

2026 BCDMOA MEMBERSHIP PACKAGE



BCDMOA

British Columbia Destination Management Organization Association

ABOUT THE BCDMOA

Established in 2008, the BC Destination Management Organization (BCDMOA) is a non-profit society advocating for over 50 community-based tourism destination marketing and management organizations (CDMOs).

As the tourism industry continues to evolve, BCDMOA works to advocate on behalf of CDMOs, to advance best practices and to strengthen learning, collaboration, and operating standards of CDMOs in British Columbia. Working alongside government and industry groups, BCDMOA acts as a collective voice supporting objectives of the membership, and the benefits of tourism across and for the province. BCDMOA is a vital information resource for its members while serving as a professional network for the mutual exchange of ideas and knowledge.

Led by a volunteer Board of Directors of 11 members, BCDMOA's governance represents its diverse members from across the province—from small rural communities to major cities, ski towns to remote coastal outposts. Collectively CDMOs invest and leverage \$150 million of MRDT (2%-3% hotel tax) on strategic tourism marketing and management projects and initiatives.

2025-2026 Board of Directors

Jikke Gyorki, Tourism Fernie	CHAIR
Carly Pereboom, Tourism Nanaimo	VICE CHAIR
Ian Lobb, Oliver Tourism	TREASURER
Allison Colthorp, Tourism Chilliwack	SECRETARY
Jaimie Angus, Tourism Prince Rupert	
Gerardo Corro, Tourism New Westminster	
Paul Nursey, Destination Greater Victoria	
Erik Fisher, Tourism Kamloops	
Chris Peters, Tourism Burnaby	
Jenna Robins, Salmon Arm Tourism	
Annie Wise, Sunshine Coast Tourism	



MEMBERSHIP WITH THE BCDMOA

WHY IT'S IMPORTANT TO YOUR ORGANIZATION

Tourism in BC spans a vast and diverse set of communities, sectors and visitor experiences. A unified voice allows Community Destination Management Organizations (CDMOs) to effectively influence government policies, funding decisions and strategic priorities at the provincial, regional and municipal levels.

- 1) Unified Advocacy and Stronger Collective Voice
- 2) Collaborative Learning and Peer Support
- 3) Strengthened Strategic Alignment
- 4) Influence on the Evolution of Destination Marketing & Management
- 5) Timely Communication and Industry Intelligence
- 6) Solidarity and Mutual Support

Being a member of the **BCDMOA** isn't just about networking - it's about **shaping the future of tourism in British Columbia**. From advocacy and alignment to collaboration and transformation, the organization provides CDMOs with the voice, tools and connections they need to lead confidently and responsibly.



WORKING TOGETHER

THANKS TO YOUR CONTINUED SUPPORT, THE BCDMOA HAS GROWN INTO A TRUSTED AND INFLUENTIAL PARTNER ACROSS PROVINCIAL AGENCIES.

PROVINCIAL TOURISM ORGANIZATIONS



BRITISH COLUMBIA
HOTEL ASSOCIATION

The representative body for hotels and accommodation in BC, working to shape the future of hospitality by advocating, communicating, and educating stakeholders in the province.



DESTINATION
BRITISH COLUMBIA®

Provincial Crown corporation which drives global marketing, destination development, and visitor service programs to promote British Columbia as a strong competitive tourism destination.



The voice of BC's visitor economy; a trade association that advocates for the interests of all tourism businesses in BC, working on policy, sustainability, workforce, and stakeholder collaboration.



BC's tourism & hospitality HR and health & safety association, providing training, labour market research, tools and supports to recruit, retain, and develop the workforce in BC's visitor economy.



