

Destination British Columbia

2024/25 Annual Service Plan Report

August 2025



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Board Chair's Accountability Statement



The Destination BC 2024/25 Annual Service Plan Report compares the organization's actual results to the expected results identified in the 2024/25 – 2026/27 Service Plan published in 2024. The Board is accountable for those results as reported.

Signed on behalf of the Board by:

A handwritten signature in black ink, appearing to read 'Ingrid Jarrett', written over a light blue horizontal line.

Ingrid Jarrett
Board Chair, Destination BC
August 12, 2025

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Letter from the Board Chair & CEO

On behalf of the Board of Directors and the employees of Destination British Columbia (Destination BC), we are pleased to present Destination BC's Annual Service Plan Report for the 2024/25 fiscal year. As a Crown corporation, Destination BC's primary mandate is to market British Columbia as a tourist destination domestically, nationally, and internationally, catalyze responsible destination development and management, and to enhance public awareness of tourism and its economic value to the province.

Tourism is a significant revenue generator and economic driver for B.C., and during fiscal year 2024/25, strong signs of increasing visitation emerged across many of our key markets as Destination BC continued to deliver on the priorities outlined in its [Mandate Letters](#) dated May 17, 2021, and June 6, 2023. This fiscal period was marked by the global launch of new brands through the [Invest in Iconics Strategy](#), strengthened partnerships with Indigenous and regional organizations, major event readiness, and advancements in climate preparedness, digital marketing, visitor services, and inclusive storytelling. These efforts contributed to economic impact, stronger alignment with provincial priorities, and enhanced global competitiveness to entice visitors to explore more places in B.C. year-round.

Global campaigns for the Rainforest to Rockies and The Great Wilderness brands launched in key international markets, marking a major milestone in the Invest in Iconics Strategy. Highlights included deeper collaboration with Indigenous Tourism BC, enhanced regional and rural dispersion, improved digital and inclusive marketing capabilities, including showcasing 934 accessible businesses and achieving [Rainbow Registered status](#), and growing readiness for major events including the Invictus Games and FIFA World Cup 2026.

Throughout fiscal year 2024/25, Destination BC continued to support industry with marketing campaigns, funding and development programs, and sharing timely emergency-related messaging and guidance, as well as providing research and insights, support for Visitor Centres, enhanced digital capabilities, and training and educational resources through its [Learning Centre](#).

Destination BC made meaningful progress on its reconciliation journey during the 2024/25 fiscal year through continued partnership with Indigenous Tourism BC and the implementation of its Truth and Reconciliation Action Plan. A Shared Marketing Roadmap was finalized to centre Indigenous values, voices, and businesses in branding and promotion.

To ensure transparency, Destination BC makes every effort to communicate its strategic approach and activities through its employees, its industry-facing online channels including its [corporate website](#) and social media ([LinkedIn](#) and [YouTube](#)), public presentations, and [industry newsletters](#). Destination BC implemented its Corporate Strategy and business plan to maximize the return on taxpayer resources entrusted to it and to contribute to a strong, sustainable tourism industry. The fiscal year concluded amidst ongoing economic pressures, including US tariffs and other global events. Destination BC took a proactive approach by monitoring these developments, evaluating their potential impacts on tourism, and aligning its

efforts with provincial government directives. As a result, the organization remains well-positioned to continue fulfilling its mandate and supporting the long-term success of B.C.'s economy.

Looking ahead, Destination BC's priorities include preparing to support the successful hosting of FIFA World Cup 26, strengthening international competitiveness, deepening collaboration with Indigenous and regional partners, and inspiring year-round travel through the continued rollout of the Invest in Iconics Strategy.

Destination BC will also continue working closely with the Ministry of Tourism, Arts, Culture and Sport and its many industry and community partners to deliver economic and community benefits for British Columbians while supporting the Province's key priorities.



Ingrid Jarrett
Board Chair, Destination BC
August 12, 2025



Richard Porges
President & CEO, Destination BC
August 12, 2025

Purpose of the Annual Service Plan Report

This annual Service Plan report has been developed to meet the requirements of the Budget Transparency and Accountability Act (BTAA), which sets out the legislative framework for planning, reporting, and accountability for Government organizations. Under the BTAA, a Minister Responsible for a government organization is required to publish a public report on the actual results of that organization's performance related to the forecasted targets stated in the Service Plan for the reported year.

Strategic Direction

The strategic direction set by Government in 2020 and expanded upon in the Board Chair's May 17, 2021, and June 6, 2023, [Mandate Letters](#) from the Minister Responsible shaped the goals, objectives, performance measures and financial plan outlined in the Destination BC [2024/25 – 2026/27 Service Plan](#) and the actual results reported on in this annual report.

Purpose of the Organization

The tourism industry generates social, cultural, environmental, and economic benefits for all people living in B.C. by supporting the viability of local economies, jobs, and amenities, and by increasing international exposure to the province's diverse culture, heritage, and remarkable visitor experiences. The tourism industry consists of several industries including accommodation, food and beverage, retail, transportation, and other service sectors.

Destination BC is accountable to the taxpayers of B.C. through the [Ministry of Tourism, Arts, Culture and Sport](#).

Destination BC, operating under the [Destination BC Corp. Act](#), plays a critical role in growing the social, cultural, environmental, and economic benefits of the tourism industry for all people living in B.C. by:

- Providing unifying and consistent brand and marketing strategies that motivate travellers from around the world to visit, while also encouraging B.C. residents to travel within their province.
- Providing leadership and direction for the expansion and strengthening of urban and rural tourism destinations, products, and experiences in B.C.
- Delivering industry and destination development planning activities directly and through contracted third parties.
- Conducting and sharing tourism research and insights to inform industry decision-making and enhance B.C.'s global competitiveness.

Destination BC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen B.C.'s worldwide reputation as a destination of choice. These services that support thousands of businesses to host millions of guests make a significant economic and social contribution to the province.

As Destination BC continues to navigate various impacts affecting the tourism sector in B.C. and around the world, it will continue to play a vital role in the success of the industry, marketing B.C. domestically and internationally as a remarkable destination while promoting the development, enhancement, and growth of the tourism industry throughout the province.

Operating Environment

Over the long run, sustainable growth of the tourism industry is a key indicator of success. Year-to-year, however, there are many factors, both positive and negative, that may affect the industry's performance.

In 2024, B.C.'s tourism industry continued to face challenges due to economic pressures such as inflation, high interest rates, and reduced household discretionary spending. Labour shortages further increased operating costs and limited service capacity in some areas. The tourism industry was also impacted by extreme weather events, including a January cold snap that affected Okanagan vineyards, a late-season snowfall, and record-high winter temperatures that disrupted operations in some B.C. ski areas. Wildfires, particularly in the Northeast and Southeast Interior areas of the province, further affected travel and tourism activity.

In 2024/25, Destination BC remained engaged with partners at local, regional, national, and international levels to support the tourism industry and actively participated in ongoing dialogues and planning for continued sustainable and inclusive sector growth. Destination BC supported the industry with clear messaging guidance, sustainability resources, learning materials, online resource hubs, research dashboards and publications, program reviews, and consumer-facing marketing initiatives. It also launched the [The Great Wilderness](#), the second brand in the [Invest in Iconics Strategy](#), further strengthening the travel appeal of all regions in B.C., across all seasons, through integrated place branding, marketing, and destination development.

Destination BC continually monitors a range of external factors that influence the tourism industry and adapts its strategies to manage risks and capitalize on emerging opportunities. In 2024/25, the organization remained focused on tracking conditions that could affect visitor experience or visitation from key markets such as weather-related emergencies, global geopolitical events, disruptions in traveller air access, the sentiments of B.C. residents towards welcoming visitors, visitor confidence in the travel experience, and fluctuations in the value of the Canadian dollar.

In 2024/25, Destination BC increased its knowledge and expertise in digital marketing, industry training, destination management, and sustainability. Destination BC also continued support for the Regional Destination Management Organizations (RDMOs), Indigenous Tourism BC (ITBC), and Co-operative Marketing Partnerships Program partners.

