

Storm watching on Long Beach in Pacific Rim National Park near Tofino.

Photo credit: Destination BC

Canada number one with The New York Times

Canada is celebrating 150 years since confederation, and we are looking good! The *New York Times* put Canada in the top spot of their "**52 Places to Go in 2017**" list. The website feature leads with a heavenly image of Tofino. Find out more about how they chose the list [here](#).

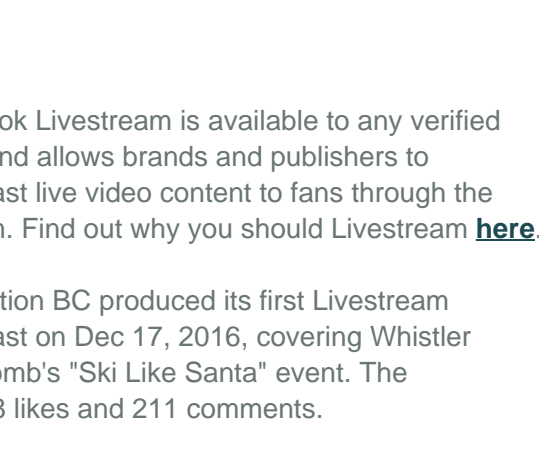
Our new Market Profiles are ready



Destination BC's Research & Evaluation team compiles and publishes data on British Columbia's key tourism markets. The publications discuss outbound travel, the size of the market, top travel destinations, traveller and trip characteristics, market insights and top trends. All Market Profiles, including three domestic markets and eight international markets, can be found [here](#).

Destination BC welcomes new Board member

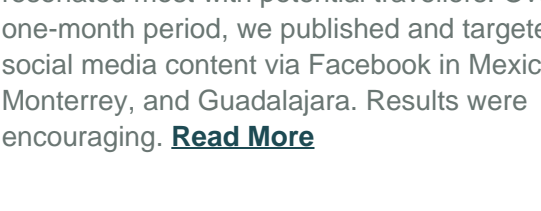
Destination BC is pleased to announce the appointment of our new Board member, Josie Tyabji, who is currently Director of four western BCVQA estate wineries through Constellation Brands Canada. We would also like to thank departing Board member Gordon Fitzpatrick, President of Fitzpatrick Family Vineyards in Peachland, for all his contributions. [Read More](#)



Destination BC's Board of Directors (Left to right): Andrea Shaw (Chair), Matt Mosteller, Josie Tyabji, Chief Clarence Louie, Al Raine, Susan Doi, Laird M. Miller (Vice-Chair), Robert Pratt. Missing: Loring Phinney.

Social Media updates

How to use Facebook Livestream



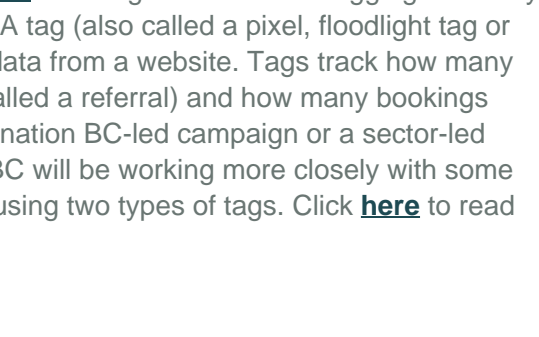
Facebook Livestream is available to any verified page, and allows brands and publishers to broadcast live video content to fans through the platform. Find out why you should Livestream [here](#).

Destination BC produced its first Livestream broadcast on Dec 17, 2016, covering Whistler Blackcomb's "Ski Like Santa" event. The Livestream received 54,000 views, 779 shares, 1,778 likes and 211 comments.

Watch the recap [here](#) and find out more about Facebook Livestream [here](#).

