

Inclusion in SGITP Promotions

Every season, the Southern Gulf Islands Tourism Partnership (SGITP) shares stories, guides, campaigns and itineraries across five islands. We can't feature everyone in everything. This guide explains who's eligible, how we decide, and what you can do to be part of it.

AT A GLANCE

- ✓ Do keep your business listing on southerngulfislands.com accurate and current
- ✓ Do send us seasonal updates, new offerings and strong photos
- ✓ Do tag us on social. We share partner content at our discretion

DETAILED STANDARDS

To be considered for SGITP promotion, a business or organization needs to

- be located on Salt Spring, Galiano, Mayne, Pender or Saturna
- serve visitors in some way, whether through accommodation, food and drink, retail, arts and culture, wellness, tours, transportation, farms or recreation
- hold the licences, permits and zoning approvals required to operate
- have publicly available visitor information, including hours, location and a website or social presence

Partners featured through SGITP also agree to credit SGITP when receiving funding or media exposure, to respect SGITP branding, and to respond to our requests in a timely way.

WHAT WE PRIORITIZE

Promotion is built around campaign objectives, seasonal themes and target markets, so alignment with what we're working on at the moment matters most. Beyond that, we give preference to businesses and experiences that;

- deliver a consistently high-quality visitor experience
- align with the region's destination themes of art, food, nature and wellness
- offer something distinct to the Southern Gulf Islands
- operate in the shoulder and off seasons
- demonstrate sustainable, low-impact practices or contribute to community well-being

Over time we aim for balance across islands and sectors, and we look for under-told stories. Inclusion in one promotion doesn't guarantee inclusion in the next.

WHAT CAN LEAD TO EXCLUSION

SGITP may decline to promote a business or organization if it;

- has a listing that is repeatedly inaccurate or out of date
- is operating without required licences or in conflict with local bylaws
- uses SGITP branding, content or intellectual property without permission
- has not met agreed deliverables on a funded project
- conducts business or messaging in a way that conflicts with SGITP's brand values, community standards or the reputation of the region

COMMERCIAL ACCOMMODATIONS

Commercial accommodations are voting members of SGITP and core partners in the visitor economy. They're included in campaigns, guides and destination promotions by default.

If you'd prefer not to be part of a specific promotion, email us before it goes live and name the campaign or initiative you're opting out of. Opting out of one promotion doesn't affect your eligibility for future ones.