Economic Statement

After several years of strong growth, economic activity in British Columbia moderated in 2024 amid high interest rates, persistent price pressures, and ongoing global economic uncertainty. B.C.'s real GDP increased by 1.2 per cent in 2024 and ranked 8th (tied with Ontario) among the provinces following growth of 2.4 per cent in 2023. Last year, economic growth was driven by B.C.'s service-producing industries such as real estate, rental, and leasing; health care and social assistance services; transportation and warehousing; public administration; and educational services. Output for goods-producing industries declined in 2024 due to lower construction and manufacturing activity, which was partly offset by growth in the mining, quarrying and oil and gas extraction; utilities; and agriculture, forestry, fishing, and hunting sectors.

B.C.'s labour market continued to expand in 2024. Employment in B.C. increased by 66,100 jobs (+2.3 per cent), supported by high immigration, and wages and salaries rose by 6.3 per cent. B.C.'s unemployment rate averaged 5.6 per cent in 2024, up from 5.2 per cent in 2023 as strong population and labour force growth outpaced job gains. Elevated interest rates, rising construction costs, and ongoing labour shortages weighed on the construction sector last year. Housing starts totaled 45,828 units in 2024, down 9.2 per cent from the record high in 2023, but remained above the ten-year historical average. B.C. home sales increased by 2.1 per cent and the average home sale price increased by 1.0 per cent compared to 2023. Price pressures in B.C. continued to broadly moderate last year, but shelter price growth remained elevated. Overall, B.C.'s inflation rate averaged 2.6 per cent in 2024, down from 3.9 per cent in 2023. Despite strong population growth, nominal retail sales increased by just 0.6 per cent in 2024, following a 0.1 per cent decline in 2023. On the trade front, weak global demand, and lower commodity prices (primarily natural gas and coal prices) last year contributed to a 2.7 per cent decline in B.C.'s merchandise exports relative to 2023 despite increased exports to non-U.S. destinations including China, South Korea, and Australia.

Report on Performance: Goals, Objectives, and Results

The following goals, objectives and performance measures have been restated from the 2024/25 – 2026/27 Service Plan. For forward-looking planning information, including current and future performance targets, please see the [2025/26 – 2027/28 Service Plan](#).

Destination BC continues to focus on achieving the following results:

- Growing the tourism sector through high impact, innovative, and creative marketing;
- Enhancing visitor experiences through destination planning and industry development; and
- Developing and maintaining strong collaborative relationships with the tourism industry, communities, Indigenous and cross-government partners.

Goal 1: Growth of Overnight Visitor Expenditures

To increase industry revenue and support the continued growth of B.C.'s tourism sector, the province needs to attract high-yield visitors, including international travellers who contribute higher-than-average expenditures per visit compared to domestic visitors.

In 2024/25, B.C.'s marketing strategy was sequentially designed to encourage travel by residents of B.C., followed by other Canadians, and then aimed to attract high-yield international visitors. Increased visitation generates increased revenue for businesses in B.C. and employment for residents of B.C.

Objective 1.1: Captivate travellers and create an emotional urgency to visit British Columbia.

Key results

- Continued to build industry alignment around the strong and shared brand of Super, Natural British Columbia® and completed the development of six new provincial sub-brands to elevate visitor perceptions of B.C. and drive long-term, sustained growth across all regions and seasons.
- Successfully launched [Rainforest to Rockies](#) and [The Great Wilderness](#) – the first two of six new provincial sub-brands – in key international markets: Australia, Germany, United Kingdom, and the United States.
- Delivered an integrated consumer ski marketing campaign in key international markets including Australia, the United Kingdom, and California, inspiring ski vacation bookings at the 13 destination ski resorts in B.C.
- Successfully delivered 'Fall Has it All,' a comprehensive consumer marketing campaign in B.C. and Alberta designed to showcase fall activities and the charm of BC's wine

regions during the quieter season. The campaign highlighted the connection between wine, food, and culture, positioning the nine wine regions as top destinations for immersive travel experiences.

Summary of progress made in 2024/25

Other key results from 2024/25 include successfully garnering media coverage across key markets, strengthening B.C.'s status as a preferred four-season destination. These achievements involved orchestrating 10 in-market media events, supporting over 340 press trips, and consistently delivering compelling story pitches. This diverse representation included coverage from renowned media outlets, including Conde Nast Traveler, AFAR Magazine, and National Geographic, among other leading publications.

Work also continued with travel trade partners in key international markets to drive awareness of and generate visitation to British Columbia. Results involved providing itineraries to travel trade partners to drive seasonal and geographic growth, working closely with trade partners to maximize investments in key global markets through coop marketing programs, and attending select trade shows to connect with select partners and expand marketing reach.

Aiding in extending marketing reach, Destination BC's North America Visiting Journalist Program supported 191 Travel Media visits, which helps destination marketing and management organizations and tourism businesses host Travel Media from leading publications that feature B.C.

Destination BC also collaborated with Indigenous Tourism BC on a process to recognize Indigenous place names in content across consumer-facing channels including websites, email, and social media.

In addition to reconciliation acknowledgement, an AI Digital Chat Assistant was implemented on Destination BC's consumer website, www.helloBC.com, to help in the planning process and assisting travellers with useful answers and recommendations, improving the visitor experience in-destination.

Performance measure(s) and related discussion

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
1.1a B.C. tourism industry revenue ^{1,4}	\$22.1 B	+5% ⁸	Available January 2026
1.1b Consumption of B.C. travel content promoted by Destination BC (in million [M]) ^{2,5}	47.5 M	Maintain or Improve (31.1M)	39.9 M
1.1c Size of Destination BC's global social media community of brand advocates (in million [M]) ^{3,6,7}	2.4 M	Maintain or Improve	2.5 M

¹Data source: Tourism industry revenue data is provided by BC Stats on an annual basis, with a 2-year lag, and reflects a calendar year. Annually, typically in January, Destination BC develops an updated revenue forecast that is included in the Service Plan for the following fiscal year based on information provided from BC Stats.

²Data source: Numbers aggregated by Destination BC based on reporting from Destination BC, its digital marketing agencies, and marketing partners.

³Data source: Numbers aggregated by Destination BC based on reporting from Destination BC, its digital marketing agencies, and marketing partners.

⁴PM 1.1a targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as +5% and +5%, respectively. The 2024 tourism industry revenue data is expected to be released by BC Stats in January 2026.

⁵PM 1.1b targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as 'Maintain or Improve' and 'Maintain or Improve,' respectively.

⁶PM 1.1c targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as 'Maintain or Improve' and 'Maintain or Improve,' respectively.

⁷This measure indicates the number of followers of all Destination BC's social media channels (currently including YouTube, Facebook, Instagram, TikTok, Pinterest, Weibo, WeChat). Twitter followers were removed from the count following the deactivation of the Super, Natural BC Twitter account in 2024/25.

⁸The '2023/24 Actual' (\$22.1 B) forms the basis of the '2024/25 Forecast' (\$22.5 B) and revised future targets.

1.1a: Tourism industry revenue measures the money received by businesses, individuals, and government due to tourism activities. Changes in tourism industry revenue reflect increases or decreases in visitor expenditures, which is an indicator of performance relative to Goal 1 and an indicator of all related objectives. Positive growth in tourism industry revenue reflects the growth of tourism, which is a key economic driver of B.C.'s economy.

In 2023, the tourism industry generated \$22.1 billion in revenue, an increase of 12.4 percent over \$19.6 billion in 2022.

1.1b: The success of motivating potential visitors and increasing their sense of urgency to visit B.C. is measured through the consumption of and engagement with content promoted by Destination BC, leading to greater visitor volumes and expenditure. Measurement of content consumption includes video ads watched to completion, engagements on social media, and website pages read on Destination BC's consumer website www.helloBC.com.

In 2024/25, the content consumption target was surpassed (Maintain or Improve [31.1 M]). This can be attributed to Destination BC's marketing campaign activities in international markets, particularly in the United States (California and Washington states), Germany, and

Australia, and strong performance with Destination Canada to promote Fall and Ski to US markets, which helped boost overall content consumption.

1.1c: Word-of-mouth referrals and recommendations are the most powerful marketing tools in the travel industry and influence trip planning. The size of Destination BC's global social media community of brand advocates is a key measure of the success of programs designed to encourage people to advocate for B.C. as a travel destination to their family, friends, and colleagues.

