TVI, Regional District of Mount Waddington, Tlatlasikwala First Nation and Gwa'SalaNakwaxda'xw First Nation are working in partnership to create a hut to hut experience on the North Coast Trail

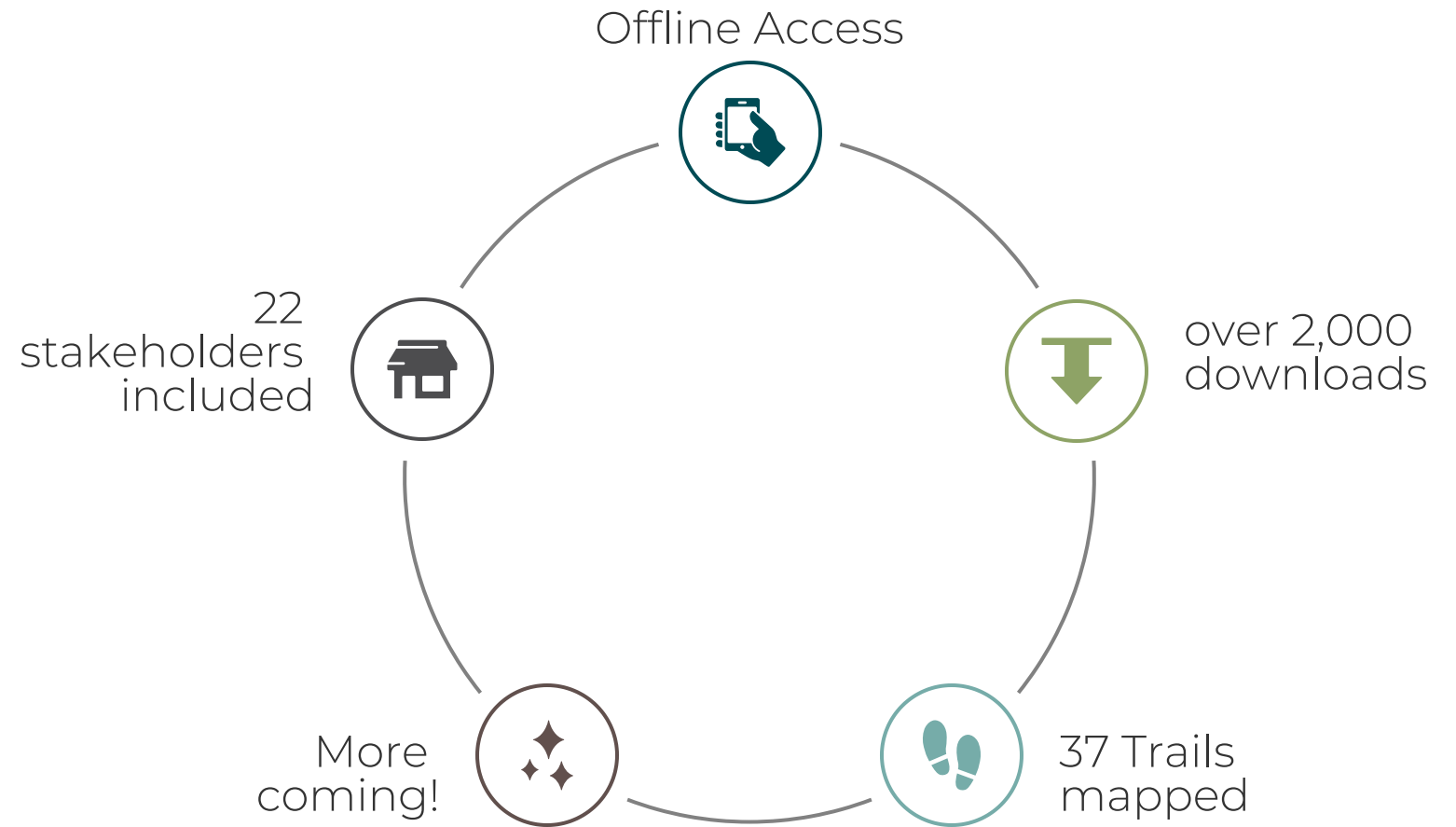
Increase
Seasonality

Expand
recognition
of the trail

Create opps
for new tours
& product

Build opps
for First
Nations
economic
development

North Island Trail App



Vancouver Island

We work together



To promote
our
strengths



To preserve our
natural assets



And keep
that
Vancouver
Island
charm we
all love.



Foster responsible visitor travel
that creates better places to live.



Get Involved



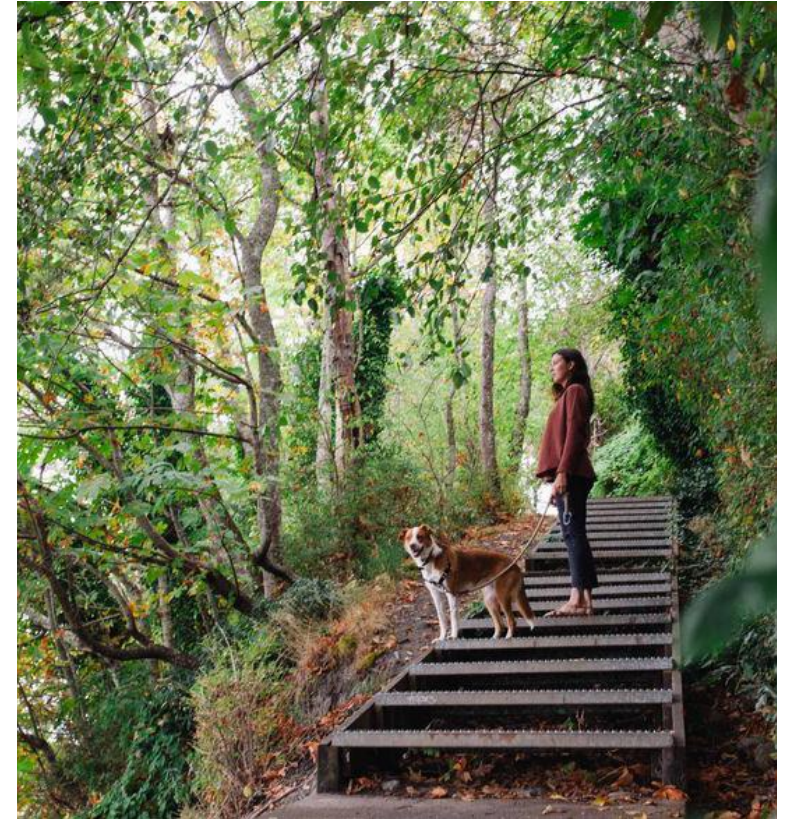
Champion

TALK ABOUT VANCOUVER ISLAND
POSITIVELY WITH OTHERS



Explore

SEE FOR YOURSELF WHAT VANCOUVER
ISLAND HAS TO OFFER



Build

HELP BUILD A VISITOR CULTURE HERE