Destination BC launches paid social content test in Mexico

Destination BC's social media team launched a paid social media content test in late November to capitalize on the federal government's removal of the visa requirement for Mexican travellers that took effect December 1, 2016. Our goal was to test social media content in-market to see what resonated most with potential travellers. Over a one-month period, we published and targeted social media content via Facebook in Mexico City, Monterrey, and Guadalajara. Results were encouraging. [Read More](#)



Fast facts on floodlight tags: Part II of our series

In the December newsletter, we shared our [first article](#) detailing the basics of "tagging" and why the strategy is beneficial to our marketing strategies. A tag (also called a pixel, floodlight tag or beacon) is a piece of code that collects anonymous data from a website. Tags track how many visitors Destination BC refers to a partner website (called a referral) and how many bookings those visitors actually make, whether through a Destination BC-led campaign or a sector-led campaign that we funded. In the future, Destination BC will be working more closely with some groups of tourism partners (as a start) to share data using two types of tags. Click [here](#) to read the second article in our series on tagging.

Destination BC supports Family Day and our valuable ski industry

British Columbia's Family Day is coming up on February 13, 2017, and Destination BC is working with our colleagues at [Canada West Ski Area Association](#) to help residents celebrate the time off by hitting the slopes. Destination BC will support Family Day in the following ways:

- Distribute a news release, along with CWSAA, about the value of the ski industry and Family Day activities
- Promote deals and itineraries on our social channels
- Send deals and itineraries by email to BC residents
- Create a [blog](#) post and include BC Family Day deals and messaging

Research Round-Up

Tourism Indicators

Passenger volume to YVR has increased by 9.4% compared to the same period last year. Restaurant receipts are up 10.2%. For other tourism indicators, click [here](#).

Custom Entries

In November 2016, BC had an impressive increase to overnight entries, up 12.1%. The change was driven by a 17.4% increase in entries from Asia/Pacific countries. Canada showed an impressive increase as well in total Asia/Pacific entries: up 24.4%. The International Visitor Arrivals publication summarizes custom-entries data to British Columbia and Canada from selected markets of origin. See the full report on international visitor arrivals [here](#).

The monthly International Arrivals by Province publication provides insight into overnight visitor arrivals for each province. The publication can be found [here](#).

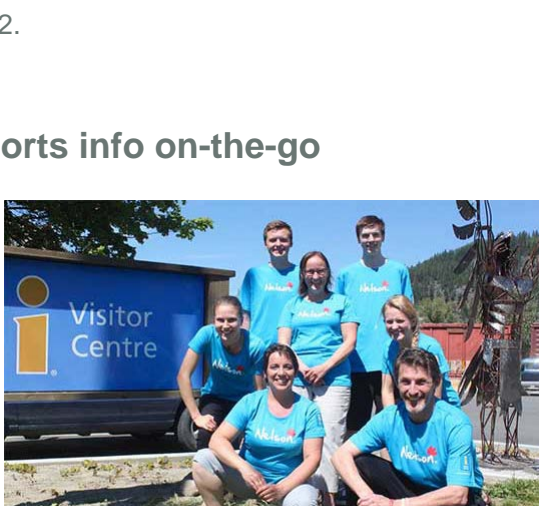
BC Winter Ambassadors hit the slopes



Destinations BC's [ski campaign](#) has launched its final phase of the 2016-17 ski campaign, which focuses on the promotion of BC snow conditions to inspire high-potential skiers in Ontario and California to ski BC before the season ends. This phase utilizes digital initiatives to distribute compelling, real-time information to consumers. As part of this phase, we have four BC Winter Ambassadors who will be skiing at BC's resorts and providing content from an insider's perspective on snow conditions and resort experiences for use in our current and future campaigns. Learn more about our Winter Ambassadors on the [Explore BC Blog](#) and be sure to follow along as they ski BC!

Royal Visit put BC in spotlight for millions of consumers worldwide

When the world watched Prince William, Kate Middleton and their two young children visit British Columbia in 2016, Destination BC gathered story ideas and itineraries to reach media outlets across the globe to tell BC's story, share the experiences the Royal Family enjoyed and encourage travellers to follow in their royal footsteps. Now, BC's tourism industry appears to be on the verge of reaping the benefits. All told, total editorial coverage resulted in a reach of more than 111.5 million impressions. [Read More](#)



The Royal couple tours Bella Bella. Photo credit: Canadian Heritage

New videos appeal to millennial market in China



The cast of the BC video gathers in Whistler.