This measure indicates the number of followers on all of Destination BC's consumer-facing social media channels (which currently includes YouTube, Facebook, Instagram, TikTok, Pinterest, Weibo, and WeChat).

In 2024/25, the size of Destination BC's global social media community increased to 2.5 million followers, exceeding the '2023/24 Actual' and meeting the target to 'Maintain or Improve.'

Goal 2: B.C.'s tourism industry delivers remarkable guest experiences

To stay competitive, B.C.'s tourism businesses must keep pace with evolving visitor motivations, experience design, marketing best practices, emerging social media platforms, and digital tools. Staying current in these areas will strengthen the province's competitive advantage in the global tourism marketplace. Destination BC supports the tourism industry in delivering a world-class guest experience and securing the highest [Net Promoter Score®](#) (NPS) for B.C. in key North American markets. Net Promoter Score measures the likelihood of visitors to recommend B.C. to their friends or family.

Objective 2.1: Work in partnership with industry to assist tourism businesses to meet or exceed guest needs and expectations.

Key results

- Successfully launched the [Rainforest to Rockies "Spark" Mentorships & Grants Program](#) in January 2024 in partnership with the Kootenay Rockies Tourism Association, Thompson Okanagan Tourism Association, Vancouver, Coast and Mountain Tourism Region, and the Tourism Innovation Lab. The "Spark" program's goal was to find, advance, and support new tourism ideas that enhance the experience of the road-trip traveller along the [Rainforest to Rockies](#) corridors in B.C.
- Completed the Visitor Services Experience Enhancement Grant pilot program to support Visitor Centres across B.C. in investing in projects that align with local and regional destination development priorities while advancing the goals of the Invest in Iconics Strategy.
- In partnership with the Wine Growers BC, completed the Cultivating Experiences program, an experience development program involving 10 wineries from across B.C. that resulted in new and expanded tourism experiences.

- Delivered five intakes of the [Tourism Digital Academy](#), engaging 125 participants in an eight-week digital marketing program for tourism businesses in B.C. who are interested in building their knowledge and skills in digital marketing to an intermediate level. Since the program launched in 2020, more than 685 participants have taken part, with an additional 215 enrolled in the self-guided Tourism Digital Academy, which launched in 2021.
- Supported the development of the [BC Tourism Climate Resiliency Initiative \(BCTCRI\)](#), a foundational project helping the tourism sector proactively adapt to climate change.

Summary of progress made in 2024/25

Other key results from 2024/25 include the 'Value of Tourism BC' development of an updated snapshot including insights into the economic value of tourism in B.C. The data includes tourism-generated gross domestic product (GDP), tourism sector revenue, provincial and municipal tax revenue, the number of businesses directly providing services to visitors, employment information, and wages and salaries.

To better support the tourism industry, Destination BC continued to advance the revised Resident Perceptions research program by increasing industry partner participation. The program includes quarterly surveys to measure corporate performance, a larger annual survey that generated regional, sub-regional, and 19 individual community reports, and a Research Toolkit to support smaller communities in conducting Resident Perceptions research.

To assist industry with marketing and serving travellers, the Destination BC team finalized a new series of Regional Profiles that summarize key tourism indicators and provide an overview of each of the province's six tourism regions. The profiles provide the most recent data including visitor volume, accommodation, and transportation indicators, along with information about seasonality and trip activities. In collaboration with the Vancouver, Coast & Mountains (VCM) Sustainability Council, Destination BC completed and distributed the [Vancouver, Coast & Mountains Sustainability Playbook](#), an industry resource created for tourism businesses and destinations.

To ensure emergency preparedness support for travellers, Destination BC completed two separate, two-day Crisis Communication Planning Training Series for destination management and marketing organizations, Visitor Centres, and provincial experience sector associations.

The [BC Tourism Climate Resiliency Initiative \(BCTCRI\)](#) helped the sector prepare for climate change. Results included tourism climate adaptation plans for over 190 tourism businesses; more than \$1.4 million in micro-grants awarded to 84 businesses to help implement their plans; the development of a climate-related data framework for tourism; and new learning and training opportunities through the establishment of the Community Destination Stewardship Network. The BCTCRI was developed and delivered in collaboration with the six Regional Destination Management Organizations (RDMOs), Indigenous Tourism BC, and the Ministry of Tourism, Arts, Culture and Sport.

To support industry's connection with Indigenous groups and businesses, Destination BC delivered seven workshops for community Destination Management Organizations (DMOs),

tourism experience sector associations, and Visitor Centres to help them build the skills, knowledge, and capacity needed to work effectively with Indigenous Peoples.

Performance measure(s) and related discussion

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
2.1a Competitive ranking of British Columbia's Net Promoter Score ^{1,3}	Ranked #1 in 3 of 5 key North American markets	Maintain or Improve	Ranked #1 in 2 of 5 key North American markets
2.1b Net Promoter Score of Participants in all ongoing Destination BC delivered workshops or webinars ^{2,4,5}	77.7 (out of 100)	50.0 or greater	67.8 (out of 100)

¹Data source: Destination BC's Key Performance Indicator Study (conducted by independent third-party research firm). [Introduction to the Net-Promoter Score](#) measures the likelihood of visitors to recommend B.C. to their friends or family.

²Data source: Overall evaluation of Destination BC's learning program.

³PM 2.1a targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as 'Maintain or Improve' and 'Maintain or Improve', respectively.

⁴PM 2.1b targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as '50.0 or greater' and '50.0 or greater,' respectively.

⁵For more information on the NPS methodology, see the [Introduction to the Net-Promoter Score](#) guide.

2.1a: In 2024/25, B.C. ranked first in Net Promoter Score amongst competitors in B.C. and Ontario, and second in Washington state and Alberta. B.C. continues to be a destination of choice for Canadian travellers and ranks highly in key U.S. markets. B.C. ranks third behind Hawaii and California for Californians, and second (behind Washington) for short-haul travellers from Washington state.

The results indicate that the travel experience remains positive for B.C., which continues to perform well in key markets such as B.C., Ontario, and Washington. However, the shift in NPS rankings in 2024/25 reflects growing competition, changing traveller preferences, and greater consideration of alternative destinations amid broader economic conditions.

2.1b: The Net Promoter Score, based on post-workshop and webinar surveys is a key measure of success in assisting tourism businesses and Destination Management Organizations (DMOs) in their efforts to deliver outstanding guest experiences, increase their digital marketing skills, become better prepared to respond to crises and emergencies, and learn how to work more effectively with Indigenous Peoples and communities.

In 2024/25, most of Destination BC's workshops and webinars saw a slight decrease in the Net Promoter Score (NPS) from 2023/24, but overall Destination BC exceeded the '2024/25 Target' with an NPS of 67.8 across all workshops and webinars. Variances in Net Promoter Scores are common as they can be influenced by changes in program content, participant demographics, and respondent perceptions.

Goal 3: A globally competitive tourism marketing and development ecosystem

For the purpose of this goal, the term 'marketing' is used in the broad sense, encompassing destination and experience development, as well as distribution, advertising, and promotion. In alignment with provincial tourism priorities, Destination BC worked with partners and communities on marketing and development efforts, reducing duplication of efforts, and amplifying B.C.'s competitive position in the global marketplace.

Objective 3.1: Collaborate with Indigenous Tourism BC, regional, city, community and sector organizations, and other key partners and communities to align and focus on collective marketing and destination development efforts.

Key results

- Invested over \$4 million to support 63 initiatives through Destination BC's [Co-operative Marketing Partnerships Program](#), successfully leveraging both public and private funds. Matching investment substantially enhanced Destination BC's marketing capabilities and supported increased alignment and coordination of marketing activities across the six tourism regions in B.C.
- Finalized a shared marketing roadmap with Indigenous Tourism BC outlining Destination BC's commitment to centering Indigenous values, voices, and businesses in branding, content planning, and promotional activities.
- Led a series of in-person and virtual engagement sessions across the province to inform the creation of the Iconics Destination Development strategies.
- Enhanced the capabilities of the Tourism Data Hub, resulting in increased collective marketing capabilities in areas such as digital marketing analytics, personalization, and artificial intelligence (AI), as well as providing shared access to best-in-class marketing technology platforms. During the year, the Tourism Data Hub successfully facilitated over 1,800 audience activations that drove over 97 million impressions and 494 thousand visits.

