

Presented by



DESTINATION
BRITISH COLUMBIA®

In Collaboration with



Rainforest to Rockies “Spark” Program

Application Questions

1. Contact information.
2. Tell us about yourself, your small business or organization.
3. What is your new tourism idea?
 - a. Project title
 - b. Describe your new idea
4. Where will your tourism experience take place? *(Please specify the name of your community or area, if applicable. Note: this may be different from your mailing or office location.)*
5. How is your idea innovative, compelling or unique?
6. How might your idea appeal to or fill a gap for a road-trip traveller along the *Rainforest to Rockies* corridors?

7. Who are your target market(s)?
8. Do you intend to work on this idea with one or more partner(s)? If so, who?
9. What stage are you at with your idea?
10. How does your idea advance economic, social, and environmental sustainability?
11. How does your idea support or advance diversity, equity, accessibility, and inclusion?
12. How would you utilize the mentorship and seed funds if selected?
13. What are your desired outcomes?