

#mtbBC Explorer Series

Capturing the true nature of mountain biking in BC for others to follow



Follow storytellers
through the many
scenic corridors and
clusters of real
mountain bike towns
found in every region
of British Columbia





Experiences will be documented to share firsthand what makes each location unique and memorable

Learn where to ride and what to ride





Find the services you need

And at the end of the day, know where to satisfy your thirst...



your hunger...



your curiosity...



...and
find a
place to
rest
before
the
next
day
begins



Objective

Create inspirational content that provides consumers with an enhanced understanding of how to explore BC with their mountain bikes.



Details

- 3-7 day trip itineraries catering to a diverse range of interests and abilities
- Feature people recognized in the mtb community that are also influencers on social media
- Capture experience in words, photos and video
- Long format that reads like a story. Short format that summarizes the pertinent details.



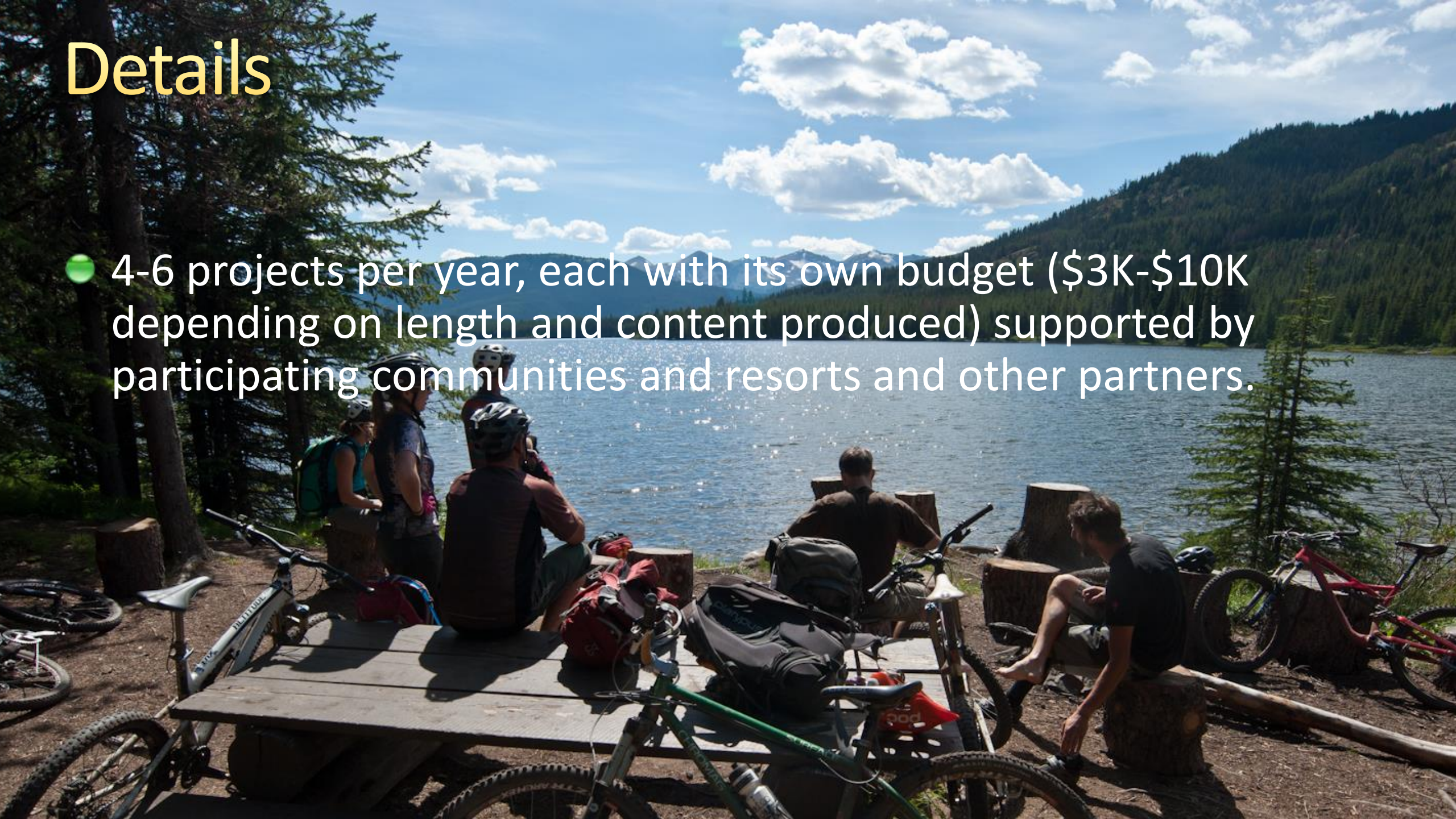
Details

- Content curation on MountainBikingBC.ca
- Share on MBBC's social media channels including: Facebook, Twitter, Instagram, and Vimeo
- Partners encouraged to share and curate content on their own channels for greater market penetration



Details

- 4-6 projects per year, each with its own budget (\$3K-\$10K depending on length and content produced) supported by participating communities and resorts and other partners.



For more information

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