Summary of progress made in 2024/25

Other key results from 2024/25 include fostering improved relationships, and development of a deeper connection with several First Nations communities expressing interest in tourism. Staff facilitated introductions between these communities and various tourism organizations, government ministries, and other First Nations, supporting partnerships and collaboration based on established or similar tourism products.

Destination BC continued to work with the Ministry of Tourism, Arts, Culture and Sport to realize opportunities related to key marquee events. Destination BC had a booth at the Invictus Games, leveraging the event as an opportunity to promote B.C. as a destination of

choice and to promote health and wellness through adaptive recreation, and participated in the 2024 Grey Cup Fan Festival events through a Destination BC booth promoting the B.C. ski experience.

Destination BC also had ongoing collaboration with the [Tourism Marketing Consortium](#) to develop and implement the province-wide tourism strategy for the FIFA World Cup 26. The strategy identifies key activities to maximize the tourism and economic benefits of the 2026 FIFA World Cup matches in Vancouver, showcasing B.C. to audiences around the world.

Performance measure(s) and related discussion

Performance Measure	2023/24 Actual	2024/25 Target	2024/25 Actual
3.1a Destination Management and Tourism Sector Organizations' satisfaction with Destination BC programs and services. ^{1,3}	7.8 (out of 10)	Maintain or Improve	7.9 (out of 10)
3.1b a) Number of communities and sectors participating in Destination BC's application-based co-op marketing program b) number of participating communities outside Metro Vancouver, Victoria, and Whistler ^{2,4}	154 (total) 120 (regional)	120 (total) 100 (regional)	145 (total) 115 (regional)

¹Data source: Destination BC's Tourism Industry Partners Survey (conducted by independent third-party research firm).

²Data source: Destination BC's program area confirming participants and funding.

³PM 3.1a targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as 'Maintain or Improve' and 'Maintain or Improve', respectively.

⁴PM 3.1b targets for 2025/26 and 2026/27 were stated in the 2024/25 Service Plan as '120 (total) / 100 (regional)' and '120 (total) / 100 (regional)', respectively.

As part of the Crown's performance-based funding model, Destination BC is required to report annually on its corporate performance. The [2024/25 Service Plan](#) included three of four corporate performance measures, specifically measures 1c, 2b, and 3b.

3.1a: Destination BC's annual Tourism Industry Partners Survey enables evaluation and improvement of the quality of programs and services delivered, and the effectiveness of communication with partners. Destination BC continues to review, revise, and improve programs and services based on feedback from Destination Management and Tourism Sector Organizations and other partners, and anticipates incremental improvements in how these organizations value Destination BC's programs and services over time.

In 2024/25, results of the annual Tourism Industry Partners Survey, conducted each May, continued to reflect Destination BC's strong performance as rated by Destination Management and Tourism Sector Organizations. The 2024/25 result of 7.9 (out of 10) showed a slight

increase (up from 7.8 in 2023/24), reflecting continued confidence in Destination BC's programs and services despite ongoing challenges from inflation, geopolitical uncertainty, new U.S. tariffs, and other economic headwinds.

3.1b: The success of the application-based Co-op Marketing Partnerships Program is measured by the number of community and sector participants. The Program drives marketing alignment across Destination Management Organizations (DMOs), providing access to matching dollars.

In 2024/25, Destination BC exceeded the '2024/25 Target' with a total of 145 participants, of which 115 represented communities located outside Metro Vancouver, Greater Victoria, and Whistler. Both figures are slightly lower than the '2023/24 Actual' due to factors such as the competitive nature of the application-based program, and some communities choosing to not participate in 2024/25.

Financial Report

For the auditor's report and audited financial statements, see [Appendix B](#). These documents can also be found on the Destination BC website.

Discussion of Results

The 2024/25 fiscal year was Destination BC's twelfth year of operation. Destination BC closed 2024/25 with an operating surplus of \$0.250 million based on total revenues of \$59.685 million, and total expenses of \$59.435 million. An accumulated operating surplus of \$2.664 million is identified in Destination BC's Statement of Financial Position.

Financial Summary

(\$m)	2023/24 Actual	2024/25 Budget	2024/25 Actual	2024/25 Variance
Revenues				
Contributions from Province	57.109	56.268	58.891	2.623
Contributions from Other Governments	0.586	0	0.016	0.016
Deferred Capital Contributions	0.085	0.060	0.060	0.000
Other Revenue	1.099	0.640	0.718	0.078
Total Revenue	58.879	56.968	59.685	2.717
Expenses				
Marketing	35.904	36.496	37.062	0.566
Destination Management	15.187	11.673	13.854	2.181
Strategy, Research & Communications	3.003	4.116	3.803	(0.313)
Corporate Services	4.371	4.518	4.546	0.028
Amortization	0.206	0.165	0.170	0.005
Total Expenses	58.671	56.968	59.435	2.467
Annual Surplus	0.208	0.000	0.250	0.250
Total Debt	0.000	0.000	0.000	0.000
Capital Expenditures	0.005	0.080	0.000	0.080
Accumulated Surplus	2.414	2.206	2.664	0.458

¹ The above financial information was prepared based on current Generally Accepted Accounting Principles.

Variance and Trend Analysis

In 2024/25, Destination BC received additional one-time government funding to implement key recovery programs providing financial and marketing support for the tourism industry. Provincial government contributions included an additional investment of \$0.300 million to enhance Destination BC's capacity to support businesses affected by climate change, and \$2.160 million for initiation of a province-wide tourism strategy related to FIFA World Cup 26 and marketing for the Invictus Games and Grey Cup Festival. Federal government contributions of \$0.016 million focused on investment in programs to support tourism businesses with strategic planning and the development of experience programming. Budget variances within the Marketing and Destination Management divisions reflect the costs associated with the additional 2024/25 government contributions.

Risks and Uncertainties

Destination BC operations are funded through provincial government appropriations. Destination BC allocates this funding to programs that deliver on its mandate, as described in the [2024/25 Service Plan](#).

Destination BC practices enterprise risk management to identify and manage risks and support corporate strategic planning and financial forecasting. Destination BC has established an Enterprise Risk Management (ERM) framework that adheres to the *CSA ISO 31000* risk management principles and the *Risk Management Guideline for the B.C. Public Sector*. Risk mitigations are reviewed on a quarterly basis and action is taken where needed.

Destination BC is subject to financial pressures resulting from the increasing costs of digital marketing world-wide and the impact of the depreciation of the Canadian dollar on the cost of marketing in the U.S. and other international markets. These pressures are managed by finding efficiencies, including investing in continual improvement of workforce productivity; developing innovative new marketing partnerships; and improving program delivery.

Weather-related trends such as wildfires, severe flooding, landslides, and drought have had a significant impact and pose ongoing challenges for B.C.'s tourism industry. Destination BC supports the long-term destination reputation of B.C. through planning and coordinating communications, initiating marketing campaigns, coordinating training, and conducting research on tourism emergency management, in partnership with the industry led Tourism Emergency Management Committee.

Appendix A: Progress on Mandate Letter Priorities

The following is a summary of progress made in Fiscal 2024/25 on priorities as stated in the May 17, 2021, and June 6, 2023, [Mandate Letters](#) from the Minister Responsible.