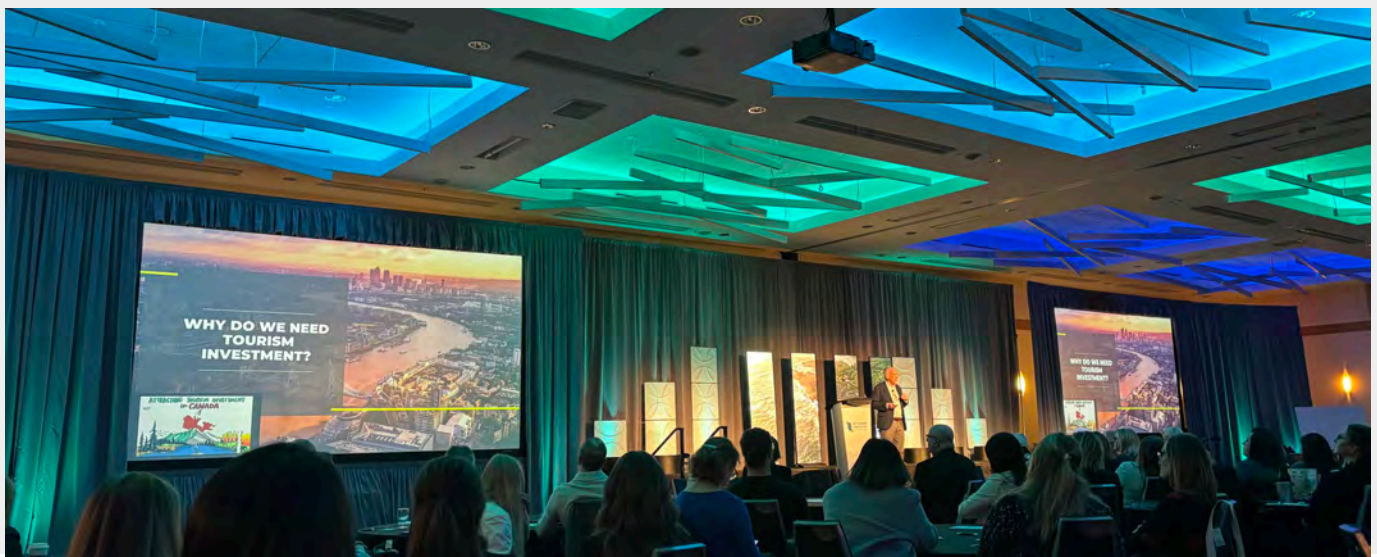
British Columbia
Lodging and
Campgrounds
Association

A trade and marketing association representing independently owned lodging, motels, resorts, lodges, campgrounds, and RV parks in BC, advocating for their interests and promoting outdoor hospitality.



INDIGENOUS
TOURISM BC

A non-profit stakeholder-based organization committed to growing a sustainable and culturally authentic Indigenous tourism sector in BC, helping Indigenous hosts share culture, restore traditions, and benefit economically.



WORKING TOGETHER

THANKS TO YOUR CONTINUED SUPPORT, THE BCDMOA HAS ACHIEVED THE FOLLOWING MILESTONES AND TACTICAL OUTCOMES.

LOOKING AHEAD TO 2026 THE BCDMOA ENHANCED CAPACITY WILL ALLOW FOR GREATER ACHIEVEMENTS AND OUTCOMES TO SUPPORT ITS MEMBERSHIP.

- BCDMOA representation on various provincial, regulatory committees and councils.
- Developed partnerships to deliver presentations on the Value of a CDMO; UBCM 2024 and UBCM 2025, Economic Development Association of BC (EDABC).
- Increased membership communication; regular updates on relevant industry news and opportunities.
- Provincial advocacy support through our relationship with the BC Hotel Association (BCHA) and Tourism Industry Association of BC (TIABC).
- Advocating for MRDT across multiple government organizations (Provincial, Regional, Local).
- Delivered industry updates and learning through “Lunch & Learn” Series, Webinars.
- Implemented a sophisticated and transparent accounting reporting system for the BCDMOA.
- Industry Award sponsorship and recognition at annual BC Tourism Industry Conference.
- Invitation to participate in round-table discussions and industry forums.
- SnapSea / CrowdRiff - BCDMOA members saved an average of 30% on annual subscriptions to both SnapSea and Crowdriff and we used our group buying power as a region to reduce costs. This saved the average CDMO more than \$3,000, more than covering the annual cost of BCDMOA membership.
- Vendor Vetting - Board members meet with key vendors such as ROVE, Zartico, CoStar and many more throughout the year to evaluate their services and, if relevant, arrange information sessions for all members.
- DBC Data Program Input - Data is a key component of running a DMO, whether evaluating and forecasting business levels, or communicating the value of tourism to community members. Board members meet regularly with Destination BC to share needs and coordinate a data strategy so that all communities can reduce costs of obtaining data, benchmark statistics across the province, and are alerted to key trend.

