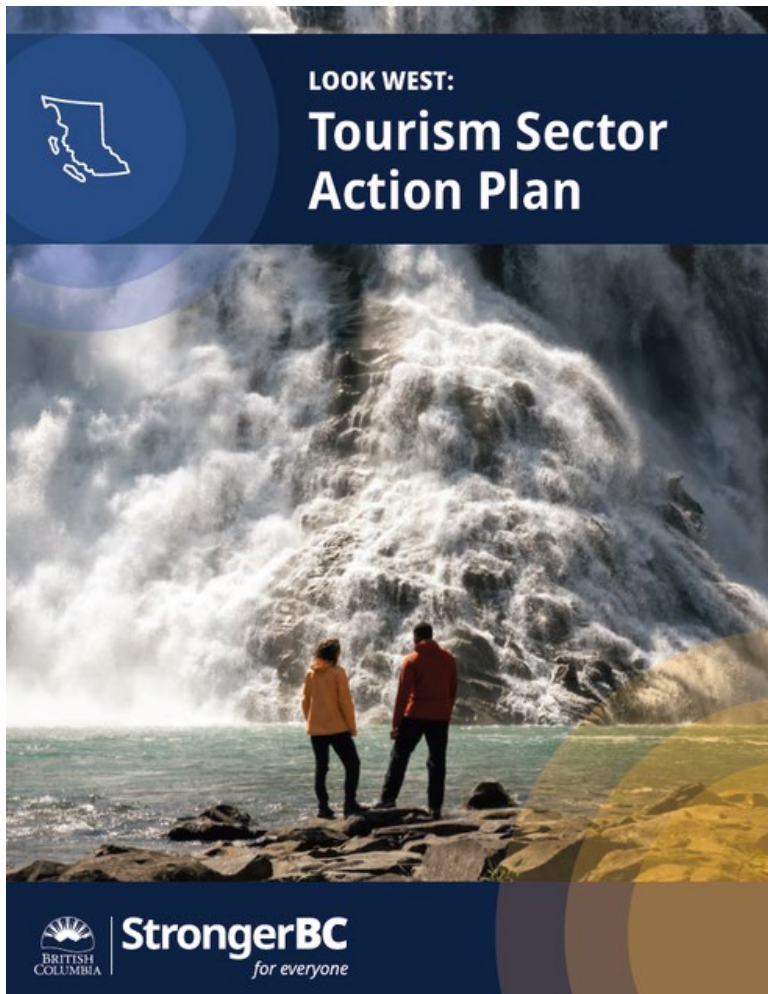


Attracting Investment: Working With Tourism Organizations



Turning Tourism into Trade



\$1.06B

A 1% rise in inbound visitation to Canada generates \$1.06 billion in additional Canadian exports over a two-year period.

HOW DESTINATION PROMOTION DRIVES INVESTMENT & TRADE

Trade corridor development

Visitor demand justifies new air routes — and those routes carry cargo, connecting exporters to global markets.

Business events

Destination organizations win the conferences that put global decision-makers in the room with local firms.

Trade diversification

Visitors from Asia, Europe and emerging markets build relationships that mature into commercial ties.

National identity & global brand

Every visitor experiences Canadian quality firsthand, strengthening trust in our products abroad.

THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.

4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



BCDMOA

British Columbia Destination Management Organization Association

The BC Destination Management Organization Association (BCDMOA) is a non-profit society representing more than 53 plus community-based destination marketing and management organizations across British Columbia — from small rural communities and resort destinations to major urban centres.

Together, BCDMOA members are on the front lines of B.C.'s visitor economy, working with local governments, businesses and community partners to strengthen destinations, attract investment, support local businesses and jobs, and enhance the places British Columbians live, work and visit.

Collectively, B.C.'s community DMOs invest and leverage approximately \$150 million in MRDT funding toward strategic tourism marketing, destination management, development and community-focused initiatives.

53+ Community DMOs | \$150 M Invested & Leveraged | One Collective Voice

PANEL QUESTIONS



Q & A



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**COMMON
GOOD** UBCM
2026

Vancouver Food Runners

In appreciation of our speakers today and with thanks for your contribution, UBCM has made a donation to the Vancouver Food Runners. Building connections between local businesses, nonprofits, and volunteers to ensure surplus food reaches essential community food programs. Vancouver Food Runners believe in turning surplus food into meaningful change. They believe good food belongs to people, not landfills!