Mandate Letter Priority	Status as of March 31, 2025
1. Continue to create opportunities for strategic alignment of marketing and data technologies across tourism organizations and businesses, in all regions of B.C., to advance marketing capabilities to drive long term competitiveness of B.C.'s visitor economy. <i>(From May 17, 2021, ML only)</i>	- Enhanced the capabilities of the Tourism Data Hub, resulting in increased collective marketing capabilities in areas such as digital marketing analytics, personalization, and artificial intelligence (AI), as well as providing shared access to best-in-class marketing technology platforms. During the year, the Tourism Data Hub successfully facilitated over 1,800 audience activations that drove over 97 million impressions and 494 thousand data hub visits. - Successfully implemented the AI Digital Chat Assistant on Destination BC's consumer website, www.helloBC.com. The chatbot serves as a helpful planning tool assisting travelers with useful answers and recommendations, improving the visitor experience in-destination.
2. Ensure Destination British Columbia's programs and investments are aligned with the Strategic Framework for Tourism in B.C., and other emerging government priorities.	Invested over \$4 million to support 63 initiatives through Destination BC's Co-operative Marketing Partnerships Program, successfully leveraging both public and private funds. This investment substantially enhanced Destination BC's marketing capabilities and supported increased alignment and coordination of marketing activities across the six tourism regions in B.C.
3. Continue to work with the Ministry of Tourism, Arts, Culture and Sport and the Regional Destination Marketing Organizations to ensure that investments in destination development and tourism infrastructure align with provincial tourism priorities, support the tourism and hospitality sectors in rural and urban	- As part of Destination BC's technology roadmap and owned channel strategy, launched advanced website personalization to enhance technical capabilities and enrich audience profiles. - Worked with partners to develop an Iconics interpretive framework to support tourism businesses and community partners with Iconics-aligned interpretation and storytelling. - Created a series of 12 case studies highlighting the depth and breadth of destination development in action, featuring examples from communities across the province.

communities, and increase the long-term global competitiveness of the B.C. tourism industry.	Regularly hosted virtual and in-person meetings and training sessions for provincial and regional destination development staff from the Ministry of Tourism, Arts, Culture and Sport, the Regional Destination Management Organizations (RDMOs), and Indigenous Tourism BC. These sessions supported alignment of efforts, encouraged collaboration through complementary roles, and enhanced skills and knowledge.
4. Support the B.C. visitor economy by: a) working to deliver on the recommendations of the Tourism Task Force. <i>(From May 17, 2021, ML only)</i> b) continuing to promote rural and Indigenous tourism opportunities, taking advantage of B.C.'s unparalleled natural areas; c) promoting areas of greatest need to enable seasonal and geographic dispersion of visitors; d) enhancing industry's skills and capacity through the Industry Learning Centre and help businesses adapt their products and experiences; e) working with the Ministry of Tourism, Arts, Culture and Sport and host cities and organizers of upcoming marquee events (Grey Cup in 2024, Invictus Games in 2025 and FIFA World Cup in 2026) and work with First Nations to support the bid for the 2027 North America Indigenous Games, to ensure these events provide positive benefits for businesses, communities, and the tourism sector;	a) Working to deliver on the recommendations of the Tourism Task Force. <i>(From May 17, 2021, ML only)</i> - No further actions relating to the December 2020 provincial Tourism Task Force. b) Continuing to promote rural and Indigenous tourism opportunities, taking advantage of B.C.'s unparalleled natural areas. - Partnered with Indigenous Tourism BC to develop new place and route tourism sub-brands ("Iconics") and to establish a process for recognizing Indigenous place names in content across Destination BC's consumer facing channels including web, email, and social media. - Collaborated with Indigenous Tourism BC to elevate Indigenous culture, values, and tourism businesses through ongoing travel trade, media, and content programs, while supporting the development and promotion of Indigenous tourism across the province. c) Promoting areas of greatest need to enable seasonal and geographic dispersion of visitors. - Developed six new place and route tourism brands to inspire more international travellers to visit more places in the province at more times of the year. - Successfully launched two of the new tourism brands in global markets (US, UK, Germany, and Australia), with the other four launching in fall 2025. - Successfully delivered an integrated consumer ski marketing campaign in Australia and the US, building brand awareness of the B.C. ski experience and driving ski vacation bookings to the 13 destination ski resorts in B.C.

f) providing research and insights on tourism industries performance and outlook; g) implementing Destination British Columbia's Corporate Strategy; and h) continuing to champion tourism as a leading industry with diverse well-paying jobs.	• Collaborated with local content creators across B.C. to create travel stories that promote tourism experiences in rural areas. d) Enhancing industry's skills and capacity through the Industry Learning Centre and help businesses adapt their products and experiences. • Delivered five intakes of the Tourism Digital Academy, engaging 125 participants in an eight-week digital marketing program for tourism businesses in B.C. There have been over 685 participants to date since the program began in 2020, with an additional 215 participants enrolled in the self-guided Tourism Digital Academy, which launched in 2021. • The Cultivating Experiences program—launched in August 2023 in partnership with Firecircle and Wine Growers BC—wrapped in spring 2024, with 10 new or expanded tourism experiences successfully launched in May and June 2024 most available to book through mid-September). A corporate video was created, and winery footage and other assets were captured and shared with program participants to support their winery's marketing efforts. e) Working with the Ministry of Tourism, Arts, Culture and Sport and host cities and organizers of upcoming marquee events (Grey Cup in 2024, Invictus Games in 2025 and FIFA World Cup in 2026) and work with First Nations to support the bid for the 2027 North America Indigenous Games, to ensure these events provide positive benefits for businesses, communities, and the tourism sector. • In collaboration with the Ministry of Tourism, Arts, Culture and Sport, set up a Destination BC booth at the Invictus Games, leveraging it as an opportunity to showcase B.C. as a destination of choice and promote health and wellness through adaptive recreation. • Working with the Ministry of Tourism, Arts, Culture and Sport, participated in the 2024 Grey Cup Fan Festival events with a Destination BC booth promoting the B.C. ski experience. • Ongoing collaboration with the Tourism Marketing Consortium to oversee the
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	development of a province-wide tourism strategy for FIFA World Cup 26. The strategy will identify the outcomes and measures to evaluate the tourism impacts of the 2026 FIFA World Cup games in Vancouver and the activities of the Tourism Marketing Consortium, and to coordinate tourism-related initiatives that extend beyond the event, showcasing B.C. to audiences around the world. f) Providing research and insights on tourism industries performance and outlook. - Continued to share data stories and insights through regular reporting, including our Quarterly Snapshots, updated Forecasts, and the annual Environmental Scan, Insights were also shared through Destination BC's research intake process which responds to requests from B.C. industry partners, media, and the broader public. - Continued to advance the revised Resident Perceptions Research Program by increasing industry partner participation. The program includes quarterly surveys to measure corporate performance, a larger annual survey that generated regional, sub-regional, and 19 individual community reports for communities across B.C., and a Research Toolkit to support smaller communities in conducting Resident Perceptions research for smaller communities. g) Implementing Destination British Columbia's Corporate Strategy. - Completed development of Our Commitments Towards Truth & Reconciliation, a summary document in support of Destination BC's three-year (2023-2025) Truth and Reconciliation Action Plan. h) Continuing to champion tourism as a leading industry with diverse well-paying jobs. - Developed an updated 'Value of Tourism in BC' snapshot including insights into the economic value of tourism in B.C. The data includes the number of businesses directly providing services to visitors, employment information, wages, and salaries.
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5. Continue to help make B.C. a more inclusive and accessible tourism destination, ensuring responsible travel, and addressing the Truth and Reconciliation commission's calls for action and further UNDRIP.	• Participated in Destination Canada's Advisory Committee on their new Traveller Segmentation Program, ensuring characteristics of responsible travel (encompassing inclusion and reconciliation) were incorporated into the design of the research and resulting traveller segments. • Working with two Indigenous suppliers to provide a decolonization scan and develop an Indigenous learning plan in support of Destination BC's Truth and Reconciliation Action Plan. • Finalized a shared marketing roadmap with Indigenous Tourism BC outlining Destination BC's commitment to centering Indigenous values, voices, and businesses in its branding, content planning, and promotional activities. • Created a new, more culturally safe Consent and Release Form for Indigenous residents and storytellers in B.C. to honour the stories, songs, and teachings shared by Indigenous peoples for Destination BC's marketing content. • Delivered seven workshops for Community Destination Management Organizations, Tourism Experience Sector Associations, and Visitor Centres with a focus on learning how build the skills, knowledge, and capacity to Work Effectively with Indigenous Peoples. • In January 2024, Destination BC announced that it had officially become Rainbow Registered. This designation reflects an ongoing commitment to providing a welcoming and inclusive experience for 2SLGBTQI+ employees and consumers through progressive policies and practices. • Implemented year two of Destination BC's Diversity, Equity, Inclusion and Accessibility Strategy, which included meeting all requirements of the Accessible British Columbia Act and Regulation. This included the development of an additional employee accessibility action plan. • Completed a third-party review of Destination BC's Accommodations Policy and procedures,
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	resulting in a roadmap to improve the employee experience. • Created inclusive and accessible meetings, presentations, and events guides for employees to ensure everyone can fully participate regardless of ability. • Hosted two in-person meetings for the Accessibility & Inclusion Committee (AIC) in April and November 2024.
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Appendix B: Auditor's Report and Audited Financial Statements

Destination BC Corp.