Destination BC and partners support Destination Canada's content marketing and consumer programs. A series of Zhou You Jianada videos of a [cross-Canada motorcycle tour](#) were broadcast over the summer/fall. Destination Canada China then launched a series of core [winter videos](#) with a focus on youth, art, music, culture, outdoor activities and Canada's 150th. All videos appear on principal video-streaming channels as well as Condé Nast Traveler and Destination Canada social media platforms. The average view of each video is expected to be 3-million to 4-million. The [BC video](#) was filmed last February in Whistler.

HelloBC program highlights

2017 HelloBC® listings program enrolment

All listings have been extended until December 31, 2017 as plans are developed for a refreshed [HelloBC.com](#) website over the next year. Listing details will remain the same unless suppliers log into their listing [here](#) to update seasonal information, such as rates or hours of operation. For assistance, contact 1-800-822-7899 or [productservices@destinationbc.ca](#).

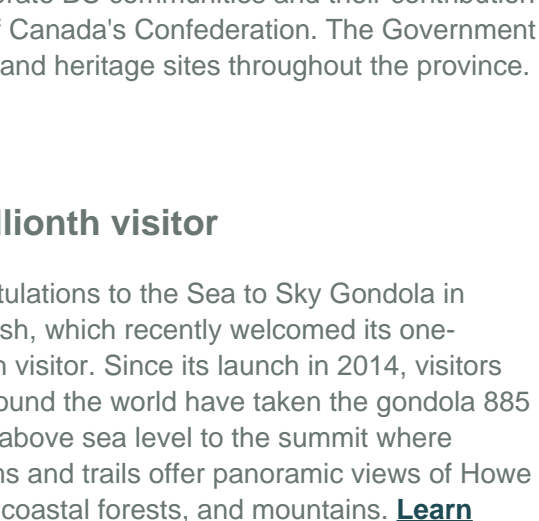
Enhanced Booking option for accommodation suppliers

Destination BC continues to work with Check In Canada™ to enable consumers to book directly with BC accommodation suppliers. Starting this month, properties will be able to upgrade to the Enhanced Booking option for just \$195 + \$1 per click. No matter how many consumers click on a listing, Check In Canada™ only charges for a maximum of 200 referrals per year, which means suppliers won't pay more than \$395 regardless of how many referrals are received. Find out the advantages of the Enhanced Listing [here](#). Contact Check In Canada™ at: [BCUpdates@CheckInCanada.com](#); 1-888-612-2772.

Visitor Services Innovation Fund supports info on-the-go

This past summer, the Nelson "Info on the Go" street team provided information to more than 1,730 visitors around their community.

The Delta Visitor Centre also enhanced their visitor services this summer with a street team equipped with iPads and increased their social media presence. The street team had a 69% growth compared to 2015 visitor engagements.



Destination BC's 2016 [Visitor Services Innovation Fund](#) supported both these initiatives.

Australian travel agents have a snow day



Smiling faces and warm hats as Australian travel agents from Infinity Holidays enjoy a tour of the Capilano Suspension Bridge as part of a winter familiarization tour last December. Destination BC and partners including Tourism Vancouver, Tourism Whistler, Tourism Sun Peaks, and Air Canada supported the seven-day trip, which featured visits to Vancouver, Sun Peaks Resort, and Whistler-Blackcomb.

GOOD TO KNOW

New licence plates support BC Parks

New specialty licence plates celebrate and support conservation of BC Parks. The new BC plates will be available at ICBC Autoplan brokers on January 29th. All net proceeds from the purchase of these licence plates will be reinvested back into BC Parks. [Learn More](#)

Order your FREE 2017 Discovery Pass

Order the Parks Canada 2017 Discovery Pass for FREE access to our national parks, historic sites, and marine conservation areas to mark Canada 150! [Read More](#)

Federal government takes action on Temporary Foreign Worker Program

The Minister of Employment, Workforce Development and Labour has announced first steps as part of the Government's commitment to make meaningful changes to the Temporary Foreign Worker Program. [Read More](#)