NEW BCDMOA 2026 MEMBERSHIP FEES

Over the years the BCDMOA has been in existence there has been much discussion on the evolution of the organization. For 2026, and in conjunction with the Strategic Plan, the Board has recommended an increase to the Annual Membership Fees.

The revenue generated will expand the capacity of the BCDMOA, allowing for a new manager to further sophisticate the organization and engage with members, allow the Board focus more on advocacy and governance vs administration and management, and working more consistently with other tourism industry agencies to build a consistent voice for CDMOs in the province. CDMOs in BC offer exceptional value to their respective communities, regions and province as a whole that must be recognized, supported and amplified.

To assist with your planning and budget for 2026 and beyond, the Membership Fee structure is as follows.

Membership Fees are listed by MRDT generated, including OAP, by your community / designated area.

2026 Fees Due by January 30, 2026

MRDT Level 1 (Under \$400k)	\$ 500/yr + GST
MRDT Level 2 (\$400k - \$1 million)	\$1,050/yr + GST
MRDT Level 3 (\$1 - 2.4 million)	\$1,700/yr + GST
MRDT Level 4 (\$2.4 - \$5million)	\$2,400/yr + GST
MRDT Level 5 (\$5 + million)	\$3,200/yr + GST



Invoices will be emailed in December 2025. Payment to BCDMOA can be made by cheque, EFT, or e-transfer.

To become a new member email info@bcdmoa.ca

www.bcdmoa.ca

CONTACT US

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Thom Tischik

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Cell: 250-462-3222

BCDMOA CHAIR:

Jikke Gyorki

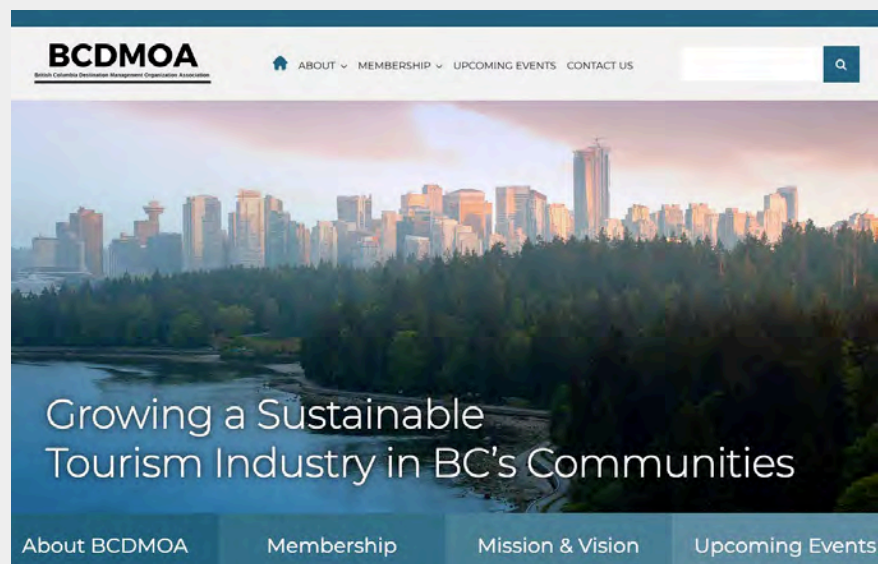
jikke@tourismfernie.com

Cell: 250-430-7878

VISIT US ONLINE:

View our Strategic Plan, our list of members, upcoming events and more.

www.BCDMOA.ca



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