Financial Statements

Year Ended

March 31, 2025

And Independent Auditor's Report thereon

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Management's Report

Management's Responsibility for the Destination BC Corp. Financial Statements

The Destination BC Corp. financial statements have been prepared by management in accordance with the financial reporting provisions of Section 23.1 of the Budget Transparency and Accountability Act of the Province of British Columbia, and the integrity and objectivity of these statements are management's responsibility. Management is also responsible for all of the notes to the Destination BC Corp. financial statements, and for ensuring that this information is consistent, where appropriate, with the information contained in the Destination BC Corp. financial statements. A summary of the significant accounting policies are described in Note 2 to the Destination BC Corp. financial statements. The preparation of financial statements necessarily involves the use of estimates based on management's judgment, particularly when transactions affecting the current accounting period cannot be finalized with certainty until future periods.

Management is also responsible for implementing and maintaining a system of internal controls to provide reasonable assurance that reliable financial information is produced. The internal controls are designed to provide reasonable assurance that assets are safeguarded, transactions are properly authorized and recorded in compliance with legislative and regulatory requirements, and reliable financial information is available on a timely basis for preparation of the financial statements.

The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and internal control. The Board reviews internal Destination BC Corp. financial statements on a quarterly basis and external audited Destination BC Corp. financial statements yearly. The Board also discusses any significant financial reporting or internal control matters prior to their approval of the Destination BC Corp. financial statements.

The external auditor, KPMG LLP, conduct an independent examination, in accordance with Canadian generally accepted auditing standards, and express their opinion on the Destination BC Corp. financial statements. The external auditor has full and free access to management of Destination BC Corp. and meet when required. The accompanying Independent Auditor's Report outlines their responsibilities, the scope of their examination and their opinion on the Destination BC Corp. financial statements.

Approved on behalf of Destination BC Corp.:



Richard Porges
Chief Executive Officer



Lesley Christian
Chief Financial Officer

May 21, 2025



KPMG LLP

PO Box 10426 777 Dunsmuir Street
Vancouver BC V7Y 1K3
Canada
Telephone 604 691 3000
Fax 604 691 3031

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of Destination BC Corp., and to the Minister of the Ministry of Tourism, Arts, Culture and Sport, Province of British Columbia

Opinion

We have audited the financial statements of Destination BC Corp. (the "Corporation"), which comprise:

- the statement of financial position as at March 31, 2025;
- the statement of operations and accumulated surplus for the year then ended;
- the statement of changes in net financial assets for the year then ended;
- the statement of cash flows for the year then ended; and
- notes to the financial statements, including a summary of significant accounting policies (hereinafter referred to as the "financial statements").

In our opinion, the accompanying financial statements as at and for the year ended March 31, 2025 of the Corporation are prepared, in all material respects, in accordance with the financial reporting provisions of Section 23.1 of the Budget Transparency and Accountability Act of the Province of British Columbia.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "***Auditor's Responsibilities for the Audit of the Financial Statements***" section of our auditor's report.

We are independent of the Corporation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Financial Reporting Framework

We draw attention to Note 2(a) to the financial statements which describes the applicable financial reporting framework and the significant differences between that financial reporting framework and Canadian public sector accounting standards.

Our opinion is not modified in respect of this matter.



Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation of the financial statements in accordance with the financial reporting provisions of Section 23.1 of the Budget Transparency and Accountability Act of the Province of British Columbia and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Corporation's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Corporation or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Corporation's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Corporation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.



Destination BC Corp.
Page 4

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Corporation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the Corporation to cease to continue as a going concern.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink that reads 'KPMG LLP'. The signature is written in a cursive, stylized font and is underlined with a single horizontal stroke.

Chartered Professional Accountants

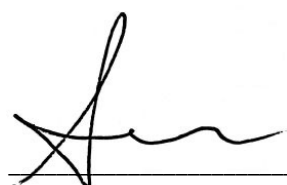
Vancouver, Canada
May 21, 2025

Destination BC Corp.
Statement of Financial Position
March 31, 2025, with comparative information for 2024
(Expressed in thousands of dollars)

	<i>Notes</i>	2025	2024
Financial assets			
Cash and cash equivalents	3	8,028	5,137
Accounts receivable		524	1,669
		<u>8,552</u>	<u>6,806</u>
Liabilities			
Accounts payables and accrued liabilities	4	4,767	3,885
Due to Public Service Agency	14	1,543	1,239
Deferred capital contributions	6	240	300
		<u>6,550</u>	<u>5,424</u>
Net financial assets		<u>2,002</u>	<u>1,382</u>
Non-financial assets			
Tangible capital assets	7	534	704
Prepaid expenses		128	328
		<u>662</u>	<u>1,032</u>
Accumulated surplus	8	<u>2,664</u>	<u>2,414</u>
 Contractual obligations	 9		

The accompanying notes are an integral part of these Destination BC Corp. financial statements.

Approved on behalf of the Board:



Scott Fraser
Board Chair



Amy Blakeney
Finance & Audit Committee

Destination BC Corp.
Statement of Operations and Accumulated Surplus
Year ended March 31, 2025, with comparative information for 2024
(Expressed in thousands of dollars)

	<i>Notes</i>	2025 Budget	2025	2024
		<i>(note 2(k))</i>		
Revenues				
Government transfers	11	56,268	58,907	57,695
Other revenue	12	640	718	1,099
Amortization of deferred capital contribution	6	60	60	85
		<u>56,968</u>	<u>59,685</u>	<u>58,879</u>
Expenses	13			
Global Marketing		36,526	37,062	35,904
Destination Management		11,108	13,854	15,187
Strategy, Research and Communications		4,603	3,803	3,003
Corporate Services		4,562	4,546	4,371
Amortization		169	170	206
		<u>56,968</u>	<u>59,435</u>	<u>58,671</u>
Annual surplus		-	250	208
Accumulated surplus, beginning of year		<u>2,414</u>	<u>2,414</u>	<u>2,206</u>
Accumulated surplus, end of year		<u>2,414</u>	<u>2,664</u>	<u>2,414</u>

The accompanying notes are an integral part of these Destination BC Corp. financial statements.

Destination BC Corp.
Statement of Changes in Net Financial Assets
Year ended March 31, 2025, with comparative information for 2024
(Expressed in thousands of dollars)

	Budget	2025	2024
	<i>(note 2(k))</i>		
Annual operating surplus	-	250	208
Acquisition of tangible capital assets	(80)	-	(5)
Amortization of tangible capital assets	165	170	206
	85	170	201
Acquisition of prepaid expenses	-	(128)	(328)
Use of prepaid expenses	-	328	175
	-	200	(153)
Change in net financial assets	85	620	256
Net financial assets at beginning of year	1,382	1,382	1,126
Net financial assets at end of year	1,467	2,002	1,382

The accompanying notes are an integral part of these Destination BC Corp. financial statements.

Destination BC Corp.
Statement of Cash Flows
Year ended March 31, 2025, with comparative information for 2024
(Expressed in thousands of dollars)

	<u>2025</u>	<u>2024</u>
Cash provided by (used in):		
Operating transactions:		
Annual operating surplus for the year	250	208
Non-cash items included in surplus:		
Amortization of tangible capital assets	170	206
Amortization of deferred capital contributions	(60)	(85)
Changes in non-cash operating working capital:		
Accounts receivable	1,145	(651)
Accounts payable and accrued liabilities	882	(4,305)
Due to Public Service Agency	304	(45)
Prepaid expenses	200	(153)
	<u>2,891</u>	<u>(4,825)</u>
Capital transactions:		
Acquisition of tangible capital assets	-	(5)
	<u>-</u>	<u>(5)</u>
Increase (decrease) in cash and cash equivalents	2,891	(4,830)
Cash and cash equivalents at beginning of year	<u>5,137</u>	<u>9,967</u>
Cash and cash equivalents at end of year	<u><u>8,028</u></u>	<u><u>5,137</u></u>

The accompanying notes are an integral part of these Destination BC Corp. financial statements.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

1. Nature of operations

Destination BC Corp. (the “Corporation”) was established as a Crown Corporation of the Province of British Columbia on November 2, 2012 initially under the *Business Corporations Act* (British Columbia) and subsequently confirmed under the *Destination BC Corp. Act*, which received Royal Assent in March 2013.

