



DESTINATIONS
INTERNATIONAL

CANADIAN DESTINATION
LEADERSHIP COUNCIL

12 GUIDING PRINCIPLES:

FOR THE USE OF VISITOR BASE ASSESSMENT FUNDS



CAPE BRETON ISLAND, NS CANADA

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THE FOLLOWING TWELVE GUIDING PRINCIPLES DRIVE A HEALTHY AND SUSTAINABLE VISITOR-BASED ASSESSMENT MODEL FOR THE FUTURE.

THEME	GUIDING PRINCIPLE	DESCRIPTION
Funding Commitment	1. Substantive	Generates the necessary funds for the recipient of the VBA funds to fulfill its mandate
	2. Dedicated Use	Funds collected have a clear and sole purpose to support leisure tourism, sports tourism and business events
	3. Long-term	Funding remains in place for the long-term and grows based on proven results
Mandated Support	4. Supported	Eligible entity has a mandate from stakeholders to receive these funds
	5. Inclusive	Funds generated benefit the broader community and industry
Accountability	6. Accountable	Recipient of funds demonstrates clear benefits and line-of-sight between investment and performance
	7. Good Governance	Proper structure and processes are in place to provide fund oversight
	8. Financial Reporting	Funds collected and disbursed are clearly accounted for in financial reports
	9. Flow-through	Funds collected are for the purpose intended and never to generate dividends, retained earnings, or profit for private companies
	10. Transparent	Consumers and industry are entitled to full and accurate information as to the background, purpose and benefits of VBAs
Fairness	11. Fair	Cumulative amount of fee(s) charged to consumer is reasonable
	12. Advance Notice	Changes to a VBA rate are communicated well in advance to industry and the marketplace

WHO WE ARE



DESTINATIONS INTERNATIONAL (DI)

Destinations International is the global association for destination professionals. We elevate destination organizations by educating, equipping, empowering and connecting our members to better fulfill their missions and achieve positive results around the world.



THE CANADIAN LEADERSHIP COUNCIL (CDLC)

The Canadian Destination Leadership Council is a standing committee of Destinations International that consists of the chief executive of each of DI's Canadian destination members. The CDLC provides a forum for Canadian destination organization executives to meet regularly throughout the year to coordinate on key industry issues including advocacy, resourcing, policy, and marketing. As of 2025, the CDLC represents approximately 70 Canadian destinations across the country.

VIEW THE FULL REPORT



destinationsinternational.org/reports/canadian-visitor-based-assessment-study

RICHMOND, BC CANADA

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