

TRAVEL TRADE

GROW YOUR BUSINESS THROUGH TRAVEL TRADE

Your Product. Your Market. Your Opportunity.

Cariboo Chilcotin Coast Tourism partners with regional operators to access overseas markets, connect with international buyers, and unlock global distribution opportunities. Travel trade — tour operators, wholesalers, receptive tour operators, and travel agents — package and sell your experience to international travellers worldwide.

The Power of Travel Trade

Expanded Sales Reach: Access an extended sales network of international buyers who actively sell BC to their clients.

Predictable Revenue: Trade partners book well in advance, providing more stable cash flow and advance reservations.

International Exposure: Reach high-value overseas travellers in key markets including Australia, UK, Germany, USA, Asia, and Mexico.

Benefits of Working with Travel Trade

- ✓ Access international distribution networks
- ✓ Reach high-value international travellers
- ✓ Build repeat bookings and long-term partnerships
- ✓ Increase advance bookings and cash flow
- ✓ Strengthen your competitive advantage
- ✓ Support long-term visitation growth
- ✓ Showcase unique experiences globally
- ✓ CCCT features trade ready operators at tradeshows such as Rendez-Vouz Canada

Who We Work With

CCCT connects operators across all categories:

Accommodations • Tours • Attractions
Restaurants • Transportation services
Indigenous tourism experiences
Outdoor adventures • Cultural attractions

What Trade Partners Seek

- Export-ready, bookable tourism products
- Authentic experiences
- Consistent quality and year-round availability
- Competitive commission rates and net pricing
- Established booking systems and clear policies
- Responsive partners who act on inquiries quickly

Tools & Resources Available: Trade coaching, FAM tours, CCCT support tools, website resources, Destination BC export readiness tools, listing on the landwithoutlimits.com website.

Trade Success Spotlight

A Cariboo wilderness outfitter worked with CCCT to develop export-ready product sheets, set net pricing, and establish a clear booking policy. After participating in a Destination BC co-op FAM program, they secured contracts with two Australian receptive tour operators — resulting in confirmed advance bookings and a new international revenue stream within 18 months.

What Is a Familiarization (FAM) Tour?

A FAM tour brings tour operators, travel agents, or receptive tour operators directly to your operation — at no cost to them — so they can experience your product firsthand and confidently sell it to their clients. CCCT organizes and manages trade FAMs in partnership with Destination BC and Destination Canada. Your role as an operator is to host, welcome, and share your experience. You can choose to host trade on a complimentary basis or offer them a trade rate, and this can be either a full or partial host. A full host typically includes accommodation, meals, and activities, while a partial host may cover only select elements, such as accommodation or specific experiences.

After the FAM: Bookings typically begin flowing within 6–18 months as itineraries are developed and sold. CCCT stays in contact to facilitate introductions and follow-up.

The Export-Ready Product Transformation

Trade partners need clear, bookable product descriptions — not vague marketing language. See how refining your product description improves bookability with international buyers:

Not Yet Trade-Ready (Before)	Export-Ready Description (After)
We offer tours but do not have net pricing.	Net rates available: 20-30% commission offered to qualified tour operators and receptive operators.
We offer horseback riding tours.	Multi-day guided horseback experience through the Cariboo backcountry. Min. 2 pax, max. 8. All-inclusive pricing available. FIT and group rates on request.
We offer guided kayaking tours.	Half- and full-day guided kayak tours on the Chilcotin rivers and coastal inlets. Wildlife viewing included. Advance booking required; deposit policy available on request.
We do not have a structured booking policy.	Booking policy, deposit schedule, cancellation terms, and voucher acceptance all confirmed. Dedicated trade contact for reservations.

Travel Trade Newsletter Sign-Up

Subscribe to our biannual newsletter for trade show opportunities, FAM openings, co-op program updates, Destination BC resources, and industry research.

Get Ready & Get Started

Your practical guide to working with CCCT travel trade — from preparation to partnership.

Are You Trade-Ready? Checklist

- [] Do I have export-ready product sheets with net pricing? *(including commission rates, capacity, and seasonal availability)*
- [] Do I have a variety of high-res product photos? *Landscapes, action, people, food, interiors — buyers need options*
- [] Can I respond to trade inquiries within 24 hours? *Speed matters — buyers move on quickly*
- [] Do I have a clear booking and cancellation policy?
- [] Is my website bookable and up-to-date with trade info?
- [] Am I logistically ready to host trade buyers on-site?

Keep Us Updated

Please notify CCCT of: new products or experiences, new facilities, seasonal offerings, awards, sustainability initiatives, new photo or video assets, and business changes.

The more we know, the better we can represent your business to media and trade partners worldwide.

How to Get Started

Step 1: Contact Julia: Reach out to share your product offerings, pricing, and export readiness status.

Step 2: Submit your trade package: Send product sheets, net rates, high-res images, and booking policies.

Step 3: We connect: CCCT and Destination BC identify the best trade show and FAM opportunities to expose your business to aligned international buyers.

Step 4: Host & convert: Welcome trade buyers on-site, present your experience confidently, and let CCCT support follow-up.

Photo & Asset Standards

- Minimum 300 dpi • JPEG or TIFF format
- Having photographer's agreement and clear photo credit requirements
- A mix of landscape (16:9 or 3:2) and vertical shots
- No logos, watermarks, or text overlays
- Have signed model releases on file for all people shown
- Variety: action, landscape, portrait, food, detail
- Caption ready: location, activity, season noted

Tip: *A strong image library is the single biggest factor in securing trade placement. Invest here first.*

What International Buyers Seek

- Authentic, community-led experiences with strong cultural and historic connections.
- Eco-certified operators, off-grid initiatives, and responsible wildlife stewardship.
- Itinerary-friendly products combining outdoor adventure, culture, and culinary experiences.