



Tourism Cowichan

**Municipality of North Cowichan
Economic Development Committee — December 5, 2025**



BC's Tourism Landscape

Destination BC

Destination British Columbia (DBC) is the province's crown corporation responsible for marketing B.C. as a tourism destination and supporting a strong, competitive visitor economy.

Established: 2013

Mandate: Grow the value of tourism by strengthening B.C.'s global competitiveness.

Funded by:

- Annual provincial government allocation, and
- Provincial share of the MRDT (Municipal & Regional District Tax) revenue.

Core functions:

- Global marketing and brand leadership (*Super, Natural British Columbia*)
- Destination development and planning
- Industry training, research, and market intelligence
- Accessibility and sustainability leadership





Partners in Delivery

Partners are working to support hundreds of businesses and thousands of employees on Vancouver Island.





 **4VI** SOCIAL
ENTERPRISE
GROUP

 **4TVI**
STEWARDSHIP

 **4EVER**
STRATEGIES

 **4GOOD**
SOCIAL IMPACT FUND

4VI Social Enterprise Group

Our social enterprise model includes three interconnected entities that form the 4VI Group: 4TVI is a not-for-profit corporation, 4EVER is a socially responsible business corporation, and 4Good is a social impact fund. Together, they will continue to deliver on our four key pillars: communities, business, cultures, and the environment, to ensure travel is a force for good. Forever.

4TVI Stewardship

Our long-standing regional organization continues to support the needs of communities and tourism businesses through government-funded work across Vancouver Island.


4EVER Strategies

Our professional services company offers innovative and impactful sustainability, storytelling, and strategic planning solutions. Profits from 4EVER Strategies are invested into the 4GOOD Social Impact Fund to further our mission as a social enterprise.

4GOOD Social Impact Fund

Our social investment programming brings our collective purpose to life and supports our goal of contributing \$10M to Vancouver Island communities by 2030. 4EVER profits are invested into 4GOOD projects to empower community-led and place-based change.

4EVER Strategies



Our work is grounded in the 4EVER Community Tourism Model, a holistic framework that integrates destination development, destination stewardship, visitor servicing, and community engagement. We help communities align tourism with local priorities, supporting shared governance, authentic partnerships with First Nations, and regenerative economic outcomes.



COWICHAN



Tourism Cowichan Society

Governance & Funding

- Tourism Cowichan Society (TCS) governed by Board of Directors representing various tourism sectors
- 4EVER Strategies is contracted by TCS to deliver destination marketing & management services
- Stakeholder model representing 400+ tourism related businesses and organizations operating within the CVRD (*no cost to register*)
- Funding sources include:
 - Destination BC Co-op Marketing Program
 - Municipal and Regional District Tax (MRDT)
 - Local Government Contribution (\$120k)



History of Tourism Cowichan & MRDT

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- **2002:** Tourism Cowichan Society (TCS) was registered
 - **2002-2013:** Regional tourism marketing coordinated by Economic Development Cowichan
 - **2016:** CVRD executed the first Contribution Agreement with TCS for the delivery of Regional Tourism Services
 - **2016:** MRDT established at 2% collection, with CVRD as Designated Recipient
 - **2020:** TCS contracted 4VI Group to manage tourism marketing and industry development services
 - **2020-2026:** TCS leveraged funding through Destination BC's Co-op Marketing Program
 - **2022:** MRDT 5-Year Renewal Application completed (2022-2027)
 - **2023:** Tourism Cowichan launched new brand identity
 - **2024:** Online Accommodation Platform (OAP) revenue redirected to affordable housing projects

MRDT Program

- Visitor funded provincial tax program established in 1987 to support the growth and management of tourism in BC
- Currently in place in most areas of Vancouver Island and British Columbia (66 MRDT designated regions)
- Tax rate of either 2% or 3% levied on fixed roof accommodation properties (*e.g. hotels, motels, resorts, bed and breakfasts, cottages and cabins, vacation rentals, and other short term lodging*)
- MRDT must be renewed every 5 years, providing stability for long-term planning and accountability for community support



MRDT 5-Year Strategic Plan

- MRDT renewal requires consultation and support from local governments, tourism industry stakeholders and accommodation providers
- At least 51% of the accommodation providers (4+ rooms) representing at least 51% of the total number of units of accommodation offered in the designated area in support
- Five-Year Strategic Business Plan made available to tourism industry stakeholders for input
- Must provide evidence that all municipalities within the regional district have been consulted and agree with the tax being imposed in the regional district (e.g. *letters of support*)



MRDT Revenue Growth (CVRD)

Year	MRDT	OAP	Total
2022	\$ 517,052	\$170,059	\$ 687,111
2023	\$462,300	\$262,339	\$ 724,639 (+5%)
2024	\$480,242	\$377,312	\$ 857,555 (+18%)
2025 (Jan-Aug)	\$ 378,317	\$240,373	\$ 618,691




Destination BC Co-op Marketing Program

- Application-based program that provides co-operative consumer-focused marketing support
- Cost-shared program: Community consortiums (made up of three or more communities) or sectors are eligible to apply for up to a 50% matching contribution from Destination BC
- Consortiums must be developed based on a strong unifying theme that both supports provincial and local tourism strategies
- Tourism Cowichan leverages local government contribution and MRDT to apply for DBC Co-op Program (received \$350k for two-year period 2025-2027)



Regional Benefits

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- Stronger marketing impact and budget by pooling funds
 - Unified regional destination brand increases visitor awareness and reduces competition between individual communities
 - Opportunity to leverage Destination BC Co-op Marketing Program
 - Eligibility requires 3 or more communities working together on a unifying theme
 - Coordinated and collaborative regional approach to tourism development
 - Reduces overhead and administrative costs
 - Creates efficiencies in reporting, planning and implementation
 - Ensures all fixed-roof accommodations operate under the same tax structure



Questions

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