



# Destination Canada

Local cultures thrive, are rooted in community and welcome the world

2023

**4VI gratefully acknowledges that we live, work, and play on the traditional, ancestral, and unceded territories of the Kwakwaka'wakw, Nuuchahnulth, and Coast Salish peoples.**

**Our organization is committed to advancing reconciliation and is committed to the calls to action identified by the Truth and Reconciliation Commission of Canada as well as the implementation of the Declaration of the Rights of Indigenous Peoples Act Action Plan.**

# Defining Wealth & Wellbeing

## Wealth?

A plentiful supply of a particular desirable thing.

## Wellbeing?

The state of being happy, healthy, or prosperous.



# State of Play, 2021

“We’re turning into  
Blockbuster Video”

Tourism resiliency,  
pandemic pressures, and a  
desire to change our  
mindset in advance of the  
'great restart' drove our  
thinking.





## 4VI: A *Restartup*

As an organization with decades of experience in marketing and tourism management, we're not a startup. We're a **restartup**.

We're in business to ensure that travel is a force for good — **forever**.

As a social enterprise, we control our strategy tied in with measures that align with our pillars of social responsibility.



# Our Pillars of Social Responsibility



Mowachaht. Nuu-chah-nulth  
Tribal Council



# Businesses

Tourism Resiliency  
Network

\$500,000+ Investment.

A province-wide support network that matched more than 500 businesses (40 Indigenous and 172 women-owned) with expert advisors for the purpose of ensuring the industry remained strong and functional post-pandemic.



Campbell River



# Environment

## Cumberland Mountain Bike Trail Enhancements

\$62,000 Investment.

Cumberland is a world-class destination for mountain biking and this investment supported the management of an extensive trail network that saw exponential growth in ridership during the pandemic.





# Culture

Indigenous Voices of  
Vancouver Island Podcast

\$45,000 Investment.

A five-episode limited podcast series that showcases Indigenous entrepreneurs working in the travel industry on Vancouver Island. It launched on January 20, 2023 and is available wherever you get your podcasts.



Ka:'yu:'k't'h'/Che:k:tl'es7et'h' Nations

# Communities

## Bamfield Pavilion

\$33,200 Investment.

Graduate students and community volunteers worked together to create an architecturally designed, all-weather, accessible public amenity that is revitalizing an underused waterfront park on the edge of Canada.





# 4VI Impact Strategy, 2023- 2025

Three focus areas of:

Service Delivery Excellence

Industry Transformation

Organizational  
Transformation



# 4VI Impact Fund

Investing our surplus into:

The long-term viability and potential of 4VI.

Direct actions to reduce the impact of tourism in our region.

Building team capacity and employee value proposition.





# Shifting the Marketing of Our Region

4VI continues to “market” the region in a way that positions Vancouver Island to the benefit businesses, communities, and residents

Collaboration is critical to the future of all of us and means thinking differently about what we are doing.



# Seeking Balance

A great place to live can be a great place to visit.

A great place to visit is not always a great place to live.

We are seeking to find balance.





# Applying Measurement

KPIs should be based on more than just revenues.

They must include measures against the well-being of communities, culture, and the environment.



Salt Spring Island

# The Future

We must continue to change the status quo if the places, communities, and wild spaces we love are going to last.

That's how we will define wealth and wellbeing in tourism.