The Corporation is wholly owned by the Province of British Columbia, and reports to the Legislative Assembly through the Minister of Tourism, Arts, Culture and Sport. The accumulated surplus includes 1 issued share of the Corporation, value \$1, which is held by the Province of British Columbia (the “Province”).

The purposes of the Corporation are to:

- a) market British Columbia domestically, nationally and internationally as a tourist destination;
- b) promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry;
- c) provide advice and recommendations to the minister on tourism-related matters; and
- d) enhance public awareness of tourism and its economic value to British Columbia.

The Corporation commenced operations on April 1, 2013.

The Corporation is exempt from federal and provincial income taxes but is subject to the federal goods and services tax and provincial sales tax.

2. Summary of significant accounting policies

a) Basis of accounting

These financial statements have been prepared in accordance with Section 23.1 of the *Budget Transparency and Accountability Act* of the Province supplemented by Regulations 257/2010 and 198/2011 issued by the Province Treasury Board, referred to as the financial reporting framework (the “framework”).

The *Budget Transparency and Accountability Act* requires that these financial statements be prepared in accordance with the set of standards and guidelines that comprise generally accepted accounting principles for senior governments in Canada, or if the Treasury Board makes a regulation, the set of standards and guidelines that comprise generally accepted accounting principles for senior governments in Canada as modified by the alternate standard or guideline or part thereof adopted in the regulation.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

2. Summary of significant accounting policies (continued):

a) Basis of accounting (continued)

Regulation 257/2010 requires all tax-payer supported organizations to adopt Canadian public sector accounting standards ("PSAS") issued by the Canadian Public Sector Accounting Board ("PSAB") without any PS 4200 series.

Regulation 198/2011 requires that contributions for the purpose of acquiring or developing a depreciable tangible capital asset or contributions in the form of a depreciable tangible capital asset, in each case for use in providing services, are recorded and, referred to as deferred capital contributions and recognized in revenue at the same rate that amortization of the related tangible capital asset is recorded. The reduction of the deferred capital contributions and the recognition of the revenue are accounted for in the fiscal period during which the tangible capital asset is used to provide services. If the depreciable tangible capital asset funded by a deferred capital contribution is written down, a proportionate share of the deferred capital contribution is recognized as revenue during the same period.

For British Columbia taxpayer supported organizations, these contributions include government transfers and externally restricted contributions.

The accounting policy requirements under Regulation 198/2011 are significantly different from the requirements of Canadian public sector accounting standards which requires government transfers, which do not contain a stipulation that creates a liability, be recognized as revenue by the recipient when approved by the transferor and the eligibility criteria have been met in accordance with Canadian public sector accounting standard PS3410. As a result, revenue recognized in the statement of operations and accumulated surplus, and certain related deferred capital contributions would be recorded differently under Canadian public sector accounting standards.

b) Revenue recognition

Contributions restricted for specific purposes other than those for the acquisition of depreciable tangible capital assets are recorded as deferred contributions and recognized in revenue in the year in which the stipulation or restriction on the contributions have been met.

Contributions for the purpose of acquiring or developing a depreciable tangible capital asset or contributions in the form of a depreciable tangible capital asset are recorded in accordance with Regulation 198/2011 which requires that they be recorded and referred to as deferred capital contributions and recognized in revenue at the same rate that amortization of the related tangible capital asset is recorded.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

2. Summary of significant accounting policies (continued)

b) Revenue recognition (continued)

The reduction of the deferred capital contributions and the recognition of the revenue are accounted for in the fiscal period during which the tangible capital asset is used to provide services.

Revenues from transactions with performance obligations are recognized when (at a point in time) or as (over a period of time) the Corporation satisfies the performance obligations, which occurs when control of the benefits associated with the promised goods or services has passed to the payor.

Revenues from transactions without performance obligations are recognized at realizable value when the Corporation has the right to claim or retain an inflow of economic resources received or receivable and there is a past transaction or event that gives rise to the economic resources.

Revenue related to fees or services received in advance of the fee being earned or the service being performed is deferred and recognized when the fee is earned or service performed.

c) Tangible capital assets

Tangible capital assets are initially recorded at cost, which includes amounts that are directly related to the acquisition, design, construction, development, improvement or betterment of the assets.

The cost, less residual value, of the tangible capital assets is amortized on a straight-line basis over their estimated useful lives as follows:

Furniture and equipment	5 years
Websites, hardware and software	5 years
Leasehold improvements	Lesser of useful life or term of the lease

Tangible capital assets are written down when conditions indicate that they no longer contribute to the Corporation's ability to provide goods and services, or when the value of future economic benefits associated with the tangible capital assets are less than their net book value. The net write-downs are accounted for as expenses in the Corporation's statement of operations and accumulated surplus.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

2. Summary of significant accounting policies (continued)

d) Employee future benefits

The Corporation and its employees are subject to the Public Service Act and employee benefits are managed through the Public Service Agency ("PSA"). The Corporation makes contributions to the PSA who administers payment of employee benefits to employees to whom the act applies.

i. Pension Benefits

The Corporation and its employees make contributions to the Public Service Pension Plan in accordance with the Public Sector Pension Plans Act. This Plan is a multi-employer defined benefit pension plan. Defined contribution plan accounting is applied to this plan as the Corporation has insufficient information to apply defined benefit accounting. Accordingly, the Corporation's contributions are expensed in the year in which the services are rendered, and represent its total pension obligation (see note 5).

ii. Leave Liability

Eligible employees are entitled to accumulated earned, unused vacation and other eligible leave entitlements as provided under terms of employment or collective agreements. A liability is recognized as an event that obligates the Corporation to pay benefits for unused leaves occurs.

iii. Other employee future benefits

Eligible employees are entitled to post-employment health care and other benefits as provided under the terms of employment or collective agreements. The cost of these benefits is accrued as employees render the services necessary to earn them.

e) Prepaid expenses

Prepaid expenses include items which are charged to expenses over the periods expected to benefit from them.

f) Expenses

Expenses are reported on an accrual basis. The cost of all goods consumed, and services received during the year is expensed.

Transfers include entitlements, grants and transfers under shared cost agreements. Grants and transfers are recorded as expenses when the transfer is authorized, and eligibility criteria have been met by the recipient.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

2. Summary of significant accounting policies (continued)

g) Foreign currency

Foreign currency transactions are translated at the exchange rate prevailing at the date of the transactions.

Monetary assets and liabilities included in the fair value measurement category denominated in foreign currencies are translated into Canadian dollars at the exchange rate prevailing at the financial statement date.

h) Cash and cash equivalents

Cash and cash equivalents consist of cash, highly liquid money market investments, and short-term investments with maturities of less than 90-days from date of acquisition. The Corporation's cash and cash equivalents are entirely funds in bank accounts and therefore subject to an insignificant risk of change in value.

i) Financial instruments

The Corporation's financial instruments consist of cash and cash equivalents, accounts receivable, and accounts payable and accrued liabilities. All financial instruments are measured initially at fair value and subsequently at cost or amortized cost. Due to the short-term nature of these instruments, their fair values approximate book value.

Unrealized gains and losses from changes in the fair value of financial instruments would be recognized in the statement of re-measurement gains and losses until such time that the financial asset is de-recognized due to disposal or impairment. At the time of de-recognition, the related realized gains and losses are recognized in the statement of operations and accumulated surplus. The Corporation does not carry financial instruments at fair value and there are no unrealized gains or losses as at March 31, 2025 (2024 - nil). As a result, the Corporation does not have a statement of re-measurement gains and losses.

j) Measurement uncertainty

The preparation of the Corporation's financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, and disclosure of contingent assets and liabilities, at the date of the Corporation financial statements and the reported amounts of the revenues and expenses during the period. Areas requiring the use of management's estimates include the useful life of tangible capital assets for purposes of amortization.

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

(Tabular amounts expressed in thousands of dollars, unless otherwise indicated)

2. Summary of significant accounting policies (continued)

j) Measurement uncertainty (continued)

Estimates are based on the best information available at the time of preparation of the Corporation's financial statements and are reviewed annually to reflect new information as it becomes available. Measurement uncertainty exists in these financial statements. Actual results could differ from these estimates.

k) Budget information:

The budget information reported in the statements of operations and accumulated surplus and changes in net financial assets, have been derived from the 2024/25 Service Plan as approved by the Board of Directors on January 25, 2024.

l) Segmented information:

As the Corporation operates as one segment, no segmented disclosures are presented.

3. Cash and cash equivalents

	2025	2024
Royal Bank of Canada - Canadian dollar ("CAD")	8,028	5,137

4. Accounts payable and accrued liabilities

	2025	2024
Accounts payables and accrued liabilities	4,024	3,223
Accrued vacation pay	743	662
Total	4,767	3,885

5. Employee pension plan

The Corporation and its employees contribute to the Public Service Pension Plan (the "Plan"), a jointly trustee defined benefit pension plan. The Public Service Pension Board of Trustees, representing Plan members and employers, is responsible for overseeing the management of the Plan, including investment of the assets and administration of benefits. Basic pension benefits are based on a formula. The Plan has approximately 158,000 active, inactive and retired members.

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Year ended March 31, 2025

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5. Employee pension plan (continued)

Every three years an actual valuation is performed to assess the financial position of the Plan and the adequacy of the funding. The latest actuarial valuation as at March 31, 2023, indicated a funding surplus of about \$4.5 billion for basic pension benefits.

Employers participating in the Plan record their pension expense as the amount of employer contributions made during the fiscal year. This is because the Plan records accrued liabilities and accrued assets for the Plan in aggregate, and therefore there is no consistent and reliable basis for allocating the obligation, assets and cost to individual employers participating in the Plan.

The next valuation will be as at March 31, 2026, with results available in 2027.

No pension liability is included in the Corporation's financial statements.

The Corporation's contribution of \$1.06 million (2023/24 - \$963 thousand) to the Plan was expensed during the year.

6. Deferred capital contribution

Deferred capital contribution relates to capital contributions from the Province for the purpose of acquiring tangible capital assets. The amount recorded as revenue matches the amortization expense for the year of the related tangible capital assets acquired.

	2025	2024
Balance, beginning of the year	300	385
Amortization during the year	(60)	(85)
Balance, end of year	240	300

Destination BC Corp.
Notes to the Financial Statements
Year ended March 31, 2025

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7. Tangible capital assets

	Furniture and Equipment	Websites, Hardware and Software	Leasehold Improvements	2025 Total
Cost:				
Opening Balance	234	3,832	1,061	5,127
Additions	-	-	-	-
Closing balance	234	3,832	1,061	5,127
Accumulated amortization:				
Opening balance	174	3,812	437	4,423
Amortization	47	5	118	170
Closing balance	221	3,817	555	4,593
Net book value	13	15	506	534

	Furniture and Equipment	Websites, Hardware and Software	Leasehold Improvements	2024 Total
Cost:				
Opening Balance	234	3,827	1,061	5,122
Additions	-	5	-	5
Closing balance	234	3,832	1,061	5,127
Accumulated amortization:				
Opening balance	127	3,771	319	4,217
Amortization	47	41	118	206
Closing balance	174	3,812	437	4,423
Net book value	60	20	624	704

8. Accumulated surplus

	2025	2024
Invested in tangible capital assets	294	404
Unrestricted	2,370	2,010
Total	2,664	2,414

Destination BC Corp.
Notes to the Financial Statements
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9. Contractual obligations

The Corporation has entered into a number of contractual arrangements for the delivery of services in the future and property leases. The property lease amounts are payable to the Province of British Columbia. These contractual obligations will become liabilities in the future when the terms of the contracts are met. Disclosure relates to the unperformed portion of the contracts.

	2026	2027	2028	2029	2030	Thereafter
Property leases	1,352	1,352	1,352	1,352	178	178
Other contractual arrangements	28,813	10,338	4,131	-	-	-
Total contractual obligations	30,165	11,690	5,483	1,352	178	178

10. Financial risk management

Financial instruments include cash and cash equivalents, accounts receivables, and accounts payables and accrued liabilities. The Corporation has exposure to the following financial risks from its use of financial instruments: credit risk, liquidity risk, and market risk. Management is responsible for safeguarding resources, managing risks, and implementing appropriate policies and framework. This note presents information on how the Corporation manages those financial risks:

a) Credit risk

The Corporation has limited exposure to credit risk associated with its cash and cash equivalent, and accounts receivable. The Corporation is not exposed to significant credit risk as the receivables are due from governments. Cash and cash equivalent is held with reputable financial institutions, from which management believes the risk of loss to be low. The Corporation's maximum exposure to credit risk is limited to the carrying amount of these balances in these financial statements.

b) Liquidity risk

Liquidity risk is the risk that the Corporation will not meet its financial obligations as they become due. The Corporation's intention to meet its financial obligation through the collection of accounts receivable, cash on hand, and future funding from government transfers.

The Corporation manages liquidity risk by continually monitoring actual and forecasted cash flows from operations to meet its liabilities when due. Accounts payable and accrued liabilities are all due within one year.

Destination BC Corp.
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10. Financial Risk Management (continued)

c) Market risks

The Corporation is not subject to any significant interest rate risk or foreign currency risk.

There has been no significant changes to the risk exposures from the prior year.

11. Government transfers and economic dependence

	2025	2024
Revenue		
Province of British Columbia	58,891	57,109
Federal Government	16	586
	58,907	57,695
Expenses		
Shared cost agreements	14,654	15,099

The Corporation is economically dependent on receiving government transfers from the Province.

Shared cost agreement expenses include transfers to municipalities, local governments and service providers.

In 2024/25, revenue from the Province included \$2.160 million for FIFA World Cup 2026 initiatives and Grey Cup Festival and Invictus Games activations to support the province-wide Tourism Strategy.

In 2024/25, revenue from the Province included \$300 thousand for Tourism Climate Resiliency Initiatives to support the tourism industry.

Also, in 2024/25, revenue from the Federal Government to support the tourism industry impacted by COVID-19 relates to \$16 thousand from PacifiCan (2023/24 - \$586 thousand).

Destination BC Corp.
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12. Other revenue

The Corporation earned the following other revenues during the year:

	2025	2024
Program revenue	40	30
Interest income	678	1,069
	<u>718</u>	<u>1,099</u>

13. Expenses

The following is a summary of expenses by object:

	2025	2024
Government transfers (note 11)	14,654	15,099
Advertising	11,921	13,754
Salaries and wages	11,345	10,171
Professional services	8,685	8,379
Information systems	4,556	4,228
Employee benefits	2,810	2,561
Office and business	2,764	2,188
Rental expenditures	1,302	1,054
Support services	552	317
Travel	451	459
Amortization	170	206
Board expenses	126	118
Materials and supplies	34	84
Other	65	53
Total expenses	<u>59,435</u>	<u>58,671</u>

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14. Related party transactions

The Corporation is related through common ownership to all Province ministries, agencies, and Crown corporations. Transactions with these entities considered to be in the normal course of operations, are recorded at the exchange amounts, predominantly under prevailing trade terms.

The Corporation had the following transactions with the government and other government-controlled organizations:

	2025	2024
Grants from the Province (note 11)	58,891	57,109
Amounts paid or due to the		
Ministry of Finance:		
Payroll	14,076	12,646
Building Occupancy Costs	1,303	1,289
Information Technology Services	915	844
Legal Services	432	205
BC Stats	121	68
Visitor Experience Support	50	53
Insurance Premiums	22	22
Corporate Communications	9	10
Other (including postage, bank charges)	8	5

Included with payroll are amounts payable to the Public Services Agencies ("PSA") of \$1,543 thousand (2024 - \$1,239 thousand) relating to salaries and benefits expenses as at year end.